

Federal Agriculture Marketing Authority:

The Relationship of Persionality Traits and Enterepreneurial Commitment among Agropreneurs in Pasar Tani

L'ORGANISME DE COMMERCIALISATION FÉDÉRAL D'AGRICULTURE:

LES RELATIONS DES TRAITS DE PERSONNALITÉ ET DE L'ENGAGEMENT ENTREPRENANT PARMIS AGROPRENEURS DANS PASAR TANI

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Abstract: Pasar Tani also known as a farmers market is a platform for farmers to sell their product direct to the customer without the middleman. The concept of agropreneur becomes useful approach to the farmers in a Pasar Tani to develop their personality traits toward entrepreneurial commitment in a sector of agriculture. Federal Agriculture Marketing Authority (FAMA) is an agency under Ministry of Agriculture and Agro-based Industry which is responsibility to implement the program related the development of agro marketing and agropreneurs. Therefore, the purpose of this paper is to examine the relationship between personality traits and entrepreneurial commitment among agropreneurs in Pasar Tani, Terengganu. There are 664 agropreneurs have been registered under FAMA and involved as hawkers in Pasar Tani, Terengganu. Meanwhile, there are only 248 set of questionnaire was disseminated to the agropreneurs in Pasar Tani Terengganu. In order to determine the significance level of the relationship between personality traits and entrepreneurial commitment, a multiple regression analysis was conducted. The results indicate that R-square value is 0.333 which means that 33.3 percent of the variance in entrepreneurial commitment can be predicted from the factors of personality traits. Furthermore, results of the partial correlation indicate that agropreneurs in a Pasar Tani need more government assisting in order to increase their association of personality traits toward the commitment in entrepreneurship. Lastly, the finding of this study becomes important implications for the FAMA, Terengganu to clarify the personality traits and entrepreneurial commitment in designing entrepreneurial development program in a sector of agriculture.

Key words: Personality Traits; Entrepreneurial Commitment; Agropreneurs; Entrepreneurship

Résumé: Pasar Tani également connu sous le nom d'un marché d'agriculteurs est une plate-forme pour que les agriculteurs vendent directment leur produit vers le client sans aucun intermédiaire. Le concept de l'agropreneur devient une approche utile aux agriculteurs dans un Pasar Tani pour développer leurs traits de personnalité vers l'engagement entreprenant dans un secteur d'agriculture. L'organisme de commercialisation fédéral d'agriculture (FAMA) est une agence sous le ministère de l'agriculture et de l'industrie basée sur agro qui a une responsabilité de mettre en application la relation avec le programme le développement de l'agro marketing et agropreneurs. Par conséquent, le but de ce document est d'examiner les relations entre les traits de personnalité et l'engagement entreprenant parmi des agropreneurs dans PasarTani, Terengganu. Il y a 664 agropreneurs ont été enregistrés sous FAMA et impliqués comme colporteurs dans Pasar Tani, Terengganu. En attendant, il y a

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seulement de 248 que l'ensemble de questionnaire a été disséminé aux agropreneurs dans Pasar Tani Terengganu. Afin de déterminer le niveau d'importance des relations entre les traits de personnalité et l'engagement entreprenant, une analyse de régression multiple a été conduite. Les résultats indiquent que la valeur de R-carré est 0,333 qui signifie que 33,3 pour cent du désaccord dans l'engagement entreprenant peuvent être prévus des facteurs des traits de personnalité. En outre, les résultats de la corrélation partielle indiquent que les agropreneurs dans un Pasar Tani ont besoin de plus de gouvernement aidant afin d'augmenter leur association des traits de personnalité vers l'engagement dans l'esprit d'entreprise. Pour finir, la conclusion de cette étude devient des implications importantes pour le FAMA, Terengganu pour clarifier les traits de personnalité et l'engagement entreprenant en concevant le programme de développement entreprenant dans un secteur d'agriculture.

Mots clés: Traits de personnalité; Engagement entreprenant; Agropreneurs; Esprit d'entreprise

1. INTRODUCTION

The development of entrepreneurship in agriculture and agro-based industry, as both concept and activity, has been rapidly growing importance in Malaysia to meet the consumer demands for convenience, new products and increased shelf life. The establishment of a Ministry of Agriculture and Agro-based Industry in 1965 clearly showcases the importance of government places upon the issue of agriculture, agro-based industry and also agropreneurs development in Malaysia. Additionally, this Ministry also has spent RM500 million in a year of 2003 in entrepreneurial development program to turn farmers into agropreneurs (Utusan Malaysia, 2004).

Federal Agricultural Marketing Authority or known as a FAMA is an agency under Ministry of Agriculture and Agro-based Industry which is responsibility to implement the program related the agro marketing and agropreneurs. In addition, FAMA has launched the concept of farmers market (*Pasar Tani*) for those farmers who are desire to sell their product direct to consumer. The purpose of this concept of *Pasar Tani* is to develop a sense of entrepreneurship among farmers to become agropreneurs. As well as the objective of FAMA is to transform the personality traits of conventional farmers into a visionary agropreneurs, a lot of programs has been implemented, such as; short-term courses in the entrepreneurship training, entrepreneurial consulting, guidance, and alternatively entrepreneurial advising has been implemented.

Consequently, good personality traits of agropreneurs also must be constructs by several factors of entrepreneurial characteristics, including; locus of control, tolerance for ambiguity, initiative, commitment, ethical, grab market opportunities, problem solving, and also self confidence (Jarkko et al, 2006). According to Cooper (1998), the concept of personality traits are constructs to explain regularities of people's behavior, and to argued why different people react differently in the similar situation. In short, entrepreneurship is construct that seen by some people relate to a set of entrepreneurial characteristics. Therefore, a good agropreneurs in *Pasar Tani* also has to constructs by several factors in developing of personality traits in entrepreneurship. However, how many of agropreneurs in *Pasar Tani* are really concern an essential of personality traits toward their entrepreneurial commitment? Therefore, the primary aim of this study is to investigate the relationship of personality traits and entrepreneurial commitment among agropreneurs who have engaged as a hawker in *Pasar Tani*, Terengganu.

2. BACKGROUND OF FEDERATION AGRICULTURE MARKETING AUTHORITY (FAMA)

Federal Agricultural Marketing Authority or known as a FAMA is a government's agency under Ministry of Agriculture and Agro-base Industry which founded in 30th of September, 1965. The establishment of the FAMA has the vision and specific objectives of revitalizing to coordinate, control, and build the market of local agriculture and agro-based product. Previously, FAMA already stated the agro product which was produce by farmers, there are; vegetables, fruits, herbs, livestock and aquaculture. In addition, FAMA also takes responsibility to coordinate the agro market activities which are involved either governments' agencies or private sectors; to overhaul the current marketing system and to penetrate a new agro market segment for Malaysian agriculture industry, and also; to develop an efficient of administration in an agriculture industry, in term of agro processing and marketing (FAMA, 2009).

As well as the vision and objective, FAMA also responsible to realize the Malaysian government policies (Vision 2020 and Policy of State Agriculture) to become Malaysia as a world class food producing through the construction of infrastructure and effective of business chain in a stage neither national nor international market. As an agent of marketing, FAMA also implemented the marketing strategic to develop the products which are produce by small and medium industry. Currently, FAMA has launched a new branding for the agro-base product which was produced by local agropreneurs, there are; Agromas and OleMas. FAMA take responsible to develop the strategic marketing for both

branding, such as; to design the packaging and labeling, to plan the promotion activity, to expand the market segment into international level, and also to upgrade the level of product, in term of quality control and also product processing (FAMA, 2009).

3. PERSONALITY TRAITS OF AGROPRENEURS IN PASAR TANI

The term of agropreneurs is a combination of two words, agro and preneur. Agro is a short term of agriculture and, whereas preneur is a stand of entrepreneurship. The combination term of agropreneurs defined the meaning of entrepreneurship which is practicing by farmers who are desire to succeed in a farm business. According to Jarkko et al (2006), farmers should be diversifying their activities that they set up businesses which can augment their farm income and allow them to continue to live on the land. In addition, FAMA has an initiative to upgrade the level of life among farmers in Malaysia through involving in a business, as well as an agropreneurs. In fact, Ministry of Agriculture and Agro-base Industry also has implemented the policy which is perceive that agriculture is a business, Pertanian adalah Perniagaan. This policy has explained that farmer should be identified opportunities through commercialization and also innovation in an agro based industry.

As an explained before, FAMA has launched the program of *Pasar Tani* in a whole of Malaysia to encourage local farmers to be involves in a business. According to the report by FAMA (2009), *Pasar Tani* literally means a farmers market which is become as a platform for small business farmers or agropreneurs to sell their produce and thus eliminating the dependence of third parties. Actually, the strength of agropreneurs in a *Pasar Tani* are the product produced is to be much fresher than in the normal wet market or supermarket, and also the price will be cheaper than others retails. It has also become a point where farmers can learn about entrepreneurship and diversify their products. However, how many of them are concerned the important of entrepreneurship in a program of *Pasar Tani*?

The development of entrepreneurial personality becomes important in agropreneurs of *Pasar Tani*, as well as to study the contribution of personality traits to the commitment of business and entrepreneurship. According to Pillis and Reardon (2007), personality traits has seen in a many aspects of entrepreneurship including; intending to start a business, starting a business, succeeding in running a business and corporate intrapreneurship. However, several researchers has constructs the factors of personality traits which are associated to the entrepreneurial commitment, such as; achievement motivation (McClelland, 1961), tolerance for ambiguity (Low and MacMillan, 1988), and ability to take risk (Casson, 1982; Littunen, 2000).

However, a vast of typical characteristics of personality traits that has been indicating by FAMA for the farmers, as well as to develop them to become entrepreneurs, such as; independent of farmers in *Pasar Tani*; an achievement motivation; the performance of farmers in *Pasar Tani*; initiative and innovative to upgrade their business, and also committed to give a good servicing to customers. As well as the vision and objective of FAMA to develop agropreneurs, there are four independent variables has been indicated in this research, there are; independently, achievement motivation, customer service, and grab opportunities. Meanwhile, entrepreneurial commitment become as a dependent variable to perceive the commitment of business development, commitment in competitive advantage, agro-managerial commitment, and also committed in profitability. Furthermore, FAMA as a government's agency is constantly seen as an affective way of providing any policy to implement the programs in agriculture sector, to assisting agropreneurs in entrepreneurial development, financial assisting, and also monitoring the agro activities through legal and act.

4. LITERATURE REVIEW

Fundamentally, the term of entrepreneurs is associated with people who starts his own business and face a challenge and competition, and have an effort to establish a business (Shefsky, 1994). According to Hornaday et al (1971), entrepreneurship can be defined as individual who have a capacity for innovation, investment, and expansion in new markets. Nowadays, entrepreneurship has been practicing in several sectors and also known in a variety of terms, such as; technopreneurs, musicpreneurs, creativepreneurs, craftpreneurs, and agropreneurs. According to Jarkko et al (2006), the term of agropreneurs is a farmer who is highly motivated to become entrepreneurs. Meanwhile, Zimmerer (2005) has highlighted that a good value entrepreneur is a person who can utilize an idea in their business, has good attitude, and innovative in a product development to match the market.

McClelland (1961) highlighted the theory of the achievement motivation as important attribute to develop personality traits. According to him, individuals who have a strong need for achievement are among those who want to solve problems themselves, looking for a better improvement, and set target and strive for these targets through their own efforts. Meanwhile, Marks (1997) argued that the customer service propensity also associated with the personality traits which include several attributes, such as; sales negotiation, satisfied the customers' needs, customer relation, and ethical in selling.

The factor of independent also becomes useful to measure the entrepreneurial personality. Rotter (1996) emphasis that independently expectation is usually associated with entrepreneurial characteristics, where he expected that entrepreneurs who have standing independently are capable to control the events in their lives, self confidence, ability of entrepreneurs to influence events and capable to turning these thoughts into actions. Finally, McClelland (1961) also argued that those good entrepreneurs must have a capable to study and identify the market environment, to grab market opportunities, and must have a strong character to face competitors in a marketplace. Entrepreneurs must have a strategic to grab opportunities based on their resources and innovative. Therefore, those agrepreneurs who have personality traits in a context of independently (Rotter, 1996), Achievement motivation (McClelland, 1961), customer service (Marks, 1997) and grab opportunities (McClelland, 1961) are highly associated toward the development of entrepreneurial commitment.

5. HYPOTHESIS AND THEORETICAL FRAMEWORK

Based on discussion of agropreneurs in a program of Pasar Tani by FAMA and the literature of personality traits, two major hypotheses has been developed, there are:

Hypothesis 1: The greater emphasis on personality traits on agropreneurs (e.g. independently, achievement motivation, customer service, and grab opportunities), the higher will be the level of entrepreneurial commitment.

Hypothesis 2: The role of government initiative (FAMA) will be positively affected to the relationship of personality traits (e.g. independently, achievement motivation, customer service, and grab opportunities) and business commitment.

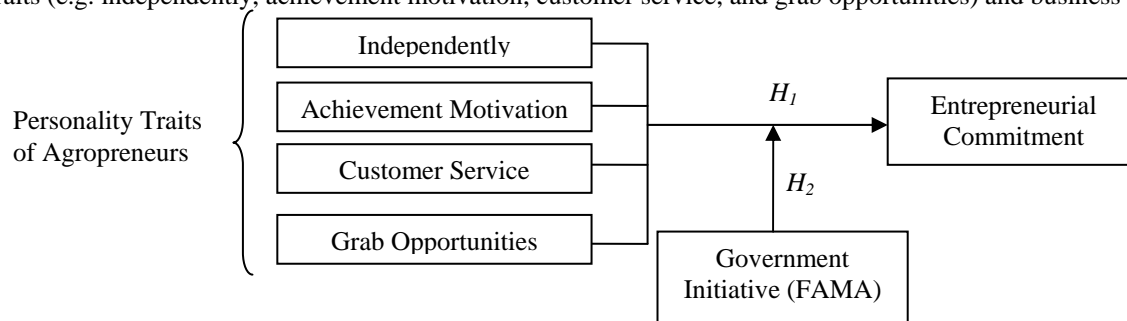


Figure 1: Theoretical Framework of Personality Traits and Entrepreneurial Commitment

6. RESEARCH METHODOLOGY

Agropreneurs in Pasar Tani, Terengganu have become population in this study to measure the relationship of personality traits and entrepreneurial commitment. This study will be conducted through a survey method by collecting data from respondents who are registered as an agropreneurs in FAMA, Terengganu in a year of 2009. As part of this study is involved several places of Pasar Tani in Terengganu (e.g. Padang Hiliran, Permint Jaya Chendering, Kuala Berang, Jabi, Jertih, Alor Lintang, Bandar Baru Kerteh, Kuala Besut, Kampung Raja Besut, Sri langkap), researcher has used a random sampling to clarified each places of Pasar Tani in the total populations. Table 1 show the number of samples according to the number of population that clarified each places of Pasar Tani, Terengganu.

6.1 Population and Sample

Table 1 display a population of 664 entrepreneurs in the Pasar Tani, Terengganu was determined as respondents and 248 respondents were chosen as the sample in this study, according to the sample size which calculated by Sekaran (2005).

Table 1: The Number of Population and Sample

	Population		Sample	Replied
	Number	%		
Padang Hiliran (Mega)	82	12	30	28
Permint Jaya, Chendering	41	6	15	15
Kuala Berang	43	6	15	15
Jabi	25	4	10	10
Jertih (Mega)	112	17	42	37
Alor Lintang	62	9	22	19
Bandar Baru Kerteh (Mega)	100	15	37	35
Kuala Besut	84	13	32	31
Kg. Raja Besut	65	10	25	25
Sri Langkap	50	8	20	20
TOTAL	664	100	248	235

6.2 Variables and Measurement

As evidence of personality traits is important to agropreneurs in FAMA Terengganu, researcher has develop several variables in a theoretical framework and indicators as guiding to design the items of questionnaires, such as; entrepreneurial commitment as a dependent variable; independently, achievement motivation, customer service and grab opportunities are independent variables; and, FAMA or government initiative as a moderating variable.

Table 2: Indicators in Dependent, Independent and Moderating Variables

Variables	Indicators	Citation	Number of Items
Independent	<ul style="list-style-type: none"> • Capable to control the events • Self confidence • Ability to influence events 	Rotter, 1996	4
Achievement Motivation	<ul style="list-style-type: none"> • Capable to turning thoughts into actions • Problems solving • Looking for a better improvement • Set the target • Strive for these targets through own efforts. 	McClelland, 1961	4
Customer Service	<ul style="list-style-type: none"> • Sales negotiation • Satisfied the customers' needs • Customer relation • Ethical in selling. 	Marks, 1997	4
Grab Opportunities	<ul style="list-style-type: none"> • Capable to study and identify the market environment • To grab market opportunities • Must have a strong character to face competitors in a marketplace • Strategic to grab opportunities based on resources 	McClelland, 1961	4
Business Commitment	<ul style="list-style-type: none"> • Commitment in business development • Commitment in competitive advantage • Agro-managerial commitment • Committed in profitability 	McKenna, 2005	4
Government Initiative (FAMA)	<ul style="list-style-type: none"> • To implement the government policies in agriculture • To assisting agropreneurs in entrepreneurial development • Financial assisting • To monitor the agro activities through legal and act. 	Ab Aziz Yusof, 2009	4

Based on several variables in this study, researcher has structured the questionnaire into seven parts. First part is contained of information on the demographic profiles among the agropreneurs in Pasar Tani. Second part, contained four independent variables in a personality traits, there are; independent, achievement motivation, customer service and grab opportunities. Meanwhile, the assessment of entrepreneurial commitment becomes third part in this set of questionnaire. Fourth part, evaluated the government initiative (FAMA) as a moderating variable.

6.3 Data Analysis

Generally, there are 248 set of questionnaire was disseminated to agropreneurs in Pasar Tani Terengganu, however, there are only 235 respondents were replied the questionnaire represented several places of Pasar Tani in Terengganu. Then, the data was entered and analyzed with the Statistical Package for Social Sciences (SPSS) software programme (version 16.0). As well as to study the consistency and stability of questionnaire, reliability test becomes essential and as a starting-point before further analysis in hypothesis. The first run of test which administered on 235 respondents, yielded the cronbach alpha was read several variables in this study. It indicates the most of the variables that has been investigated in this study are found to be reliable, such as; independently (0.546), achievement motivation (0.661), customer service (0.713), grab opportunities (0.763), entrepreneurial commitment (0.554), and government initiative (0.866). Table 3 mentioned the results of reliability tests.

Table 3: Reliability Analysis of Variables

Section	Variable	Number of Cases	Number of Item	Reliability Coefficients ALPHA
Independently	Independent	235	3	0.546
Achievement Motivation	Independent	235	3	0.661
Customer Service	Independent	235	3	0.713
Grab Opportunities	Independent	235	3	0.763
Entrepreneurial Commitment	Dependent	235	3	0.554
Government Initiative	Moderating	235	3	0.866

6.4 Descriptive study on demographic profiles

Basically, most of creative entrepreneurs in FAMA Terengganu are male which frequency of 146 persons equal to 62.1 percent and the rest are female which have 89 respondents (37.9%). In term of age, the majority of farmers are age in between of 40 – 49 years old (40.4%), followed by age above 50 years old (32.3%), 30 - 39 years old (16.6%), 20 – 29 years old (8.9%), and age below 19 years old (1.7%). The majority of farmers are operated their farm-retails in Jerih (15.4%), Kerteh (14.9%), Kuala Besut (13.2%), Padang Hiliran (11.9%), Kampung Raja (10.6%), Sri Langkap (8.5%), Alor Lintang (8.1%) and both Permint Jaya and Kuala Berang are 6.4%. Meanwhile, the term of operations has shown that is 64.7% are operated above eleven years, followed by 22.6% are operated in between 6 – 10 years, and only 11.1% are operated less than five years. Furthermore, most of farmers in Pasar Tani are engaged in a selling of vegetables (35.3%), Livestock (21.7%), agro-based (19.6%), fruits (12.3%), herbs (8.9%) and aquaculture (1.7%). In term of courses attended by farmers, there are 81 respondents (34.5%) are never attended in any courses that organized by FAMA, followed by 64 respondents (27.2%) are attended on one course only, 63 respondents (26.8%) are attended on two courses, 25 respondents (10.6%) are attended on three course, and only 2 respondents (0.9%) are attended more than four courses.

6.5 Hypothesis 1: Relationship of personality traits and entrepreneurial commitment

In order to describe the relationship of personality traits and entrepreneurial commitment, as well as in hypothesis 1, multiple regression analysis was conducted. The results indicates that the multiple correlation coefficient (R) which using all the predictors simultaneously is 0.577 and R-square is 0.333 which means that 33.3 percent of the variance in a business commitment can be predicted from the factors of personality traits. Meanwhile, we noted that adjusted R-square (0.321) is lower than the R-square (0.333) which is related to the number of variables in this study.

Table 4: Model Summary of Investigated Variables Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.577 ^a	.333	.321	.44423

a. Predictors: (Constant), Independent, Achievement Motivation, Customer Service, Grab Opportunities
 Furthermore, table 5 (ANOVA) describes the F values is equal to 28.434 and its statistically significant value equal to 0.000.

Table 5: ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.444	4	5.611	28.434	.000 ^a
	Residual	44.993	228	.197		
	Total	67.437	232			

a. Predictors: (Constant), Independent, Achievement Motivation, Customer Service, Grab Opportunities

b. Dependent Variable: Business Commitment

According to the table 6, all of the factors of personality traits are significance toward the development of entrepreneurial commitment. In fact, the multiple linear regressions analysis also produced standardized measures (Beta weight) on the strength of each dimension’s association with the business commitment. Among the four independent variables in personality traits, the factor of grab opportunities (B =.323, p=.000) was the main contributor that support the entrepreneurial commitment. The factor of achievement motivation become the second contributor (B=.243, p=.001) in this study. Meanwhile, two other attributes concerning the customer service (B=.230, p=.000) and independent (B=.107, p=.021) were significantly indicate the relationship of entrepreneurial commitment. These findings also supported by previous literature including; Hornaday et al (1971), Jarkko et al (2006), McClelland (1961), and Littunen (2000), who claimed that personality traits can be seen as underlying characteristic that are causally related to entrepreneurial commitment. Additionally, these findings also supported by the results of significance association of factors of personality traits toward entrepreneurial commitment, as well as in hypothesis 1.

Table 6: Multiple Linear Regressions

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.241	.409		.590	.556
	Independent	.107	.046	.126	2.325	.021
	Achievement Motivation	.243	.070	.198	3.493	.001
	Customer Service	.230	.047	.274	4.870	.000
	Grab Opportunities	.323	.057	.329	5.624	.000

a. Dependent Variable: Business Commitment

6.6 Hypothesis 2: An initiative of government (FAMA) as a moderating variable

The data was analysed using the Partial Correlation test to determine the association between independent, achievement motivations, customer service and grab opportunities with the ability of the agropreneurs in the Pasar Tani to create commitment in business. In addition, the moderating effect of Initiative of FAMA as a government agency in developing the business commitment among agropreneurs. Results are shown in table 7.

Table 7: Correlation Analysis on Utilizing Government Initiative as a Moderating Variable

Control Variables			Business Commitment
Moderating Variable	Independent	Correlation	.052
		Significance (2-tailed)	.429
		df	230
	Achievement Motivation	Correlation	.334
		Significance (2-tailed)	.000
		df	230
	Customer Service	Correlation	.087
		Significance (2-tailed)	.186
		df	230
	Grab Opportunities	Correlation	.387
		Significance (2-tailed)	.000
		df	230
	Business Commitment	Correlation	1.000
		Significance (2-tailed)	.
		df	0

Result of the Partial Correlation analysis indicates that there are only two of relationships are positive and significant association of moderating, there are; the moderating of government initiative in a relationship of achievement motivation and entrepreneurial commitment ($r=.334$, $p=.000$) and; the moderating of government initiative in a relationship of grab opportunities and Business Commitment ($r=.387$, $p=.000$). Generally, the moderating of government initiative in a relationship of personality traits and entrepreneurial commitment are seen the weaker relationship, as well as the correlation value (r) is less than 0.500 which indicates that the moderating of government initiative is a lower correlated.

7. CONCLUSION AND RECOMMENDATION

Result of this study makes us to clarify the important of personality traits of agropreneurs which is contributed to the entrepreneurial commitment. Additionally, results of the multiple regression test revealed that the personality traits in four major factors of an independent, achievement motivation, customer service and grab opportunities are moderately in helping the entrepreneurial commitment in the agropreneurs to better compete in the marketplace. Furthermore, this research also postulates that initiative of government is important as being personality traits in the four factors mentioned earlier. Results of the partial correlation indicate that agropreneurs in a Pasar Tani also are not really received the assisting of government in order to increase their entrepreneurial commitment, especially in developing of personality traits as discussed before.

The findings of this paper highlighted that the factors of personality traits are not really achieving the entrepreneurial standard as well as to creating an entrepreneurial commitment among the agropreneurs in Pasar Tani. In order to achieve the entrepreneurial standard of personality traits, training and education has to be a priority for the FAMA and others government agencies responsible for the development and welfare of these entrepreneurs. This paper has provided support for the inclusion of personality traits as part of the curriculum or syllabus in the training of entrepreneurs in the program of Pasar Tani by FAMA. Previous literature has suggested that education and training may contribute to the personality traits of entrepreneurs which will help them create an entrepreneurial commitment. Finally, the findings of this study are also applicable to a wide range of agriculture and agro-based industry in Malaysia, especially to increase the level of entrepreneurial personality among agropreneurs. The FAMA and others government agencies can utilize this finding as a foundation to plan and create better policies, procedures and programs for the agropreneurs in the agriculture and agro-based industry.

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