

Study Effective Factors in the ICT in Product Marketing in Iran

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Abstract

In this research, we try, by study effect on the ICT factors in the product marketing, evaluate the role of those factors. The study is of applied type and the method being used is descriptive- correlational. The population province and using Cochran's formula, a sample size members was selected census method is used for the purpose of responding to the questionnaires. The findings on the factors The lowest coefficient of variation belonged to the item "the electronic organization increases flexibility and efficiency as compared with the traditional organization" (CV=24.55) while the highest coefficient of variation belonged to the item "Your access to the organizations computer information from the outside of organizations" (CV=62). The lowest coefficient of variation belong to the item "ICT assists in sales at an appropriate price" (CV=16.18) while the highest coefficient of variation belonged to the item "ICT makes it easier to remove local and international intermediates who are active in palm date trade" (CV=21.47).

Keywords

Factors, ICT, Product, Marketing

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1. Introduction

Role of communication and information technology (ICT) on increasing economic return of crops is among most significant type of useful information for developing market information and prices. Price is among motive factor of agricultural crops and the significant difference between price of crop in farm and market may be reduced through offering appropriate information in the field of supply and demand and potentials of market (Haji Hosseini, Hojatollah and et al 2011).

Necessity of regarding ICT improves marketing at agricultural sector that is among necessities of rural development (Khajeh Shahkouhi 2005).

However, in view of the fact that other palm date producers, who are mainly the neighbor states, have had extensive activities in the export of the produce and have monopolized

same markets (Jam'gi and Lashgarara, 2012).

In an agricultural produce organization, there are four categories of this opportunities in the form of: unexpected events, incompatibilities, process requirements, agricultural changes and the market. The other three sources of opportunity are created beyond the Co. in social and thought environments, which consists of: change in demographic features, change in attitudes and change in new knowledge. These sources are overlapping but differ from one another regarding risk ability and complexity and more than one of them could be a factor for communication and innovation at a time (Miller, 2006).

Therefore, the traditional marketing of that produce certainly could not be effective and useful but correct and targeted use of ICT (computer, web, satellite systems, hardware and software networks, et.) in marketing of produce could fill the gaps, introduce Iranian palm date to the world and build some markets. Application of communication technologies

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will rapidly change the social structure and the people's way of living (Jam'gi and Lashgarara, 2012).

Whereas ICT is not neutral phenomenon, its view point and application at different sectors is different (Niknami 2009).

Close , increasing competition between different organization and communities and the developments made in recent years have occurred so much deeply, extensively and rapidly that there remains no opportunity to use traditional methods and legacy skills and indeed, it has faced the future of those organizations with new opportunities and threats. (Ranga & Etkowit, 2010)

Since today, those organizations are successful that could thrive in the competition – intensive world of today and are constantly using appropriate communication methods in their organizations.(Shahkahi, 2013) Numerous new challenges and issues facing the organization in the current age have been caused by not paying attention to innovation and ways for creating and enhancing it (kwomena, 2008).

The notable issue here is the fact that the palm date market is regarded as a relatively intact capacity and its potential is such that , as a non-oil product, it has significant dynamism and income – generation that has been ignored by any reason in the past despite of structure-centrism of the agriculture sector in development pains) while in the most countries of the world, people are trying to influence in accessible markets, quality production and adopting knowledge-based strategies for development of the market and coping with competitors by predicting and providing scientific based arrangements. Unfortunately , this outlook is very slow and sometimes much despairing both at the level of palm date grove and garden managers and at the level of official of ministry Agricultural Jihad and Ministry of Industries, mines and commerce (Jalali, 2012).

The general objective Study effective factors in The ICT in Agriculture Marketing in Iran

1. Role of effect the electronic-preparedness of the agricultural organization
2. Role of effect application of ICT for supply and sales of palm dates

3. Role of effect application of ICT in influencing the palm date market

4. Role of effect application of ICT in influencing the palm date market

2. Material and Methods

The present study is of applied type using descriptive – correlation methods. Conducting the stage of theoretical studies and qualitative investigations by documentary method and the quantitative stage by fieldwork method, using a questionnaire According to the findings, a chronbach alpha coefficient of 0.85 was found to be 0.85 in the ICT section of the questionnaire the population consists of Experts of Ministry of agriculture in Khuzestan , province (n=144) . The consus method was used for collecting data. For description of the study variables, statistical such as frequency distribution, frequency tables, means, standard deviation, variation coefficient, the minimal and the maximal, were used.

3. Findings

3.1. Ranking of the Electronic-Preparedness of the Agricultural Organization

As you see in table (1.1) the item "the electronic organization leads to flexibility and efficiency as compared with the traditional organization" with a mean of 5.09 had the highest rank and "teaching technical skills to the organization's people at the beginning of every ICT project" with a mean of 2.93 had the lowest rank. Here, the lowest variation coefficient belong to item "the electronic organization leads to flexibility and efficiency as compared with the traditional organization" (CV=24.55) and the highest variation coefficient belong to the item " using advanced telecommunication and network technologies such as fiber optics and wireless network by the organization" (CV=62) (table 1.2)

Table (1.1). Ranking of the degree of preparedness of agricultural organization.

	mean	SD	CV
Electronic organization increases flexibility and efficiency relative to a traditional organization	5.09	1.25	24.55
Lows relating to security and super vision in the virtual medium in the organization	4.73	1.32	27.93
Presence of a good physical space for ICT in the organization	4.40	1.37	31.14
Specialty and understanding of official and managers of the ICT sections of potential and applications of IT	4.06	1.14	27.97
The organization's enjoying and independent IT management unit and specialize man power for it's improvement and development	3.65	1.48	40.44
Organization's access to LAN	3.60	1.73	48.13
Availability of appropriate educational software and CD's on applications of IT in the organizations	3.39	1.40	41.36

	mean	SD	CV
Constant presence and activity of consultants and specialists in IT at the organization	3.29	1.62	49.29
The quality of investing of budgeting and allocations of resources for incorporations and development of technology in the organizations	3.22	1.51	47.02
The organization's access to WAN	3.12	1.73	55.61
Your access to the organizations computer information from the outside of organizations	3.04	1.88	61.78
True username and password Holding in service or continued education in IT for employee of the organizations through classes and seminar	3.04	1.57	51.61
The organizations use of advance telecommunications and network technology such as fiber optics and wireless network	3.01	1.87	62.00
Teaching technical skills to the employees at the beginning of each ICT project	2.93	1.42	48.58

3.2. Ranking of Application of ICT for Supply and Sales of Palm Dates

As you see in table (1.2), the item "ICT assists in sales had a good price" with a mean of 4.04 had the highest rank while "ICT assists in identification of the appropriate time for going to the market" with a mean of 3.78 had the highest

rank. Here, the lowest coefficient of variation belong to the item "ICT assists in sales at an appropriate price" (CV=16.18) while the highest coefficient of variation belonged to the item "ICT makes it easier to remove local and international intermediates who are active in palm date trade" (CV=21.47) (table 1.5)

Table (1.2). Ranking of application of ICT for supply of palm dates as viewed by agricultural experts.

	mean	SD	CV
ICT assists in sealing at good prices	4.04	0.65	16.18
ICT assists in sealing palm date at any point of the world	4.00	0.67	16.76
ICT is an effective means for seals in domestics and international markets	3.99	0.69	17.38
ICT makes placing order for the produce easier for the costumer	3.96	0.64	16.19
ICT makes it easier to removed local and foreign intermediate who are active in palm date trade	3.94	0.62	15.80
ICT assists in identifications of the appropriate time to market	3.90	0.85	21.84

3.3. Ranking of Application of ICT in Influencing the Palm Date Market

As you see in table (1.3), the item " ICT assists in influencing and known faring markets" with a mean of 3.86 had the highest rank while " palm date growers who use ICT in the job have more self-esteem " with a mean of 3.51 had the

lowest rank . Here, the lowest coefficient of variation belonged to the item "ICT provides appropriate international knowledge and understanding about palm date marketing" (CV=17.40) while the highest coefficient of variation belong to the item "palm date growers who use ICT in their job has a higher self-esteem" (CV==25.05) (Table 1.6)

Table (1.3). Ranking of application of ICT in influencing the palm date market as viewed by agricultural experts.

	mean	SD	CV
ICT assists in influencing and knowing foreign market	3.86	0.80	20.72
ICT leads in creation of secondary market	3.93	0.73	18.55
ICT makes available good international knowledge and understanding about palm date marketing	3.97	0.69	17.40
ICT assists in introduction of newer and more market appealing cultivars	3.85	0.82	21.42
Palm date growers who use ICT in their job have more self-steam	3.51	0.88	25.05

3.4. Ranking of Application of ICT in Reducing the Costs of Palm Date Production and Sales

As you see in table (1.4), the item " ICT leads to reduction in costs for getting information on the palm date market" with a mean of 3.80 had the highest rank while " ICT prevents from making agencies for palm date marketing" with a mean of

2.91 had the lowest rank. Here, the lowest coefficient of variation belonged to the item "ICT leads to reduction in costs for getting information on the palm date market" (CV=16.22) while the highest coefficient of variation belonged to the item "ICT prevents from making agencies for palm date marketing" (CV=36.13) (table 1.7)

Table (1.4). Ranking of application of ICT in reducing the costs of palm date production and sales as viewed by agricultural experts.

	mean	SD	CV
ICT reduces costs for getting information's on palm date market	3.80	0.62	16.22
ICT reduces marketing costs (through making website , radio promotion efforts, etc.	3.73	0.73	19.60
ICT reduces the travel and transaction costs of farmer	3.72	0.73	19.70
ICT reduces the risks of the production and sales of palm date expenditures	3.55	0.83	23.27
ICT reduces the costs of warehousing , making sales and maintains branches	3.37	0.82	24.29
ICT prevents from creational agencies for palm date marketing	2.91	1.05	36.13

Also, for the purpose of ranking components of the role of ICT in palm date marketing, the seven items of any of those components were summed up and the score so obtained was taken as the score of that component and the frequency distribution of the components of the role of ICT in palm

date marketing (the total score of any component) is given in table 1.5. As you see, the component of palm date marketing (with a mean of 3.95) was the highest rank while the tendency to change (with a mean of 3.51) had the lowest rank.

Table (1.5). Study statistics of the component of the role of ICT in palm date marketing (the study variables).

No	Component	mean	SD	minimum	Maximum	Rank
1	Palm date marketing	3.95	.68	1.29	4.86	1
2	Supplied and sales	3.94	.69	1.43	5	2
3	Influencing the market	3.82	.78	1.71	4.71	3
4	Commentating advantage	3.81	.77	1	5	4
5	Creating market relations	3.78	.87	1	5	5
6	Reduction in productions and sales costs	3.51	.79	1	4.86	6

4. Result and Discussion

The findings of examination of the age frequency of the respondents showed that the highest age frequency in their respondents belonged to 31-40 years with a frequency of 47.4 % while 41-50 years with a frequency of 21% was next to it. The lowest age frequency belonged to more than 50 years with a frequency of 13%. The mean age of the respondent was 38.82 years. The lowest coefficient of variation belonged to the item "the electronic organization increases flexibility and efficiency as compared with the traditional organization" (CV=24.55) while the highest coefficient of variation belonged to the item "the use of advanced telecommunication and network technologies such as fiber optics and wireless network by the organization" (CV=62). , the lowest coefficient of variation belonged to the item "ICT provides appropriate international knowledge and understanding about palm date marketing" (CV=17.40) while the highest coefficient of variation belong to the item "palm date growers who use ICT in their job has a higher self-esteem" (CV=25.05) and the score of that component and the frequency distribution of the components of the role of ICT in palm date marketing (the total score of any component) is given in table 1.5. As you see, the component of palm date marketing (with a mean of 3.95) was the highest rank while the tendency to change (with a mean of 3.51) had the lowest rank.

Hailu, 2009, found in their study entitled "potentials of ICT in the agricultural sector" that ICT is an important factor in economic development and growth in the country. There, it is mentioned that marketing of the produce along with ICT could bring about and efficient agriculture.

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