

IMAGE AND MARKETING OF PADDY: A CASE OF RICE MILLERS IN MALAYSIA

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Abstract

The issue of image and marketing is one of the major areas for investigation in corporate world. It is important because its effect on the performance of the organization. A better image should lead to a better performance to the organization. The issue of image-marketing exist in rice processing sector in Malaysia. This issue is particularly relevant as there are a lot of rice mill in Malaysia competing for paddy supply for sustainable operation of their mills. The objective of the study is to investigate the image of various rice mills from farmers' perception and its relationship to sale of their paddy to the mills. This study used grading and weighing as instruments to measure the image of the mills. The investigation was made through questionnaire survey to farmers. There is a significant result to suggest that those who rate that the mill could not be trusted will not send their produce to those particular mills.

Keyword: image, marketing