

## **UNIVERSITI PUTRA MALAYSIA**

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

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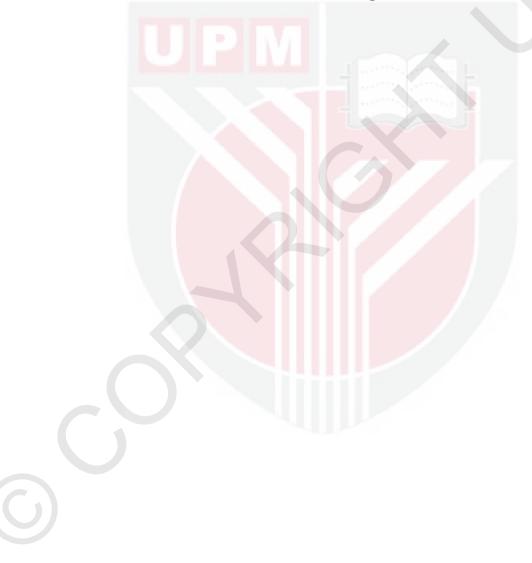
Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfillment of the Requirement for the Degree of Doctor of Philosophy

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

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#### 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

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

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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 menentukan hubungan antara kepercayaan, penilaian dan kredibiliti terhadap program televisyen pertanian dan kepuasan diperolehi (GO), (6) untuk menentukan kesan penggantara tahap kepuasan jangkaan bagi hubungan antara kepercayaan, penilaian, kredibiliti dan kepuasan diperolehi (GO), (7) untuk menentukan kesan penggantara 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.

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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.



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:

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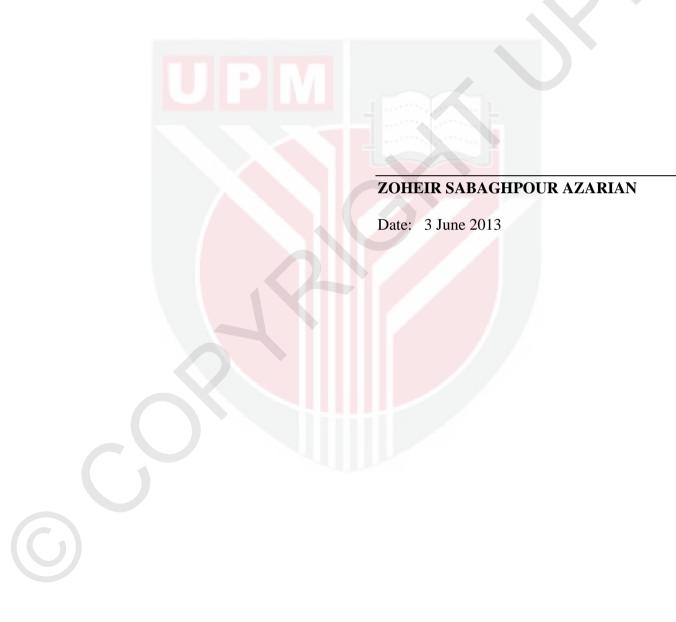
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## DECLARATION

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.



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