



**UNIVERSITI PUTRA MALAYSIA**

***GRATIFICATION LEVELS AMONG FARMERS ON INFORMATION  
DISSEMINATED THROUGH AGRICULTURAL TELEVISION  
PROGRAMS IN MALAYSIA***

**ZOHEIR SABAGHPOUR AZARIAN**

**FBMK 2013 61**



**GRATIFICATION LEVELS AMONG FARMERS ON INFORMATION  
DISSEMINATED THROUGH AGRICULTURAL TELEVISION  
PROGRAMS IN MALAYSIA**

**By**

**ZOHEIR SABAGHPOUR AZARIAN**

**Thesis Submitted to the School of Graduate Studies,  
Universiti Putra Malaysia, in Fulfillment of the  
Requirement for the Degree of Doctor of Philosophy**

**June 2013**

*This thesis is dedicated to my parents  
for their love, endless support  
and encouragement.*



Abstract of thesis presented to the senate of Universiti Putra Malaysia in fulfilment  
of the requirement for the degree of Doctor of Philosophy

**GRATIFICATION LEVELS AMONG FARMERS ON INFORMATION  
DISSEMINATED THROUGH AGRICULTURAL TELEVISION  
PROGRAMS IN MALAYSIA**

By

**ZOHEIR SABAGHPOUR AZARIAN**

**June 2013**

**Chairman: Professor. Md Salleh Hj Hassan, PhD**

**Faculty: Modern Languages and Communication**

The agriculture industry like most developing countries plays a substantial function in Malaysia. Agricultural activities shape the basic infrastructure of rural life, contributing significantly to the condition of rural communities in terms of business opportunities, employment and quality of the environment. In order to increase agricultural production, farmers ought to make their own decision, understand agricultural issues clearly and answer questions relevant to agricultural production. To attain this, farmers must be connected with proper information and knowledge in accurate format that will aid them in gratifying their information needs. It is now generally accepted that mass media could play a major role in dissemination of agricultural information. This study, based on the concept of Expectancy-value Model, has the following objectives, (1) to determine the level of consumption on television agricultural programs among farmers, (2) to determine the farmer's beliefs and evaluation towards television agricultural programs in fulfilling their information needs, (3) to identify the credibility level of television agricultural programs, (4) to determine the perceived gratification sought and gratification obtained by the farmers

from the television agricultural programs in fulfilling their information needs, (5) to determine the relationship between farmer's beliefs, evaluation and credibility assessment towards television agricultural programs and gratification obtained (GO), (6) to examine to what extent gratification sought (GS) mediates the relationship between beliefs, evaluation, credibility assessment and gratification obtained (GO), (7) to examine to what extent media consumption mediates the relationship between beliefs, evaluation, credibility assessment and gratification obtained (GO). A quantitative method is employed for this study. The data were collected from a total of 400 respondents representing the farmers who were selected base on four zones in peninsular Malaysia (Northern, Central, Southern and East Coast Zone). Each of the zone selected was represented by a state in which has the highest of mass media owners. For sampling procedure, stratified random sampling was utilized. Statistical analysis methods (SPSS) and Structural Equation Modeling (SEM) were used for analysis the data. The findings indicated that TV agricultural programs were believed to possess the characteristics of keeping their viewers up-to-date on latest information pertaining crops/livestock/agriculture. Results from this study also showed that farmers' gratification obtained towards television agricultural programs were moderate. The results of the SEM revealed that the full mediation model explained the data better than the indirect structural model. Moreover, the results indicated that eight of the ten hypotheses proposed were supported by statistically significant results. According to the results, all direct relationships were supported, and all indirect effects were also supported, except the mediating effects of perceived gratification sought and media consumption were not found to be a mediator between "Credibility" and "perceived gratification obtained". The findings of this study, therefore, could be useful to extension agents, policy

makers, and media program implementers by providing a better understanding of the strengths and weakness of their strategies.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia  
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**TAHAP KEPUASAN KALANGAN PETANI MENGENAI MAKLUMAT  
YANG DISEBARKAN MELALUI TELEVISYEN PERTANIAN DI  
MALAYSIA**

Oleh

**ZOHEIR SABAGHPOUR AZARIAN**

**June 2013**

**Pengerusi: Profesor. Md Salleh Hj. Hassan, PhD**

**Fakulti: Bahasa Moden dan Komunikasi**

Pertanian adalah satu faktor penting dalam peningkatan taraf hidup golongan petani dan penduduk luar bandar. Dalam usaha untuk meningkatkan pengeluaran pertanian, petani sepatutnya membuat keputusan mereka sendiri, memahami isu-isu pertanian dengan jelas dan menjawab soalan-soalan yang berkaitan dengan pengeluaran pertanian. Untuk tujuan ini, petani mesti dihubungkan dengan maklumat yang betul dan pengetahuan yang tepat supaya dapat membantu mereka dalam menentukan keperluan maklumat. Media massa kini boleh diterima umum dalam memainkan peranan utama dalam penyebaran maklumat pertanian. Kajian ini adalah berdasarkan kepada konsep “Expectancy-value Model”, mempunyai objektif seperti berikut, (1) untuk menentukan tahap penggunaan program televisyen pertanian di kalangan petani, (2) untuk menentukan kepercayaan dan penilaian petani terhadap program televisyen pertanian dalam memenuhi keperluan maklumat mereka, (3) untuk mengenal pasti tahap kredibiliti program televisyen pertanian, (4) untuk menentukan tahap kepuasan jangkaan dan tahap kepuasan diperolehi oleh petani dari program televisyen pertanian dalam memenuhi keperluan maklumat mereka, (5) untuk

menentukan hubungan antara kepercayaan, penilaian dan kredibiliti terhadap program televisyen pertanian dan kepuasan diperolehi (GO), (6) untuk menentukan kesan pengantara tahap kepuasan jangkaan bagi hubungan antara kepercayaan, penilaian, kredibiliti dan kepuasan diperolehi (GO), (7) untuk menentukan kesan pengantara penggunaan media bagi hubungan antara kepercayaan, penilaian, kredibiliti dan kepuasan diperolehi (GO). Kaedah kuantitatif telah digunakan untuk kajian ini. Data telah dikumpulkan daripada jumlah sebanyak 400 responden yang mewakili petani telah dipilih berdasarkan empat zon di Semenanjung Malaysia (Utara, Tengah, Selatan dan Zon Pantai Timur). Setiap zon yang dipilih diwakili oleh negeri yang mencatatkan bilangan penduduk tertinggi mempunyai media massa. Untuk prosedur persampelan, persampelan rawak berstrata telah digunakan. Kaedah analisis statistik (SPSS) dan Permodelan Persamaan Struktur (SEM) telah digunakan untuk analisis data. Dapatan kajian menunjukkan bahawa program pertanian televisyen telah dipercayai memiliki ciri-ciri yang memberikan mereka maklumat terkini berkaitan tanaman/ternakan/pertanian. Keputusan SEM menunjukkan bahawa model struktur pengantaraan penuh menjelaskan data yang lebih baik daripada model struktur tidak langsung. Selain itu, keputusan menunjukkan bahawa lapan daripada sepuluh hipotesis yang dicadangkan telah disokong oleh keputusan statistik yang signifikan. Menurut keputusan, semua hubungan langsung disokong, dan semua kesan tidak langsung turut disokong, kecuali kesan pengantara kepuasan jangkaan dan penggunaan media tidak menjadi pengantara di antara "Kredibiliti" dan "kepuasan diperolehi ". Dapatan kajian mendapati, adalah berguna kepada ejen pengembangan, penggubal dasar dan pelaksanaan program media dengan memberikan kefahaman yang lebih berkenaan kekuatan dan kelemahan strategi mereka.



## ACKNOWLEDGEMENTS

First and Foremost, I gratefully thank the Merciful and Almighty Allah to be the source of all strength and patience to accomplish this work. I pray to Allah for His kind forgiveness during this life and hereafter.

I would like to extend my sincere appreciation and deepest gratitude to Professor. Dr. Md Salleh Hj. Hassan, Chairman of my supervisory committee for his advice, active guidance, generous help and expertise throughout the preparation of this thesis. I am indebted to my supervisory committee members, Associate Professor Dr. Bahaman Abu Samah and Dr. Muhammad Sham Bin Shahkat Ali for their invaluable assistance, constructive suggestions, encouragement and review of my work from the beginning to the end of this project. I feel privileged to have worked with such outstanding scholars.

I wish to thank all my friends and colleagues, the faculty members in the Department of Communication and Institute for Social Science Studies for their assistance and cooperation in the research during the collection of data.

I am also grateful to those who participated in this study for their voluntary willingness to contribute their time and effort to complete the surveys. I recognize that this study would never have been possible without their assistance. Therefore, I extend my appreciation to all of the survey participants.

Words are not enough to express my gratitude to my family for their patience through this highly demanding time, and to my parents, my wife, brother and sister who tolerated my expatriation, and to the remainder of my family for their patience, love, and understanding throughout the study.



© COPYRIGHT UPM

I certify that an Examination Committee has met on 3<sup>rd</sup> June, 2013 to conduct the final examination of Zoheir Sabaghpour Azarianon his Doctor of Philosophy thesis entitled “Gratification Level Sought and Obtained among Farmers on Agricultural Television Programs in Malaysia” in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the student be awarded the relevant degree. Members of the Examination Committee were as follows:

**Ezhar bin Tamam, PhD**

Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Chairman)

**Mohd Nizam bin Osman, PhD**

Lecturer  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Internal Examiner)

**Azizan bin Asmuni, PhD**

Associate Professor  
Faculty of Educational Studies  
Universiti Putra Malaysia  
(Internal Examiner)

**Drew O. McDaniel, PhD**

Professor  
School of Media Arts and Studies  
Ohio University, U.S.A  
(External Examiner)

---

**BUJANG KIM HUAT, PhD**

Professor and Dean  
School of Graduate Studies  
University Putra Malaysia  
Date:

This thesis was submitted to the senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

**Md Salleh Hj Hassan, PhD**

Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Chairman)

**Bahaman Abu Samah, PhD**

Associate Professor  
Faculty of Educational Studies  
Universiti Putra Malaysia  
(Member)

**Muhammad Sham Bin Shahkat Ali, PhD**

Senior Lecturer  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Member)

---

**BUJANG KIM HUAT, PhD**

Professor and Dean  
School of Graduate Studies  
Universiti Putra Malaysia  
Date:

## DECLARATION

I declare that the thesis is my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at other institutions.



---

**ZOHEIR SABAGHPOUR AZARIAN**

Date: 3 June 2013

## TABLE OF CONTENTS

	<b>Page</b>
<b>DEDICATION</b>	ii
<b>ABSTRACT</b>	iii
<b>ABSTRAK</b>	vi
<b>ACKNOWLEDGEMENTS</b>	viii
<b>APPROVAL</b>	x
<b>DECLARATION</b>	xii
<b>LIST OF TABLES</b>	xvi
<b>LIST OF FIGURES</b>	xix
<b>LIST OF ABBREVIATION</b>	xx

### CHAPTER

<b>I</b>	<b>INTRODUCTION</b>	1
	The Media System in Malaysia	4
	Malaysian Media Ownership and Legal Controls	7
	Television Ownership	9
	Media Policies and Regulations in Malaysia	11
	Background of Study	13
	Problem Statement	16
	Research Objectives	17
	Significance of the Study	18
	Scope and Limitation of the Study	20
	Definition of Terms	20
	Chapter Summary	22
<b>II</b>	<b>LITERATURE REVIEW</b>	23
	Introduction	23
	The Development of Malaysian Agricultural Sector	24
	Media for Agricultural Development: Malaysia Experience	27
	Uses and Gratifications	31
	A Brief History	32
	The Uses and Gratification Research Objectives	34
	Theoretical Assumptions	35
	Assumption 1: The Active Audience	36
	Assumption 2: Media Use is Self-Motivated	37
	Assumption 3: Functional Alternatives	39
	Assumption 4: The Validity of Self-Reporting	40
	Assumption 5: Value Neutrality	41
	Social and Psychological Origins of Media Use	42
	Motivational Typologies	43
	The Gratification of Needs	46
	Gratification Derived from Media Contents	47
	Social Gratifications	49
	Use of Media for Fulfilling Cognitive Needs	51
	Audience Beliefs towards Media Programs	53
	Audience Evaluations towards Media Programs	56

	Media Credibility	59
	Television Credibility in Malaysia	63
	Gratifications Sought (GS) and Gratification Obtained (GO)	64
	Media Consumption and Gratifications	66
	Expectancy-Value of Motivation	68
	Concept of Active Audience	73
	Audience Orientation towards Media	74
	Understanding of Audience Involvement	76
	Research Framework	79
	Research Hypothesis	81
	Chapter Summary	82
<b>III</b>	<b>METHODOLOGY</b>	<b>84</b>
	Research Design	84
	Research Population and Sample	85
	Sampling Method	87
	Research Instrument	88
	Operationalization of Research Variables	93
	Pre-testing of the Questionnaire	96
	Reliability of the Instruments	98
	Data Collection	99
	Data Analysis Procedure	101
	Descriptive Statistics	101
	Correlation Analysis	102
	Structural Equation Modeling (SEM)	102
	Confirmatory Factor Analysis (CFA)	104
	SEM Procedure	104
	Goodness of Fit Index	106
	Hypothesis Testing	109
	Direct Effect	109
	Indirect Effect	110
	Constructs of the Research Framework	111
	Constructs Reliability	113
	Construct Validity	113
	Confirmatory Factor Analysis (CFA) and Validation of Measures	114
	CFA Model for Beliefs towards TV Agricultural Programs	115
	CFA Model for Evaluation towards TV Agricultural Programs	118
	CFA Model for Credibility Level of TV Agricultural programs	121
	CFA Model for Gratification Sought (GS) from TV Agricultural Programs	122
	CFA Model for Gratification Obtained (GO) from TV Agricultural Programs	125
	Measurement Model	128
	Chapter Summary	131
<b>IV</b>	<b>RESULTS AND DISCUSSIONS</b>	<b>133</b>
	Respondents Profile	133
	Gender, Age, Marital Status and Number of Children	133
	Years of Experience, Education Level and Monthly Income	135

General Information Concerning Agricultural Activities	137
Perceived Importance of Farm-Related Information	140
Agricultural Staffs as Source of Information	141
Pattern of Using Media	142
Beliefs, Evaluations and Credibility Level of TV Agricultural Programs	146
Beliefs	146
Evaluations	148
Credibility	150
Perceived Gratifications Sought and Obtained from TV Agricultural Programs	153
Perceived Gratifications Sought (GS)	153
Perceived Gratifications Obtained (GO)	155
Testing of the Hypotheses	157
Relations between Selected Independent Variables and Perceived Gratification Obtained (GO)	159
Test of Mediation	164
Full Mediation Model versus Indirect Model	164
Full Mediation Structural Model	166
Mediating Effect of Perceived Gratification Sought (GS)	167
Mediating Effect of Media Consumption (MC)	174
Chapter Summary	180
<b>V</b>	
<b>SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS</b>	<b>182</b>
Summary	182
Objective of the Study	183
Methodology	184
Summary of Findings	186
Demographic Characteristics of the Respondents	186
Pattern of TV Viewership	186
Respondents Beliefs of TV Agricultural Programs	187
Respondents Evaluation of TV Agricultural Programs	187
Respondents Credibility Assessment of TV Agricultural Programs	188
Perceived Gratifications Sought from TV Agricultural Programs	188
Perceived Gratifications Obtained from TV Agricultural Programs	189
Summary of Hypothesis Testing	189
Conclusions	193
Recommendations	197
Suggestions for Further Studies	199
<b>BIBLIOGRAPHY</b>	<b>202</b>
<b>APPENDICES</b>	<b>222</b>
<b>BIODATA OF STUDENT</b>	<b>253</b>