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CONSUMER PREFERENCES ON EGG PURCHASING AMONG LOCAL RESIDENCES IN KOTA BHARU, KELANTAN.

By

NIR MUSLIM JAAFAR

A report submitted in fulfillment of the requirement for the degree of

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DECLARATION

I hereby declare that the work embodied in this Report is the result of the original research and has not been submitted for a higher degree to any universities or Institutions.

_____

Student

Name: NIR MUSLIM JAAFAR

Date:

I certify that the Report of this final year project entitled consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan by Nir Muslim Jaafar, matric number F13A237 has been examined and all the correction recommended by examiners have been done for the degree of Bachelor of Applied Science (Animal Science Husbandry) with Honours, Faculty of Agro Based Industry, Universiti Malaysia Kelantan.

Approved by:

_____

Supervisor:

Name: MDM. FARAH ADILA BINTI ABDULLAH

Date:

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CONSUMER PREFERENCES ON EGG PURCHASING AMONG LOCAL RESIDENCES IN KOTA BHARU, KELANTAN.

Nir Muslim Jaafar*

Faculty Of Agro Based Industry, University Malaysia Kelantan, Jeli Campus, 17600 Jeli, Kelantan, Malaysia.

nirmuslimj@gmail.com

Nowadays, the eggs consumption have related with a lot of things commonly living standard, consumer prices, diet and the preferences on egg purchasing. The study had conducted in order to find consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan. There are three main independent variables used in this study namely behavioural attitude, subjective norms and perceived behavioural control. The method used for this study is by quantitative analytical approaches. Total of 125 respondents was gathered and the data was analysed using parametric analysis by SPSS software. Through this study, it was founded that perceived behavioural control shows the highest level among other variables that is subjective norms and behavioural attitude. In addition, the behavioural attitude shows the highest relationship towards consumer's preferences on egg purchasing. the results show that the entire hypotheses are supported by the study and there is positive significant relationship between independent variables and dependent variables. It is recommended that this study should be enlarged the target respondents in order to get a more precise result.

Keywords: consumer's preferences, egg purchasing, behavioural attitude, subjective norms, perceived behavioural control

PILIHAN PENGGUNA TERHADAP TELUR DALAM KALANGAN PENDUDUK TEMPATAN DI KOTA BHARU, KELANTAN.

Nir Muslim Jaafar*

Fakulti Industri Asas Tani, Universiti Malaysia Kelantan, Kampus Jeli, 17600 Jeli, Kelantan, Malaysia

nirmuslimj@gmail.com

Pada masa kini, penggunaan telur mempunyai kaitan dengan banyak perkara yang lazimnya hidup, harga pengguna, diet dan pilihan ke atas pembelian telur. Kajian telah dijalankan untuk mencari pilihan pengguna terhadap pembelian telur di kalangan penduduk tempatan di Kota Bharu, Kelantan. Terdapat tiga pemboleh ubah bebas utama yang digunakan dalam kajian ini iaitu sikap tingkah laku, norma subjektif dan kawalan tingkah laku. Kaedah yang digunakan untuk kajian ini adalah pendekatan analisis quantitatif. Sejumlah 125 responden dikumpulkan dan data dianalisis secara parametrik menggunakan perisian SPSS. Melalui kajian ini, kawalan tingkah laku dilihat menunjukkan tahap tertinggi berbanding yang lain iaitu normsa subjektif dan sikap tingkah laku. Di samping itu, sikap tingkah laku menunjukkan hubungan tertinggi ke arah keutamaan pengguna terhadap pembelian telur. Berdasarkan analisis, menunjukkan bahawa keseluruhan hipotesis disokong oleh kajian dan terdapat hubungan yang signifikan antara sikap tingkah laku, normsa subjektif dan kawalan tingkah laku dengan pilihan pengguna terhadap telur . Adalah disyorkan bahawa kajian ini perlu diperbesarkan oleh responden sasaran untuk mendapatkan hasil yang lebih tepat.

Kata kunci: keutamaan pengguna, pembelian telur, sikap tingkah laku, norma subjektif, kawalan tingkah laku yang dilihat

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LIST OF ABBREVIATIONS AND SYMBOLS

TPB	Theory of Plan Behaviour
SPSS	Statistical Package and Social Science
N	Sample Population
r	Pearson Coefficient Correlation
%	Percentage
<	Less Than
≤	Lower than and equal to
≥	More

CHAPTER 1

INTRODUCTION

1.0 Introduction

According to Ministry of Agriculture and Agro-based Industry Malaysia, the amount of eggs consumed by the Malaysian consumer had increased from year to year. The increase of egg consuming is mainly because of the higher income where consumer start seeking for better food which higher contain of nutrition. This finding was parallel with Alias et al (1999), which concluded that Malaysian consumers started to consume food which is high in nutritional value as the family income start to increases and the level of wealth of Malaysian society rises. This finding also being supported by Henson et al (2006), where increasing the income will increase the consumer awareness about the food quality along with the health and safe food product. Although the increase in income, the quality of food product are fully determine by individual preferences.This finding was support by Furst et al (1996), suggested that the choices of food by the consumer are really depend on a lots of reasons such as sensory characteristic of the food itself, environmental, cultural and contextual influences. The study by Prescott et al (2002) also stated that food-related expectations and attitudes, health claims, price, ethical concerns and mood also can be the reason why consumer bought the products. Apart from the personal factor stated above, as suggested by Jang et al (2009) that food attributes are one of the most influent factors that affect consumers' consideration-making while purchasing food products. By learning more about food contribution and demand will ensure whether the food available in the market are giving enough satisfaction to the customer or not.

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The study by A. Hanis et al (2013), there is relative importance and willingness to pay for eggs attributes demanded by Malaysian consumers. On the other hand, Guerrero et al (2000), had discovered that selection and willingness to consume food by consumers are effected by marketing-related psychological and sensory factors. The study also stated that quality is believe as a key factor and can be defined in several ways. It can be concluded that outward aspects such as packaging as well as price represented as an important role in the process of food choice. This statement was supported by Cannoosamy et al (2014) where the study indicated that quality (regarding to the factors other than taste) are at the top priority of food attribute demand by consumers, followed by nutritional value and safety. Taste and price was positioned third and convenience and brand are considered as not preferred. Besides, Pol & Ryan (1996), conclude that the quality was become the top priority from the customer when buying food..

1.1 Background of Study

Eggs can come from different sources of animal consisting of flying birds, amphibians, mammals, reptiles and fish, and have been eaten by people for a huge number of years according to Kriple (2007) . Egg yolks and entire eggs store huge measures of protein and choline, and are broadly utilized as a part of cookery (Patterson et al., 2008). It is likewise to affirmed that due to their protein content, the United States Department of Agriculture orders eggs as Meats inside of the Food Guide Pyramid. Despite the nutritious estimation of eggs, there are some potential wellbeing issues emerging from egg quality, stockpiling, and individual hypersensitivities. Chickens and other egg-laying animals are generally kept all through the world, and large scale manufacturing of chicken eggs is a worldwide industry. The worldwide egg production and consumption is increasing which is rational, because the protein inside eggs are in excellent quality and low economic cost, whereas a high demand for sources of protein are needed in developing countries, in which a third of the population are under nourished.

As per McGee (2004) bird eggs have been important foodstuffs since ancient times, in both chasing social orders and later societies where winged animals were trained. The chicken was presumably tamed for its eggs from wilderness fowl local to tropical and subtropical Southeast Asia and India before 7500 BCE. Chickens were conveyed to Sumer and Egypt by 1500 BCE, and touched base in Greece around 800 BCE, where the quail had been the essential wellspring of eggs. This statement was backing by Brothwell & Brothwell (1997). According to Federation of Livestock Farmers' Associations of Malaysia (FLFAM), in 2015, it is estimated that there are 370 layer farms producing 11,308 million eggs in the Peninsular Malaysia itself. Some of the eggs are exported as fresh eggs in Singapore market (The Federation of Livestock Farmers' Associations of Malaysia, 2015). Most of the eggs are sold fresh in shell eggs.

Along with that, there is also small egg processing plant in Malaysia that produce different form of liquid eggs mainly for bakery and confectionary industry. Since the amount of eggs produce here in Malaysia are high, there is a efforts to export the egg to another country which is in 2015, exports were made to Hong Kong (48.14 million), Timor Leste (12.03 million), Macau (9.43 million), Maldives (0.33 million), Brunei Darussalam (0.25 million)..

1.2   Problem Statement

Chicken eggs also important to us as it is an alternative sources of protein for us other than red meat. According to Sonaiya et al (2004), among many quality characteristics, external factors including cleanliness, freshness, egg weight   and shell quality are important in consumer's acceptability of shelled eggs but unlike the external quality, the internal quality of egg will be decline over the time. Though the factor of the quality of egg are depends on feed given and storage, the egg management also play and important role in maintaining the quality. Apart from that, consumer always use the egg as a sources of protein at least once a week supported by Ajay et al (2007).

Thus, it is needed for market research on egg preferences in Kota Bharu. As said by Ronald RW (2000) that people of low income status can use eggs as a source of many nutrients at a very economical price. Research by some credible organization, advertising, promotion, nutrition education and labeling would be needed for egg industry to reposition eggs as part of a healthy diet (Kennedy, 2000). There was no published information about consumer's preferences for chicken eggs in Kota Bharu. The information from results will become advantages for producers and egg industry to increase their profits and facilitate their planning in future.

1.3   Research Objectives

1.3.1   General Objectives

The overall purpose of this study is to measure the consumer preferences on egg purchasing among local residences residences in Kota Bharu, Kelantan.

1.3.2   Specific Objectives

1. To examine the behavioural attitude on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan:
2. To examine the subjective norms on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan.
3. To examine the perceived behavioural attitude on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan.

1.4   Significance of Study

The data collected from the survey can be used to improve the egg production in Kelantan as the survey was conducted in Kota Bharu, Kelantan.

The data are not just important to the egg company, but also for the related agencies as through this study, the amount of people that are expose to the different preferences of eggs will be known. The related agencies can getting involve in more campaign or action to increase the awareness about the quality of the egg.

As stated before, the egg is becoming the important part in daily diet as it is contain a lot of protein thus it is crucial for ones to consume egg as it is economy friendly.

1.5   Scope of Study

The study is conducted among local residences egg's consumer in Kota Bharu,Kelantan. This study is focus more on the consumer who does the regular purchasing the perishable good from market and what are their preferences during purchasing the chicken eggs. The study has focused on youth ranged from 21 to 40 years old at Kota Bharu as the respondents. The respondents included both in male and female. Besides, three main races which are Malay, Chinese and India, and also the main religion included Islam, Buddhism, Hinduism and Christian.

1.6   Limitation of the Study

The study will focus on the peoples around the area of Kota Bharu only, but not towards the rest of Kelantan due to constrain of time .

In the other hand, this study was using self-funded research which is a restriction to do a large scale research. Apart from that, the geographical factor also one of the limitation when doing this survey. The distance are quite far from the campus to Kota Bharu resulting necessity to rent a car plus the petrol.

1.7   Definition of terms

- **Consumer preferences** – is the things that become the factor why the consumer choose a certain product instead of other products. As we know, before buying things, the consumer must already got in mind what type of product and what brand of product they want to buy. Usually their intention towards buying a certain products come from their previous experience for example, once the consumer find out that the Brand A of bread is better than the Brand B of bread, the consumer will eventually start buying the bread from Brand A for forever or until there is a new brand that give a better quality with the price within. Instead from consumer own experience with the product, the intention also can come from other's consumer experience such as siblings and neighbor where the words will spread from mouth to mouth.

- **Behavioural Attitude** – one of the independent variable found in this study since it using Theory of Planned Behaviour. Literally, behavioural attitude is where people actually have their own influence without compromising any other influences other than self.

- **Egg purchasing** – is an activity where the consumer buying eggs regardless from any store as long as the main activity is 'buying' the 'eggs' for the customer own usage.

- **Subjective norms** – a specific behaviour done by a person with influence from outside factors such as family members and friends

- **Perceived behavioural control** – an individual's perception of their ability to perform a certain behaviour.

CHAPTER 2

LITERATURE REVIEW

2.1 The preferable factor when buying the eggs

According to Senbeta E. K. (2015), the preference or factor that usually consumer want is the preferences of egg yolk, preferences of egg size, preferences of egg shell colour, and preference of the origin of the egg. While Mizrak et al., (2012) stated that the factors contribute to buying preferences is the yolk colour, production date, shell colour, eggs size and origin of eggs. But according to the Huang (2013) the customer preferences studied by him is the price, the shell colour, production method, feed, and pasteurization. While Hanis et al (2013) suggested in his study that the factor contribute to consumer preferences when buying eggs is between size, colour, size of packaging, functional attribute and price. Thus with the guided from the previous study, the factors that are will be use in the study is the grade, price, quality

2.2 Consumer Preferences

Egg consumption had become something normal as the acces to purchase egg become easier. From the study by Guyonnet (2012) there are more countries that had higher per capita consumption of eggs in compared 10 years ago. Due to the increase number of global eggs production per years, it is expected that there will be more 'speciality' egg produce such as free-range and organic.

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Since there is so much variety off eggs that can be access, each consumer had their own specifically desired eggs for their consumption. The study from Senbeta E. K (2015), stated that the consumer from East Euthopia usually cosume eggs for their own healthy diet which can be quiet hard to find there. This study were in parallel with Ronald RW (2000) where the study had shown that the family with lower income tend to choose eggs as a cheap source of protein. The demand from consumer only appears when there is a choices for them to chose. This can be confirm by Chukwuka et al (2011), where there is no demand for high grade eggs in most Africa countries because there is no grading standard and the consumer basically just grab what available at the time.

2.3 Theory And Model.

2.3.1 Theory Of Planned Behaviour

As a consumer, it is one's right to choose what they want to buy from the store regardless of price and quality of the product. The instinct of the preferences can be triggered by the distinctive material feature of the product (shape,size,taste,print,colour,etc), physical element and the statute given to the person who using particular products or brand. According to Ajzen (1985) behavioural intention can be best described as intention to perform certain behavioural. For example when a person having a thought on buying eggs due to the shortage of eggs at home, the person will eventually have in mind what kind of egg that he really want to buy and where to buy.

The successful of the performance is a subject to change on the person's control as the intention only happen inside a person's mind and there always a factor that can prevent the performance from happen.

The study by Ajzen (1985) also added that the intention is only a prediction of a person's performance and the performance will not necessarily happened. Plus the one's performance does not just depend on one's intention but also a few factor can be contributed too such as will power and physiological variables. Though the intention is not a performance that necessarily will occur, it will always become the best predictor on what performance will be taken by a person. In this case, though the study were be done to know what are the most preferable type of eggs that the consumer want, it is not necessarily will be perform by all consumer as it only conducted by a majority.

The behavioural attitude refer to the willingness to perform an action based on past experience, dynamic influence on person's respond to a situation that are in contact with (Ajzen, 1985). This can also be said that consumer's self perception, motivation and external factors will affect the person's decision making without influence from others.

The subjective norms in other hand is the pressure from social to make descision according to their norms. Apparently, according to Krueger et al (2000), The decision making from subjective norms is rather weak in compare with the behavioural attitude. The reason why is that an individuals already have own desire to undergo certain action before performing an action.

For perceived behavioural control, it is the individuals perception of their ability to perform a certain behaviour. In the other hand, perceived behavioural control means that there is a presence of factors that can influence a person's behaviour.

2.4 Theoretical Framework

As for this theory of planned behavioural which found by Ajzen (1985), stated that the behavioural intention is an intention to try performing a certain behavioural. Though there is always a factor that can contribute to the other behavioural other than a person have in mind, this type of theory have important implication for the behavioural prediction from intention. In other words, intention can be only use to predict the behavioural that going to be perform and these behavioural is not necessarily will be happen, considering a few other factors. If the measure of the intention are not happened according to what have been expected, it it possible that the intention was changed after it was evaluated. But if the prediction are happened according to the intention, but fail to predict the action, it is mainly because of the factor beyond the person's control preventing from a predicted behavioural to happened.

This is shown that in order to achieve a predicted behavioural, it is not just depend on the one's intention alone but also a few other factors such as will power and physiological variables that become a part of volitional control. But in other hands, the behavioural intention will always be the best predictor of attempted an actual behaviour. From this survey study, after the questionnaire was answered by the respondents, the true intention of the most preferable egg by the consumer in the market were known.

Table 1 Theory of Planned Behaviour
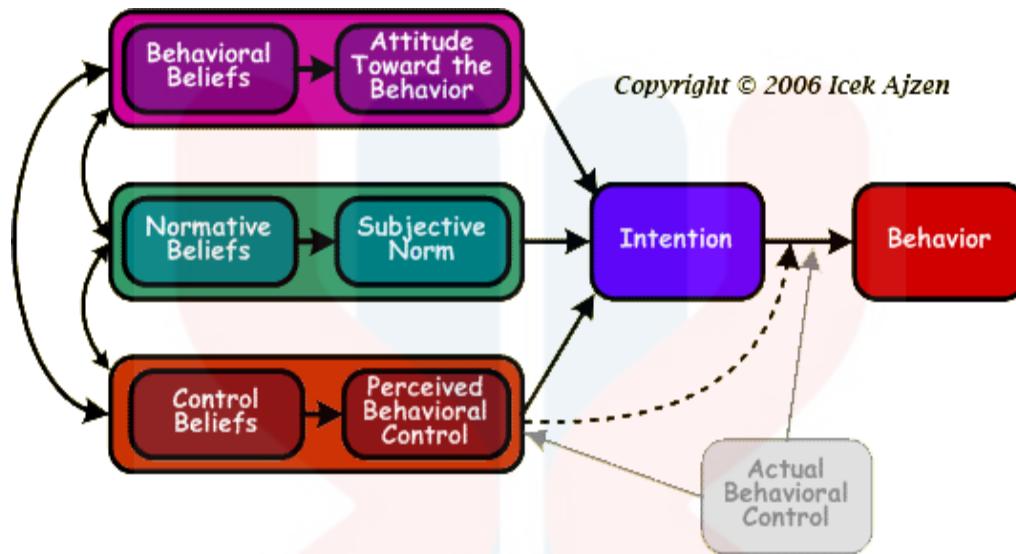
Sources : *Theory of planned behaviour Icek Ajzen (2006)*

From Theory of Planned Behaviour (TPB), acting of an action is an intercorrelation between intentions and perceived behavioural control. In order to get more precise expectation, there are some conditions need to be done. Thus, intentions and perceptions of control must be analysed in relation to the particular behaviour of interest, and the specified context must be the similar as that in which the behaviour is to occur. Next, the intentions and perceived behavioural control must remain constant in the interval between their assessment and observation of the behaviour for more precise behavioural prediction. Intervening events may produce changes in intentions or in perceptions of behavioural control, with the effect that the original measures of these variables no longer permit accurate prediction of behaviour. Lastly, the accuracy of perceived behavioural control.

2.5 Previous studies on independent variables

There are a few study that had been carried out by researcher using the same theory of planned behaviour. There are three main variables, which are the behavioural attitude. Then there were subjective norms which one's understanding influenced by individual's social contact. Lastly, there were perceived behavioural control which refers to the presences of the necessary resources and opportunity for a particular behaviour and were influenced by factors.

2.5.1 Behavioural Attitude

Grade

A study conducted by Goddard et al (2007) show that the egg grade play an important role in consumer's purchasing decisions. The egg grade itself indicating a that it have different composition. For instance, A grade egg literally have bigger in size rather than the othe grade such as B and C. Besides, the study also stated that most of the store provided with A grade eggs proof that the high grade eggs are becoming consumer's choices. This statement were supported by A. Hanis et al (2013) where the study had shown that grade A eggs is the most preffered.

Price

The price can be a sensitive issue when applying to the groceries and this include the eggs. From previous study from Huang (2013), the price was rated as important factor when comes to egg purchasing factors. In fact, there were family preferred to purchase lower grade eggs as it is cheaper than higher grade eggs.

In ddition of that, there is a significant relationship between socio-demographic factors and the price of eggs. For example, the families with children and older purchaser tend to be more responsive towards price changes on eggs.

Quality

Quality of the eggs can be a concern for some people and it is supported by Muladno & Thieme (2009), where the study had showed that the consumer mostly will inspect by visual inspection to determine wether the product in in great condition and to ensure the safety of the products. From previous study by Min & Min (2011) consumer give priority to taste as part of the quality. This indicated that the taste is one of the factors contributing to the quality and consumer don't even know the taste without purchasing it first. Once the consumer satisfy with the taste, they usually will make repurchase at the same shop.

2.5.2 Subjective Norms

According to Ajzen (1985), the subjective norms is a person understanding based on social impact either by family members or peers. The assumption of an individuals that had been preferred desirable by others. This findings were also supported by Story et al (2002), where there study had shown that the family members especially the mother seem to havethe most influence over the children's attitude and choices. Besides,the finding from study by Ham et al (2015) also stated that the choices of food were mostly influenced by friends and family members.

2.5.3 Perceived Behavioural Control

Based on study by Ajzen (1985), perceived behavioural control refers to a person's perception of their ability to perform a certain behaviour or actions. A study by Ham et al (2015) also shown that food purchasing decision were under possession of knowledge barriers.

Knowledge barriers

There is always a new products for enter the market nowadays, but do the consumer always keeping up their knowledge? It is because, according to Roitner-Schobesberger (2008), the consumer only purchase a healthier product because the packaging say so and the consumer don't even know how true is the advertisement. This also can be problem for eggs because there is omega-3 eggs that are in market and Panse et al (2016) claimed that consumer started to consume the omega 3 eggs only because they found it as healthier than normal eggs from television advertisement and not from their own understanding. From the study by Carlile (2002), there is a barrier to promote a better product to the knowledge barrier from the customer, where they always skeptical to try new things and usually get around of the same stuff.

Nutritional Value

Different egg types had different nutritional value and ccording to Panse et al (2016), Omega-3 eggs have Omega-3 fatty acids which can be considerd as an essesntial fatty acids. Essential fatty acids referes to the nutrient need by the body because the body cannot synthesize their own essential fatty acids (Holman, 1971).

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By consuming the Omega-3 eggs it is believed tha the body will have better growth improvement as the body was supplied with enough nutrients.
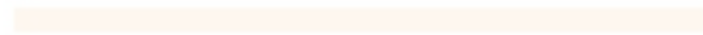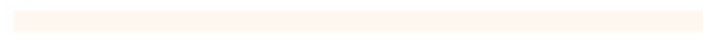
CHAPTER 3

RESEARCH METHODOLOGY

This part will be focus more on research design for how this study was conducted. Through the research methodology, discussion about theoretical framework, research design, data collection method, sampling technique, research instrument, measurement of the variables and statistical procedures used in conducting this study will be briefly explain.

3.1   Research Design

The quantitative research design had been use in this study to accumulate the data and information from the respondents. This study used the simple random sampling to gather the information. The selected independent variables are behavioural attitude, subjective norms, and perceived behavioural control while the dependent variables for this research are the consumer preferences on egg purchasing in Kota Bharu, Kelantan. The data then will be analyse using SPSS software in order to keep in the data thus to identify the data obtain such as the demographic profile, the level of the dependent and the independent variables that able to examine the consumer preference on egg purchasing in Kota Bharu, Kelantan.

The study will be conducted in Kota Bharu,Kelantan, Malaysia whereby the target audience will be a man and woman with age between about 25 to 60 years old. Different races of consumer will also be tested to identify the variety of the results since they have their own perceptions and factor purchasing or using chicken eggs.

3.2   Research Framework

The research framework for this study had been formulate to identify the consumer's preferences on egg purchasing in Kota Bharu, Kelantan which is including the variables in order to identify the consumer's egg preferences. The dependant variable that use for this study is the consumer's preferences on egg purchasing in Kota Bharu, Kelantan. Meanwhile, the independent variables are the behavioural attitude, subjective norms, and the perceived behavioural control. The independent variables are positioned based on the Theory of Planned Behaviour (Ajzen, 1991).

Independent Variables

Dependent Variable

Behavioural attitude

Subjective norms

Perceived behavioural control

Consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan.
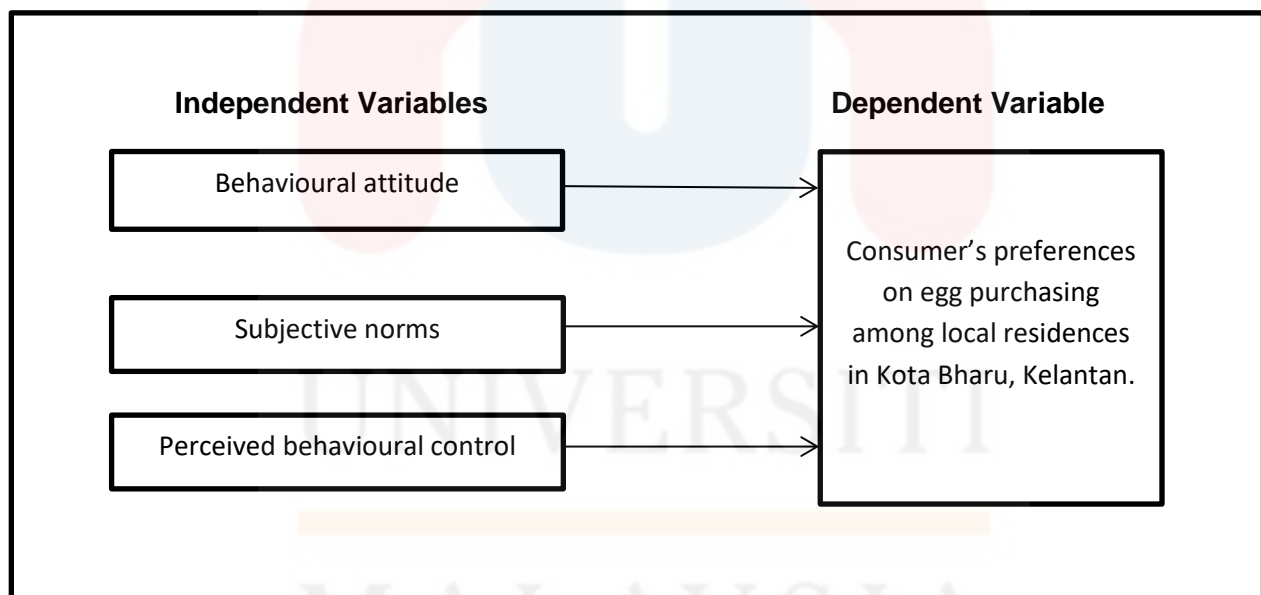
Figure 1 : Research Framework

3.3   Research Hypothesis.

All of the hypotheses were formulated from supported previous literature and studies. There were three hypotheses that can be tested on this study:

H1: There is significant and positive relationship between behavioural attitude and the consumer preference on egg purchasings among local residences residence in Kota Bharu, Kelantan.

H2: There is significant and positive relationship between subjective norms and the consumer preferences on egg purchasings among local residences residence in Kota Bharu, Kelantan.

H3: There is significant and positive relationship between perceived behavioural control and the consumer preference on egg purchasings among local residences residence in Kota Bharu, Kelantan.

3.4   Instrumentation.

Since this study using quantitative analytical approach, it will not be complete without a questionnaire. Thus it is important to prepare a questionnaire that have all the distinctive factor that can contribute to the egg preferences. Once the questionnaire is distribute to the consumer the data can be collected after they finish answering the questionaire. The answer will be provided so the respondents can just circle the preferrable answer. Though as it may sound easy, answering questionnaire can be quite tiresome for some people. Especially when the provided answer is almost as between each of them.

For the answer's choices, the questionnaire will be provide the multiple choices answer using Likert Scale. A "Likert Scale" is the total of reactions to a few Likert items.

These itemss are typically shown with a visual guide, for example, a progression of radio catches or a level bar speaking to a straightforward scale.

A "Likert item" is an description that the respondents is requested that assess in a review. The format of a typical five-level Likert item, for example, could be:

0. Not applicable

1. Disagree

2. Neither agree nor disagree

3. Agree

4. Strongly agree

The instrument for the questionnaire need to go through a pilot test to inquire the realibility of the questionnaire. The questionnaire consist of several parts to converge the desired data. Part A contains 7 questions mainly about demographic which is age, gender, races, jobs, education level, number of households and households income. Part B was to find out the consumer's preferences by asking them to react to the given statement. Part C, D,, and E consist of question that are based on independent variables which is behavioural attitude, subjective norms and perceived behavioural control respectively in order to know customer's preference og egg purchasing among local residences residence in Kota Bharu, Kelantan.

Part A: Demographic profile

This section contain seven question to dig out respondents's background. The questions include age, gender, races, jobs, education level, number of households, and household's income.

Part B: Consumer preferences on egg purchasings

Consumer preferences are the dependent variable for this study to determine the consumer's prefeences on egg purchasings among local residences in Kota Bharu, Kelantan. There are four questions for this part and the respondents will answer the question using Likert scale range from 0 (not applicable) to 4 (strongly agree).

Part C: Behavioural attitude

This part contain one of the independent variable used in this study which is behavioural attitude. This part contain five question where each question were accompanied by Likert scale statement to be chosen for ranging from 0 (not applicable) to 4 (strongly agree).

Part D: Subjective norms

This part contain five item that to be chosen for reflecting respondents's answer by using Likert scale ranging fom 0 (not applicable) to 4 (strongly agree). The questions were constructed according to the independent variables where the preferences on egg purchasings mainly focus on the influenced by relatives, friends, media and surrounding people on the preferences of egg purchasings.

Part D: Perceived behavioural control

This part contain four question where the independent variables were perceived behavioural control focusing on question about the knowledges or past experiences on egg purchasings. The data were measured by using Likert scale range from 0 (not applicable) to 4 (strongly agree).

3.5   Population And Sample

The local residence in Kota Bharu was chosen as respondents for this study. According to Department of Statistics Malaysia (2011), total population in Kota Bharu is 491,237 people. Most of the population is dominated by Malay follow up by Chinese, Indian and others.

Figure 2 The location of Kota Bharu

3.5.1 Sample Size

Be that as it may, E Green & Srinivasan (1978) recommended a base example of 100 respondents with a specific end goal to give solid assessments. Study by Roscoe (1975) stated that sample that are larger than 30 and less than 500 are good enough to get benefits of questionaires. According to Alreck et al (1995) definition of sample size is that the researcher need to allocate 10% of sample size from total population. Giving this study total population 491,237, there is no way the study can be finish along the time frame given. But Chassan (1979) insist that for every Independent Variables (IV) there should be around 20 to 25 respondents. In this case, there is three Independent Variables (IV) used thus, total respondents should be around 60 to 75 in total. After taking all of the past theory about total respondents, it is comfortable to have around 125 respondents to have the survey it the Kota Bharu, Kelantan.

3.5.2 Sampling Procedure

Simple Random Technique

A straightforward random system is the most celebrated contrasted with the other inspecting procedures. There is an equivalent risk that aggregate consumer are being spoken to in the specimen and the probability of the chose unit is not influenced by the determination of different units from the open cunsumer (Charles and Fen,2007). This determination process compares to an irregular testing. At the point when making the basic random inspecting, it promises that the examples got from the populace had the same likelihood of being picked and the components of the consumer had the same likelihood of being had a place with the specimen (Paula and Justo, 2001).

This study was engaged with a simple random sampling approach which is a basic sampling technique. The respondents group were approached before handling over the questionnaire to be answered. This method wer considered as the best as it will give an equal chances for people to become the respondents for this study.

There is also a few difficulty in getting the respondents to answer the questionnaire. But since the time is the essence to finish the study, there is no time to cry a river for an ignorance random stranger thus picking a next respondents is the solution for this procedure.

3.6 Data Preparation

3.6.1 Pilot Study

A pilot study were conducted among the people in Kota Bharu to determine the reliability of the study instrument. The pre-test data were collected through the use of structured questionnaire to obtain information from the respondents. The colleted data were then analyzed using SPSS Cronbach's Alpha to regulate the reliability of the questionnaire.

Using Cronbach's Alpha, the coefficient of reliability need to be in range between 0 and 1. The closer the value of Cronbach's Alpha to the value 1.0, the larger the internal consistency of the item. A study from George et al (2003) stated that the realibility are excellent if >0.9, good if its >0.8, acceptable if it is >0.7, questionable if it is >0.6, poor if it is >0.5, and unacceptable if it is <0.5 . The unreliable items were deleted or been reconstructed in order to make sure the value of Cronbach's Alph for each item in exceeding 0.7, which is at desired level.

3.6.2 Reliability of instrument

The reability of the instrument refers to the ability for certain instrument in order to get the similar value when the measurement is double construct. The pilot test had been organized in order to test the reability and internal consistency of the instrument. From the SPSS, the reability of the different measurement was recorded in the Table 1.

Table 2 Cronbach's Alpha

Construct	Number of items	Alpha (n=30)
Consumer preferences	5	0.701
Behavioural Attitude	6	0.513
Subjective Norms	5	0.471
Perceived Behavioural Control	5	0.552

The result on the reliability test analysis presented in the Table 1, the value of reliability coefficient were 0.621, 0.513, 0.471, and 0.552 respectively for each item of consumer preferences, behavioural attitude, subjective norms and the perceived behavioural control. According to Bott (2014) Cronbach's Alpha value with 0.5-0.75 is generally acceptable. Based on the Cronbach's Alpha value for the item constructed above, only one item were reliable which is the consumer's preferences. Thus, it is required to reconstruct the questions that have the least coefficient on the reliability test.

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3.7 Data Analysis

The collected data from the respondents then were analyzed using SPSS software to answer the specific objectives of the study. SPSS was employed to analyse the demographic profile of the respondents, dependant variables as well as independent variables for all objectives including the relationship between the dependent variable and independent variables. The consumer's preferences were stated as dependent variables while behavioural attitude, subjective norms and perceived behavioural control were placed under independent variables.

3.7.1 Descriptive Analysis

Descriptive statistic were used in order to describe the characteristic of the variables. In order to describe the characteristic, frequency, percentage, standard deviation and mean were used to elaborate the basic information of the respondents and the level of every independent and dependent variables.

3.7.2 Correlation Analysis

The correlation analysis were used to explore the relationship between the variables of the independent variable and the dependent variable. The variables relationship strength can be determined by the direction of the relationship that represent as the Pearson coefficient and the magnitude of the positivity and negativity. Plus, this also show the correlation strength between the variables.

Table 3: The strength of correlation

Pearson Coefficient (r)	Strength of relationship
<0.2	Negligible relationship
0.2 – 0.4	Low relationship
0.4 – 0.7	Medium relationship
0.7 – 0.9	High relationship
>0.9	Very high relationship

Based on Table 2, the value of Pearson Coeffivcient shown the value which are less than the 0.2, 0.2 - 0.4, 0.4 - 0.7, 0.7 - 0.9 and more than 0.9, the strength of the relationship is considered negligible, low, medium, high and very high relationship respectively.

CHAPTER 4

RESULTS AND DISCUSSION

In this chapter, the validity of questionnaire will be explain and the findings are put together according to the objectives of the study. The first objectives is to examine the behavioural attitude on the consumer preference on egg purchasings among local residences residence in Kota Bharu, Kelantan. While the second objective is to examine the subjective norms on the consumer preference on egg purchasings among local residences residence in Kota Bharu, Kelantan. The third objectives is to examine the perceived behavioural attitude on the consumer preference on egg purchasings among local residences residence in Kota Bharu, Kelantan. Finally, socio demographic profile of the respondents will be elaborate in this study.

4.1 Validity of Questionaire

By using Cronbach's Alpha, the reliability coefficient need to be in range between 0 and 1. The closer the value of Cronbach's Alpha to the value 1.0, the larger the internal consistency of the item. A study by George et al (2003) stated that the realibility are excellent if >0.9, good if its >0.8, acceptable if it is >0.7, questionable if it is >0.6, poor if it is >0.5, and unacceptable if it is <0.5 . The unreliable items were deleted or been reconstructed in order to make sure the value of Cronbach's Alph for each item in exceeding 0.7, which is at desired level.

A few item was deleted in the questionnaire in order to increase the validity. For part B, the Consumer Preferences, one question had been deleted making the Cronbach's Alpha become 0.776. For part C, one question also removed and the Cronbach's Alpha become 0.690.

Two question from part D were removed to make Cronbach's Alpha become 0.727 and lastly one question from part E was deleted and Cronbach's Alpha become 0.698. With this new value, the questionnaire are considered as reliable and ready to distribute to the respondents

Table 4 The Cronbach's Alpha

Construct	No. of Item	Alpha (n=125)
Consumer Preferences	5	0.776
Behavioural Attitude	6	0.690
Subjective Norms	5	0.727
Perceived Behvioural Control	5	0.698

From the Table 3, it is shown that all of the factor's Cronbach's Alpha are above than 0.6. The highest values of Cronbach's Alpha of the construct is the consumer preference which had value of 0.776 followed by subjective norms, perceived behavioural control and the lowest with Cronbach's Alpha value of 0.698, the behavioural attitude.

4.2 Response Rate

The sample size used for this survey is 125 respondents. However, there were seven questiornaire that had been rejected due to the fact that the questionnaire is either incompleted, the questonaire does not been answer properly, or the questionnaire went missing without trace. During distributing the questionnaire to the respondents, the explanation about thus study were explained briefly and the respondednt were given about an hour before the questionnaire collected back.

After spending great amount of time examining the answered questionnaire, there were five questionaire that need to be reject while the other two were not given back. Out of the 132 questionaire, 125 of the questionnaire were completed and returned back with the percentage of the response rate of 94.69%

The formula used to count the responses rate:.

$$\frac{\text{\# of responses to your survey}}{\text{\# of people you sent the survey to}} \times 100$$

4.3 Demographic Profile Of The Respondents

This demographic part base on Table 3, consist of the general information about respondents which consist of age, gender, races, job, level of education, household number, and household income.

Based on Table 3, it is found that most of the respondents are under 25 years old which consist of 56 (44.8%) people out of the total respondents. The second age group are from 26-35 years old which acquire around 58 (46.4%) out of all respondents. The third age group are ranging from 36– 45 years old which indicate around 8 (6.4%) of the respondents. The second least and the least number of respondents are both come from range age of 46 – 55 years old and more than 56 years old which is 2(1.6%) and 1(0.8%) respectively.

For the gender attribution, it can be conclude that the amount of female respondents is dominating the amount of male respondents. The total female respondents is 87(69.6%) out of all respondents which leaving total male respondents 38(50.4%).

Kota Bharu consist of multiracial local residence and same goes to this study where majority of respondents are malay which attribute to 99(79.2%) from total respondents. The Chinese that can be found in respondents is 18(18%) out of 130 respondents. The Indian contribute 6(4.8%) from the respondents.

For occupations, the majority of respondents are working in private sector which is 74 person (59.2%). The respondents that working in other sector other that stated in questionnaire is 24 person (19.2%). The self-employee respondents charted in third place which is 12 person (9.6%) while the respondents that are working in government sector and currently not working are 9(7.2%) and 6(4.8%) respectively.

Around 43(34.4%) of respondents are graduated in bachelor degree which making it majority. While the respondents that finish their Sijil Pelajaran Malaysia(SPM) are around 52 (41.6%). The Table 3 also shown that around 17(13.6%) of the respondents have their diploma. The other two segment is the Sijil Tinggi Pelajaran Malaysia(STPM) and Master which is 11 (8.8%) and 2(1.6%) respectively.

Most of the respondents have households rangin from 2-4 people per family that attribute to 50(40.0%) overall which making this a majority. Second highest is coming from 5-6 people per family making it 4(37.6%). The least one is person that live alone and have family more than 7 people which is 6(4.8%) and 22(17.6%)

The majority of the respondents that have family income less than RM2000 are quiet high which is 60(48.0%) while the respondents that have family income ranging from RM2000-RM4000 are 42(33.6%). The least group of respondents's family income more than RM4000 are 23(18.4%).

It is stated by Alias et al(1999) that Malaysian consumers are moving towards higher value and superior food as the per capita income increases and the level of affluence of Malaysian society rises. This can conclude that the household income can play a major role in influencing consumer's choices on egg purchasing.

Table 5 : Frequency Distribution of Demographic Profile Among Respondents

Item	Frequency(n=125)	Percentage(%)	Mean	SD
Age			27.62	6.30
≤25	56	44.8		
26-35	58	46.4		
36-45	8	6.4		
46-55	2	1.6		
≥56	1	0.8		
Gender				
Male	38	30.4		
Female	87	69.6		
Races				
Malay	99	79.2		
Chinese	18	14.4		
Indian	6	4.8		
Others	2	1.6		
Occupations				
Government	9	7.2		
Private sector	74	59.2		
Selfemployee	12	9.6		
Not working	6	4.8		
Others	24	19.2		

Educations				
SPM	52	41.6		
STPM	11	8.8		
Diploma	17	13.6		
Degree	43	34.4		
Master	2	1.6		
No.households				
1-4	55	44.0		
5-8	48	38.4		
≥9	22	17.6		
Family income			2611.52	1302.32
≤RM2000	60	48.0		
RM2000-	42	33.6		
RM4000	23	18.4		
≥RM4000				

4.4 Construct of the study

There are three main constructs of this study, which is behavioural attitude, subjective norms, and perceived behavioural control. The two things that were highlighted for this part is each item in the instrument was measured, and and the overall level of each construct was tested. The mean score from the instrument were grouped into three categories which is low (mean score from 1-2.33), moderate (mean score from 2.34-3.66), and high (mean score from 3.67-5) in order to get the overall level for each construct.

4.4.1 Consumer Preferences on Egg Puchasing.

In order to determine the consumer preferences on egg purchasing as one of the objectives of this study, the consumer preferences was assigned as the dependent variable. On five point Likert scale, 54.5% of respondents believe that Omega-3 eggs have more nutritional value. The majority also prefer to choose the eggs that have reasonable price.

Apart from that, 49.6% of the respondents stated that they consume eggs everyday. Besides, 44.0% agree that they would be happy if the eggs are sold near their house which will ease their purchase.

Table 6 : Percentage of Consumer Preferences on Egg Purchasing Among local residences Residences in Kota Bharu (n=125)

Item	0	1	2	3	4
I believe that Omega-3 eggs have more nutritional value.	0	4.0(5)	1.6(2)	54.4(68)	40.0(50)
I prefer to choose the eggs that have reasonable price.	0.8(1)	0	10.4(13)	52.8(66)	36.0(45)
My family and I do consume eggs everyday.	3.2(4)	2.4(3)	19.2(24)	49.6(62)	25.6(32)
I would be happy if the eggs are sold near my house.	6.4(8)	0.8(1)	8.8(11)	44.0(55)	40.0(50)

Table 7 : Level of Consumer Preferences on Egg Purchasing

Level	Frequency	Percent	Mean	SD
			3.14	0.56
Low (1-2.33)	12	9.6		
Medium (2.34-3.66)	91	72.8		
High (3.67-5)	22	17.6		

According to Table 5, the mean score for the consumer preferences ws 3.14, which considered as medium where it indicates that the preferences on egg purchasing does not gave much issue for the consumer in Kota Bharu.

According to Masoumeh Bejaei (2009), respondents with higher educational level and more expose to different types of eggs tend to purchase higher grade eggs without minding the price. Plus the consumer with higher household number wil influence the trend of eggs purchasing as they do not become picky when choosing eggs to purchase.

4.4.2 Behavioural Attitude

Behavioural attitude was describe as individual's choices that had been made by them whether its positive or negative. This part consist of five item consist of five-point Likert scale to measure the behavioural attitude for this study.

According to Table 6, there were 49.6% of respondents agreed that they know the grade that need to be choose. Besides, 55.2% of the respondents agreed that they know the reasonable price for current egg price. Apart from that, 44.8% of the respondents agreed that they know where to find the eggs with reasonable prices.

While 48.0% of them were agreed that they willing to learn about egg quality that need to be evaluated before buying it giving the chances and sources. Moreover, there is 47.2% of the respondents were agreed on statement 'I know the different grade shows a different egg size'.

Table 8 : : Percentage Distribution of Respondents by item for Behavioural Attitude (n=125)

Item	0	1	2	3	4
I know the grade that need to be choose.	0.8(1)	2.4(3)	12.0(15)	49.6(62)	35.2(44)
I know the reasonable price for current egg price.	2.4(3)	1.6(2)	13.6(17)	55.2(69)	27.2(34)
I know where to find the reasonable price eggs.	3.2(4)	4.0(5)	16.8(21)	44.8(56)	31.2(39)
I willing to learn about egg quality that need to be evaluated before buying it giving the chances and sources.	5.6(7)	6.4(8)	14.4(18)	48.0(60)	25.6(32)
I know the different grade shows a different egg size.	1.6(2)	4.0(5)	6.4(8)	47.2(59)	40.8(51)

Table 9 : The Level of Behavioural Attitude

Level	Frequency	Percent	Mean	SD
			3.04	0.59
Low (1-2.33)	13	10.4		
Medium (2.34-3.66)	102	81.6		
High (3.67-5)	9	7.2		

The table 9 showed that the level of behavioural attitude on cosumer preferences on egg purchasing among local residences residences in Kota Bharu. The majority of the respondents shows a medium level which is 81.6% in behavioural attitude on the consumer preferences on eggs purchasing among local residences in Kota Bharu.

The mean score was categorized into three levels, which is 1 to 2.33, 2.34 to 3.66 and 3.67 to 5, which represent low, medium, and high, respectively. From the table 9, the mean score is 3.038 which is medium. Thus the respondents had a medium level of behavioural attitude towards dependent variable, which is consumer's preferences on egg purchasing. According to Kennedy (2000) the consumption of eggs decrease as the consumer lifestyle changes due to the fact that the concern about dietery cholesterol and heart disease increase

4.4.3 Subjective Norms

As for subjective norms, it was placed under the second independent variable. The table 8 below shows the percentage of the answer option from the consumer for the items of the subjective norms. There were 48.8% of the respondents agreed that they depend on their family thought when it comes to choosing eggs. Beside that, there were 34.4% of the respondents that simply agreed on their friends is their main sources of information about choosing the eggs.

There is 52.0% of the respondents that agreed they learnt about different types of eggs through the web page as majority of them spending almost of their time to access both media and media print.

Table 10 : Percentage Distribution of Respondents by items for Subjective Norms (n=125)

Items	0	1	2	3	4
I depend on my family though when it comes to choosing eggs	2.4(3)	2.4(3)	10.4(13)	48.8(61)	36.0(45)
My friend is my main source of information about choosing the eggs	8.8(11)	9.6(12)	28.8(36)	34.4(43)	18.4(23)
I learn about different types of egg grades through web pages	6.4(8)	4.8(6)	12.8(16)	52.0(65)	24.0(30)

From the Table 9, the level of of subjective norms had a mean score of 2.80 which is in medium level with the standard deviation of 0.74295. the percentage of subjective norms is 56.8% out of total number of respondents.

According to Quah & Tan (2010), it is clearly shown that Malaysian consumer's food consumption choices are controlled by subjective norms in conjunction with their families and friends. Plus, Rivis & Sheeran (2003) also stated that subjectives norms were persuaded by certain belief that how certain individuals want them to carry out a specific behaviour.

Table 11 : Level of Subjective Norms

Level	Frequency	Percent	Mean	SD
			2.80	0.74
Low (1-2.33)	20	16.0		
Medium (2.34-3.66)	71	56.8		
High (3.67-5)	9	7.2		

4.4.4 Perceived Behavioural Control

Perceived behavioural control is the third independent variable for this study. The items were grouped into five points of Likert scale. From Table 12, an amount of 46.4% out of total respondents were agreed on that eggs is a cheap sources of protein. For the second item, 44.0% of respondents simply agreed that high grade eggs give satisfaction to the customer. There were 54.4% of the respondents strongly agreed that Omega-3 eggs give more nutritional value compare to normal eggs. For the fourth item, the percentage of respondents that are strongly agreed that Omega-3 eggs are more expensive than normal eggs were 57.6%

Table 12 : Percentage Distribution of Respondents by items for Perceived Behavioural Control (n=125)

Items	0	1	2	3	4
Egg is a cheap sources of protein	1.6(2)	6.4(8)	15.2(19)	46.4(58)	30.4(38)
High egg grade give satisfaction to the customer	2.4(3)	1.6(2)	15.2(19)	44.0(55)	36.8(46)
Omega-3 eggs give better nutritional value	0	0.8(7)	5.6(7)	39.2(49)	54.4(68)
I realise that Omega-3 eggs are more expensive than normal eggs.	1.6(2)	1.6(2)	6.4(8)	32.8(41)	57.6(72)

From Table 13, the level of perceived behavioural control had shown on consumer preferences on egg purchasing among local residences in Kota Bharu. The lowest level had percentage od 6.4%, the medium level have 65.6% and highest were 28.0%. the highest percentage were in medium level with mean score of 3.2480 and standard deviation of 0.55403.

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According to Jerop et al (2013), purchasing preferences were significantly controlled by perceived behavioural control.

Table 13: Level of Perceived Behavioural Control

Level	Frequency	Percent	Mean	SD
			3.25	0.55
Low (1-2.33)	8	6.4		
Medium (2.34-3.66)	82	65.6		
High (3.67-5)	35	28.0		

4.5 Relationship Between Consumer's Preferences on Egg purchasing and Behavioural Attitude, Subjective Norms and Perceived Behavioural Control.

The third objectives of this study is to examine the relationship between the independent variables and the consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan. The result were indicated that there was a convincing correlation between the dependent and independent variables. The r value for all independent variables were positive with medium strength of relationship. The strength of correlation was classified as negligible relationship (<0.2), low relationship (0.2-0.4), moderate relationship (0.4-0.7), high relationship (0.7-0.9), and very high relationship (>0.9).

Table 14 : Strength of Correlation

Pearson Coefficient (*r*)	Strength of Relationship
<0.2	Negligible relationship
0.2-0.4	Low relationship
0.4-0.7	Moderate relationship
0.7-0.9	High relationship
>0.9	Very high relationship

4.5.1 Behavioural Attitude

Based on Table 15, the result gained from the analysis, behavioural attitude had showed a moderate relationship (r=0.433) on the consumer preference on egg purchasing among local residences in Kota Bharu, Kelantan. This factor was appointed as the highest correlation coefficient among other two factors.

According to Masoumeh Bejaei (2009) the behavioural attitude is one of the factor that influence the human purchasing behaviour. Plus, Kim & Hunter (1993) stated that there is a significant relationship between attitude and intention which is more substantial than the relationship between intentions and the actual behaviour. This independent variable had shown a moderate correlation coefficient to the dependants variable and tends to have positive relationship. Thus, this hypothesis of study, H1 was failed to reject because there is a significant and positive relationship between behavioural attitude and the consumer preferences on egg purchasing among local residences in Kota Bharu, Kelantan.

4.5.2 Subjective Norms

As from Table 15, the result showed the subjective norms had low relationship to the dependant variable with coefficient value r=0.208. This showed that there is positive relationship between the independent variable and the dependent variable. Thus, H2 is failed to reject because it had positive relationship between subjective norms and the consumer preferences on egg purchasing among local residences in Kota Bharu, Kelantan. According to Rivis & Sheeran (2003), there is a strong correlation between intentions and subjective norms. This was supported by Chen (2007) where author found a significant positive relationship between subjective norms and a consumer's preferences to buy food. In fact, subjective norms is refered to the actions and performances that need to be done according to other's viewpoint.

4.5.3 Perceived Behavioural Control

According to the result from Table 15, the coefficient value for the perceived behavioural control is 0.292. This value had low relationship strength between the independent and dependent variable. The table also reveal that there is a positive relationship between independent variable and dependent variable which indicate that the hypothesis, H3 failed to reject due to the fact that there is a positive relationship between perceived behavioural control and the consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan.

A stated by Bejaei et al (2011) the nutritional value was considered as one of the factors contributed to consumer's egg type selection. There was a researched conducted by Ajzen & Madden (1986), explained that there is a massive connections between intentions and personal factors such as attitudes and perceived behavioural control.

Table 15 : The Relationship between the variables and Consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan

Construct	*r*	p
Behavioural Attitude	0.433	0.000
Subjective Norms	0.208	0.020
Perceived Behavioural Control	0.292	0.001

4.6 Summary

In this chapter, the results and discussion that includes respondents's demographic figure, the construct of study, levels of each variables, the relationship of the dependent variables and dependent variable of the study had been elaborated.

Besides, there were three research objectives that had been reviewed in this chapter. Firstly, research objectives which showed the highest level among three independent variables is perceived behavioural control (3.248), followed by behavioural attitude (3.038) and lastly the subjective norms (2.8). The consumer's preferences on egg purchasing had moderate level (3.14).

The research had been identified where all the variables had positive relationship towards consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan. The behavioural attitude had the highest relationship (r=0.433) among two variables.

Plus, H1, H2 and H3 failed to reject as there was a positive relationship between dependent variable and all the independent variables which known as behavioural attitude, subjective norms and perceived behavioural control.

CHAPTER 5

CONCLUSIONS AND RECOMENDATIONS

The major objectives of this study is to identify the preferences on egg purchasing among local residences in Kota Bharu, Kelantan. This study addressed following as research objectives:

1. To examine the behavioural attitude on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan.

2. To examine the subjective norms on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan.

3. To examine the perceived behavioural attitude on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan.

For this study, the researcher decided to mark respondents with minimum age of 21 to conduct a survey method in Kota Bharu, Kelantan. There were 125 respondents that had been randomly chose along with all gender, races, jobs and educational level. The data then was collected through questionnaire and had been analyzed using SPSS software.

5.1 Summary Of The Findings

The summary of the study include the result of demographic figure of the respondents and results for each analysis in the research objectives.

5.1.1 Demographic Figure

The majority of the respondents were ranged from 26-35 years old which consist of 46.4%. In term of gender, 69.6% of the respondents are female and the majority, 79.2% of the respondents are Malay.

5.1.2 Descriptive Analysis

Descriptive analysis was used in order to examine the research objective one, two and three which is to examine the consumer preferences on egg purchasing among local residences in Kota Bharu, Kelantan and to examine the level of independent variables which are the behavioural attitude, subjective norms and perceived behavioural control that were measure by using mean score. There are three mean score ranging from 1 to 2.33 (low level), 2.34 to 3.66 (moderate level), and 3.67 to 5 (high level).

In this study, the consumer preferences, behavioural attitude, subjective norms and perceived behavioural control each had mean score level of 3.14, 3.03, 2.80 and 3.25. From this score it showed that perceived behavioural control had the highest mean score out of all other variables toward consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan. But for the relationship between the variables and the consumer preferences on egg purchasing among local residences in Kota Bharu, Kelantan, the behavioural attitude had the strongest relationship with correlation analysis on r=0.433 compared to other variables. This literally showed that the hypothesis was accepted.

5.2 Conclusion

According to the previous study, eggs is a cheap sources of protein in comparison with meat and used by everyone without compromising the household numbers, gender, races and household income. The study had shown tht there is a moderate mean relationship between behavioural attitude and consumer preferences on egg purchasing among local residences in Kota Bharu, Kelantan. The behavioural attitude may come come to the willingness to perform an action based on past experience,causing a dynamic influence on a person's response. Each action are belief to come with specific outcomes or consequences.

This study also had achieved all the objectives which is to examine the behavioural attitude on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan, to examine the subjective norms on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan and to examine the perceived behavioural attitude on the consumer preference on egg purchasing among local residences residence at Kota Bharu, Kelantan.

From the study, the mean score of each variable also can be determine. The highest mean score goes to perceived behavioural control with the mean score of 3.248. This means that an individual's viewpoint on their own abilities and self control over a situation might be the factors contributing the preferences on egg purchasing.

5.3 Recommendations

This study was an an attempt by the researcher in order to determine the consumer's preferences on egg purchasing. The main influence for consumer preferences on egg purchasing among local residences in Kota Bharu, Kelantan were the perceived behaviour control. Thus, an individuals need to access more knowledge about the egg grading and different nutrients found in different type of eggs where can help them to have more though about having higher grade of eggs.

Despite of all the benefits found in eggs, there is also a group of people that prefer to avoid the eggs overall. This is because, most of them believe that the egg contain will do more harm than good to their body because of the cholesterol amount found in eggs. Although the high cholesterol tied to the food intake, consuming two eggs per day will do less harm than those food that contain saturated fat. Thus it is required by the government or the non-gorvernment organization to help spread the goodness of eggs.

Beside that, there is also issues about Salmonella in eggs consume by people around the world. In USA itself, thousands of death were caused by food-borne illness. The Salmonella literally cannot make laying hen sick, but the bacteria itself can be transferred from hen to eggs. In order to prevent this type of misfortune from keep happening, the laying farm manager need to ensure that the eggs were pasteurized before stocking up the shelf inside the supermarkets. Plus, the consumer themselves also need to cook eggs properly in order to make sure there is no harmful bacteria left inside eggs although most of us like them 'sunny side up'.

Thus, it is important for the mass media to expose more about the proper egg handling in order to ensure more people can enjoy eggs without worrying about getting sick.

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APPENDIX A

UNIVERSITI
MALAYSIA
KELANTAN

Consumer's preferences on egg purchasings among local residences in Kota Bharu, Kelantan.

Responden yang dihormati,

Kami sedang menjalankan penyelidikan akademik yang menentukan kadar penggunaan telur ayam oleh responded/pengguna.

Tujuan kajian ini adalah untuk menguji kadar penggunaan telur ayam dalam kalangan penduduk di Kota Bharu, Kelantan. Untuk memenuhi keperluan akademik, diharapkan agar anda dapat menjawab dan melengkapkan borang soal selidik ini. Respon anda adalah sulit dan dirahsiakan. Data yang dikumpulkan akan digunakan bagi tujuan akademik sahaja. Penyertaan anda dalam kajian ini amatlah dihargai.

Sebarang pertanyaan, anda boleh hubungi saya di bawah

NIR MUSLIM JAAFAR   nirmuslimj@gmail.com

Terima kasih.

This questions consist of five section, Section A is about demographic background, Section B is focusing on consumer's preferences. Section C, Section D and Section E are about behavioural attitude, subjective norms and perceived behavioural control respectively.

DEMOGRAFIK.

1. **Umur**

2. **Jantina**
   - Lelaki
   - Perempuan

3. **Kaum**
   - Melayu
   - Cina
   - India
   - Lain-lain

4. **Pekerjaan**
   - Kerajaan
   - Swasta
   - Bekerja sendiri
   - Tidak bekerja
   - Pesara
   - Lain-lain

5. **Pendidikan**
   - Spm
   - Stpm
   - Diploma
   - Ijazah
   - Master
   - Phd

6. **Bilangan isi rumah**
   - 1
   - 2-4
   - 5-6
   - >7

7. **Pendapatan keluarga**
   - <RM 2000
   - RM 2000-RM4000
   - > RM 4000

BAHAGIAN B: CONSUMER PREFERENCES

Untuk soalan dibAwah, sila nyatakan sejauh mana anda bersetuju dengan kenyataan-kenyataan ini dengan menandakan (/) dengan jawapan yang paling sesuai

(0- Tidak berkaitan, 1- Sangat tidak bersetuju, 2- Tidak bersetuju, 3- Bersetuju, 4- Sangat bersetuju)

Bil.		SKALA				
1.	Saya percaya yang telur Omega-3 mempunyai nilai nutrisi yang lebih baik	0	1	2	3	4
2.	Saya lebih memilih telur yang bergred tinggi kerana ia memberikan kepuasan kepada diri sendiri.	0	1	2	3	4
3.	Saya lebih suka memilih telur yang berharga berpatutan	0	1	2	3	4
4.	Saya dan keluarga mengamalkan telur dalam kehidupan seharian	0	1	2	3	4
5.	Saya lebih suka sekiranya tlur dijual berdekatan dengan rumah saya	0	1	2	3	4

BAHAGIAN C: BEHAVIOURAL ATTITUDE

Untuk soalan dibAwah, sila nyatakan sejauh mana anda bersetuju dengan kenyataan-kenyataan ini dengan menandakan (/) dengan jawapan yang paling sesuai

(0- Tidak berkaitan, 1- Sangat tidak bersetuju, 2- Tidak bersetuju, 3- Bersetuju, 4- Sangat bersetuju)

BIL.		SKALA				
1.	Saya berminat untuk mengambil telur Omega-3	0	1	2	3	4
2.	Saya tahu tentang gred yang harus dipilih sebelum memilih telur ayam.	0	1	2	3	4
3.	Saya tahu harga yang berpatutan untuk harga telur semasa.	0	1	2	3	4
4.	Saya tahu tempat untuk mencari telur yang berpatutan	0	1	2	3	4
5.	Saya sanggup untuk belajar mengenai kualiti telur yang harus dinilai sebelum membelinya jika diberikan sumber dan peluang.	0	1	2	3	4
6.	Saya tahu gred telur yang berbeza menunjukkan saiz telur yang berbeza.	0	1	2	3	4

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BAHAGIAN D: SUBJECTIVE NORMS

Untuk soaalan dibwah, sila nyatakan sejauh mana anda bersetuju dengan kenyataan-kenyataan ini dengan menandakan (/) dengan jawapan yang paling sesuai.

(0- Tidak berkaitan, 1- Sangat tidak bersetuju, 2- Tidak bersetuju, 3- Bersetuju, 4- Sangat bersetuju)

BIL.		SKALA				
1.	Kawan-kawan saya setuju tentang keputusan untuk membeli telur yang berkualiti.	0	1	2	3	4
2.	Ahli keluarga saya bersetuju dengan keputusan saya untuk membeli telur yang berkualiti.	0	1	2	3	4
3.	Saya amat mementingkan apa yang keluarga saya fikir tentang pemiihan telur.	0	1	2	3	4
4.	Kawan-kawan saya adalah sumber informasi yang utama dalam pemilihan telur.	0	1	2	3	4
5.	Laman sesawang mengajar saya tentang gred telur yang berbeza	0	1	2	3	4

BAHAGIAN E: PERCEICVED BEHAVIOURAL CONTROL

Untuk soaalan dibwah, sila nyatakan sejauh mana anda bersetuju dengan kenyataan-kenyataan ini dengan menandakan (/) dengan jawapan yang paling sesuai

(0- Tidak berkaitan, 1- Sangat tidak bersetuju, 2- Tidak bersetuju, 3- Bersetuju, 4- Sangat bersetuju)

BIL.		SKALA				
1.	Telur merupakan sumber protein yang murah.	0	1	2	3	4
2.	Gred telur yang lebih tinggi memberikan kepuasan kepada pembeli.	0	1	2	3	4
3.	Telur ayam amat mudah didapati di kawasan rumah saya dengan harga yang berpatutan.	0	1	2	3	4
4.	Telur Omega-3 memberikan kadar nutrisi yang lebih baik.	0	1	2	3	4
5.	Saya tahu telur Omega-3 mempunyai harga yang lebih tinggi berbanding telur biasa	0	1	2	3	4

APPENDIX B

Table B.1 : Frequencies Table

Ages

	Frequency	Percent	Valid Percent	Cumulative Percent
≤25	56	44.8	44.8	44.8
26-35	58	46.4	46.4	91.2
Valid 36-45	8	6.4	6.4	97.6
46-55	2	1.6	1.6	99.2
≥56	1	0.8	0.8	100.0
Total	125	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	male	38	30.4	30.4	30.4
Valid	female	87	69.6	69.6	100.0
	Total	125	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
	Malay	99	79.2	79.2	79.2
	Chinese	18	14.4	14.4	93.6
Valid	Indian	6	4.8	4.8	98.4
	Others	2	1.6	1.6	100.0
	Total	125	100.0	100.0	

Jobs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	9	7.2	7.2	7.2
	Self Employement	74	59.2	59.2	66.4
	Self Employement	12	9.6	9.6	76.0
	Not Working	6	4.8	4.8	80.8
	Others	24	19.2	19.2	100.0
	Total	125	100.0	100.0	

Number of household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-4	55	44.0	44.0	44.0
	5-8	48	38.4	38.4	82.4
	>9	22	17.6	17.6	100.0
	Total	125	100.0	100.0	

Family_income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<RM 2000	60	48.0	48.0	48.0
	RM 2000-RM 4000	42	33.6	33.6	81.6
	>RM 4000	23	18.4	18.4	100.0
	Total	125	100.0	100.0	

Category of Consumer's Preferences on Egg purchasings, Behavioural Attitude, Subjective Norms and Perceived Behavioural Control.

Category Consumer's Preferences on Puchasing Eggs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	9.6	9.6	9.6
	2.00	91	72.8	72.8	82.4
	3.00	22	17.6	17.6	100.0
	Total	125	100.0	100.0	

Category Behavioural Attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	10.4	10.5	10.5
	2.00	102	81.6	82.3	92.7
	3.00	9	7.2	7.3	100.0
	Total	124	99.2	100.0	
Missing	System	1	.8		
Total		125	100.0		

Category Subjective Norms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	16.0	20.0	20.0
	2.00	71	56.8	71.0	91.0
	3.00	9	7.2	9.0	100.0
	Total	100	80.0	100.0	
Missing	System	25	20.0		
Total		125	100.0		

\

Category Perceived Behavioural Control

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	6.4	6.4	6.4
	2.00	82	65.6	65.6	72.0
	3.00	35	28.0	28.0	100.0
	Total	125	100.0	100.0	

The Relationship between the variables and Consumer's preferences on egg purchasing among local residences in Kota Bharu, Kelantan

Construct	r	p
Behavioural Attitude	0.433	0.000
Subjective Norms	0.208	0.020
Perceived Behavioural Control	0.292	0.001