



Studying Social-Economic Factors on Marketing Fruit Packaging s from Viewpoint of Experts Tehran Municipality Fruit and Vegetable Market Organization

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Abstract

The purpose of this research is studying social-economic factors on marketing fruit packaging s from viewpoint of experts Tehran municipality fruit and vegetable market organization. The present research from viewpoint of type of research is classified as applied research and its methodology is descriptive- correlation. Statistical society of this research consist of 150 experts Tehran municipality fruit and vegetable market organization; in which, 108 persons were selected as volume sample with simple random sampling method. The calculated alpha for questionnaire of current research is 0.79 and the research data show that there is positive-significant relationship between social-economic factors and marketing fruit packaging s by experts Tehran municipality fruit and vegetable market organization.

Key Words: Social- Economic Factors, Marketing, Fruit packaging s, Experts Tehran municipality Fruit and Vegetable Market Organization.

Introduction:

In today's world, developing market, attracting new customers, maintaining available customers, is regarded as most important concern of many organizations. Thus, due to very serious competitive pressures, organizations benefit from different methods for improving sale and marketing for convincing or even enforcing consumers to purchase their desired goods among diverse brands (Moulaei 2014). Whereas packaging is regarded as important tool from national

and international aspect; thus, it has its own crucial role. Economic enterprises in order to improve their competitive power in domestic and foreign markets, have specifically concentrated on issue of packaging and have benefit from diverse designs, graphics, colors, suitable packaging for increasing their market share in comparison to other rivals. Managers are in charge of selecting suitable packaging for establishing good relationship with customer and

encouraging customer for purchasing goods and their common decision with production managers, may be effective for selecting suitable method, attractive packaging and marketing (Afrayasibi 2010).

- Berimnezhad (2014) in a research with title of “Recognizing effective factors on marketing healthy and organic products” concluded that for having better information process in market, it is required for establishing suitable mechanism among beneficiary groups of a country, between imports, exporters and countries of a region

- Firouzabadi and Hosseini (2011) performed a research with title of “Studying impediments and problems of rural cooperatives on marketing agricultural crops, case-study of rural cooperative of Koshk Hezar Beiza village” and finally concluded that social and cultural factors have more importance than other factors for failure of aforesaid cooperatives for marketing agricultural crops

- Richards (2005) has estimated marketing management of lemon product in 4 districts of California and concluded that rate of salary, packaging foods, costs of carrying product to market, struggles of supply and demand and some virtual variables, are regarded as most important effective factors on marketing

- Martin and Jagadish (2006) performed a study under title of “Problems of agricultural marketing and supply chain on agricultural activities among developing economies, case-study of producing new crops in Papua New Guinea with supply chain model” and have studied the domain of marketing and effectiveness of marketing system. The results of this study confirmed dynamism of marketing system i.e. developing market of

Papua New Guinea under current conditions. Marketing services are offered by private sector and market activists have attempted to apply innovation for developing these services on competitive basis and meeting the customer requirements

- The general goal of this research is studying social-economic factors on marketing fruit packaging s from viewpoint of experts Tehran municipality fruit and vegetable market organization. The subsidiary goals of research are including: Studying effective economic factors on marketing fruit packaging s from viewpoint of experts Tehran municipality fruit and vegetable market organization, studying effective social factors on marketing fruit packaging from viewpoint of experts of experts Tehran municipality fruit and vegetable market organization.

Research Methodology:

Research methodology based on type of research is applied and based on data collection method is descriptive and correlation. The sampling method is simple random sampling and the statistical society consists of 150 experts of experts Tehran municipality fruit and vegetable market organization; in which, 108 persons were selected as volume sample by using simple random sampling method and the main research tool is questionnaire. The collected data were analyzed by using SPSS software and also it was benefit from descriptive statistics, analytical or inferential statistics. In order to determine the research reliability for each section of questions, a questionnaire was designed separately by calculating Cronbach's alpha that reveals suitable coherence of forms and stability of questionnaire . The calculated alpha for the present



questionnaire is 0.79; thus, it is concluded that the questionnaire has acceptable reliability.

Findings:

1- Describing Personal Properties

Results of research show that the average of experts of Tehran municipality fruit and vegetable market organization is 46 years; in which, the youngest expert is aged 25 years and the oldest expert is aged 73 years and 100% experts of Tehran municipality fruit and vegetable market organization are male. From viewpoint of level of education, 15.5% of experts of Tehran municipality fruit and vegetable market organization have high school diploma, 26.2% of experts have associate degree, 46.6% of experts have bachelor's degree and 11.7% of experts have master's degree and higher certificates. The average service record of experts of Tehran municipality fruit and vegetable

market organization is 15 years with minimum service record of 5 years and maximum service record of 30 years .

2- Prioritizing Viewpoint of Experts of Tehran Municipality Fruit and Vegetable Market Organization in relation to Effective Economic Factors on Marketing Fruit Pack

The prioritizing based on change coefficients show that the maximum viewpoint of experts of Tehran municipality fruit and vegetable market organization in relation effective economic factors on marketing fruit pack with change coefficient of 0.219, 0.258, 0.261 are including respectively: More profit-making for selling fruit packs, cost-effective fruit packs, having economic policies of government in the field of agricultural problems for supporting sellers (offering subsidy, loan).

Table 1: Cronbach's alpha coefficient for research questionnaire

Row	Different Sections of Questionnaire	Cronbach's Alpha
1	Marketing fruit packaging s (dependent variable)	88%
2	Effective economic factors on marketing fruit packaging	91%
3	Effective cultural- social factors on marketing fruit packaging	79%

Table 2: Prioritizing Viewpoint of Experts of Tehran Municipality Fruit and Vegetable Market Organization in relation to Effective Economic Factors on Marketing Fruit Pack

Priority	Forms	Average	Standard Deviation	Change Coefficient
1	More profit-making for selling fruit packaging	4.15	0.91	0.219
2	Cost-effective fruit packaging	3.94	1.02	0.258
3	Having economic policies of government in the field of agricultural problems for supporting sellers (offering subsidy, loan)	4.05	1.06	0.261
4	Offering suitable financial incentives for managers of fruit and vegetable market for selling fruit packaging	3.96	1.04	0.262
5	Offering required budget	3.70	1.09	0.294

Very Low: 1 , Low: 2, Medium: 3 , High: 4 , Very High: 5

3- Prioritizing Viewpoint of Experts of Tehran Municipality Fruit and Vegetable Market Organization in relation to Effective Cultural- Social Factors on Marketing Fruit Pack

Prioritizing forms based on change coefficient shows that the highest Viewpoint of Experts of Tehran Municipality Fruit and Vegetable Market Organization in relation to Effective Cultural- Social Factors on Marketing Fruit Pack with change coefficient of 0.209, 0.262, 0.289 are including respectively: Partnership of private sector for introducing and distributing fruit packs, having suitable advertisement for using fruit packs, creating suitable culture for using fruit packaging among people.

Inferential Statistics

-Results of correlation test for research variables and marketing fruit packaging Research data reveal that there is positive-significant relationship between economic factors and marketing fruit packaging among experts of fruit and vegetable organization at sig level of 0.99 i.e. if the number of economic factors is increased, the marketing fruit packaging by experts of fruit and vegetable organization is more and vice versa .

- Research data reveal that there is positive-significant relationship between social factors and marketing fruit packaging among experts of fruit and vegetable organization at sig level of 0.99 i.e. if the number of social factors is increased, the marketing fruit packaging by experts of fruit and vegetable organization is more and vice versa.

- Research data show that there is no significant relationship between age and marketing fruit packaging by experts of fruit

and vegetable organization i.e. the age is independent from marketing fruit packaging

- Research data show that there is no significant relationship between service record and marketing fruit packaging by experts of fruit and vegetable organization i.e. the service record is independent from marketing fruit pack

- Research data show that there is positive-significant relationship between level of education and marketing fruit pack by experts of fruit and vegetable organization at sig level of 0.95 i.e. if the level of education is increased, marketing fruit packaging among experts of fruit and vegetable organization is higher and vice-versa .

Conclusion

Results of research shows that the average experts of fruit and vegetable organization of Tehran municipality are aged 46 years and the youngest expert is aged 25 years and the oldest expert is aged 73 years and 100% experts of Tehran municipality fruit and vegetable market organization are male. From viewpoint of level of education, 15.5% of experts have high school diploma, 26.2% of experts have associate degree, 46.6% of experts have bachelor's degree, 11.7% of experts have master's degree and higher. The average service record for experts of Tehran municipality fruit and vegetable market organization is 15 years and the minimum service record is 5 years and the maximum service record is 30 years. Research data show that there is positive-significant relationship between economic factors and marketing fruit packaging among experts of Tehran municipality fruit and vegetable market organization and this result is compatible with the result of research by



Martin and Jagadish (2006). Research data shows that there is positive-significant relationship between social-cultural factors and marketing fruit packaging by experts of Tehran municipality fruit and vegetable market organization and this result is

compatible with the result of research by Richards (2011), Firouzabadi and Hosseini (2009) and Barimnezhad (2014).

Table 3: Prioritizing Viewpoint of Experts of Tehran Municipality Fruit and Vegetable Market Organization in relation to Effective Cultural- Social Factors on Marketing Fruit Pack

Priority	Forms	Average	Standard Deviation	Change Coefficient
1	Partnership of private sector for introducing and distributing fruit packaging among fruit and vegetable organization	4.40	0.92	0.209
2	Having suitable advertisement for using fruit packaging	4.04	1.06	0.262
3	Creating suitable culture of using fruit packaging among people	3.90	1.13	0.289
4	Partnership of gardeners for related activities to fruit pack in gardens	3.68	1.17	0.317
5	Positive viewpoint of directors and experts toward fruit packaging	3.49	1.12	0.320

Very Low: 1, Low: 2, Medium: 3, High: 4, Very High: 5

Table 4: Correlation between research variables with marketing fruit packaging

Row	First Variable	Second Variable	r	P
1	Economic factors		0.400**	0.000
2	Social factors	Marketing products	0.256**	0.003
3	Age	Fruit pack	0.110	0.206
4	Service records		0.066	0.435
5	Level of education		0.236*	0.005

* sig level 0.95 , ** sig level 0.99

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