

Evaluation(Investigation) of the performance marketing services pistachios In Market Yazd

Narges Mohammad Taghinezhad¹, zeynab mohammad taghinezhad^{2*} and younes dahmardeh²

1. Department of Science and Research Branch, Islamic Azad University, Yazd, Iran

2. Islamic Azad University, Science, and Research Branch .Department of Political Science, Sistan and Baluchistan, Zahedan, Iran

Corresponding author: zeynab mohammad taghinezhad

ABSTRACT: One thing that always remains in the market of agricultural products And in less developed countries such as Iran. Producer price differential The price that the producer receives, The price the consumer pays, In other words, Marketing margin, which The difference in price is more about marketing services such as packing, grading and conversion of the product. Since marketing costs on the price paid by consumers influence, Reduce it cause the increasing prosperity of society. To achieve this goal, This marketing margin And to identify factors influencing the market margin It see MS essential. The present study seeks to address the This is a case of pistachios Yazd province. Clearly After producing the product, The main problem is getting the best ways to reach consumers And this is the responsibility of a marketing system is efficient and coherent; There fore, One can understand the importance of marketing. In addition, Since Pistachio is one of the nation's most important export items The foreign exchange is an important source of oil and We can understand the importance of this issue further.

Keywords: Marketing. Marketing costs. Marketing profits. Marketing margin. Yazd Introduction:.

INTRODUCTION

Process operation and marketing of agricultural products With urbanization and the consumption centers The region of what is important advance (Hossain, 2008), So that United Nations, Marketing of agricultural products Factors affecting the development of knowledge And called for more government attention This fact is The economy is agriculture (Najafi, 2004). Marketing involves different stages of processing, packaging, transportation, and is warehousing. With the passing of each of these steps to increase product value, The marketing process causing a current value. The need to bring to market process has cost and consequently causes the difference between the price paid by the consumer and the price is producing. The price gap Marketing margin call. About Agricultural products The marketing margin Containing different prices Retail and farm prices. According Avdyl (2004) Marketing margin Affected Various factors The effect of each of these factors, Fluctuate over time. Theoretically Factors affecting supply functions And demand And stretch their prices Change the marketing margin (Shahbazi, 2009).

Among agricultural products, Iranian pistachios As a strategic product And a share of 50, 74, 68, 25 and 8.7 percent Respectively Of world production, Acreage World The value of world exports of pistachios, The total value of agricultural exports The total value of exports In recent years there has a special place (Dashti, 2010).

In this regard, Farmers in Yazd The second Iranian pistachio producers Large protests To the market, Prices And earning themselves. The Wholesalers, retailers and porters Turn Numerous complaints The current situation in the market (Salem, 2001). In this section We sought Action Pistachio marketing services Divided Manufacturer, Wholesaler And retailer Determined.

Manufacturers

Average cost producers in Table(10-4) is shown.

Table 10-4. Average costs of production

Processing cost (Rial-ton)	Cost Grading (rial-ton)	Cost Collecting (rial-ton)	The right broker (kg- rial)	Transportation cost	Cost per package	Producer:
724324	2529730	1716667	4343684	305661	12000000	

A. post-harvest operations: Results Review Data producers Showed That only 2.3% Manufacturers The hemp Sac For the Product packaging Informatics. Whereas 97.7 percent From Plastic Sac Direction Packaging products Informatics.

B. Weight: Results Weight Packaging manufacturer Stating It is Theme an Package weight Used 65.525 kgs. The most Package weight Used 72 kg And the lowest 58kg ls. After Check Weight Depending on the product, Place packages By manufacturers Were searched. The results Showed 11.6 percent Packages by dealers, 34.8% of the stores are closed And the 53.6% of the packages Cooperatives of pistachios Funded. C. How to Sell The results showed The product By manufacturers In either the garden Or the tree ls. The results Frequently described Manufacturers Stating This was That 44.1% Sale to on Tree And 55.9 percent Sale In the garden ls. (D) transport costs: The results Questionnaires Showed The sample Studied Transportation costs Each of pistachios Out of production The manufacturer ware house With a Nissan, 90,000 riyals. Finally In product sales The results showed The main Manufacturers For sale Products (88%) Brokers Complaints And brokers Averaged 4.19 percent The mediation Receive.

E-marketing services:

Marketing services Review In this study, As follows: Are Harvest:

About Harvest The method Traditional and mechanized In Inventory Question Actually. The results Shows That only 6.9% Manufacturers Mechanized method To with draw Product Informatics.

Whereas 93.1% of manufacturers Traditional methods Using Lab our and wrapper To collect the product Informatics.

Product rating: The results showed That 16.3% of cases, Product Rating By Manufacturer And 83.7% of cases, Grading By buyers Done.

In this process, 71% of the rating process Mechanically And 29% rating Traditional Done. Pistachio processing: Results Processed nuts Traditional methods Pistachio and terminals Showed Producers 29% of its products Terminals with pistachios And 71% of its products Processing projects. The traditional practice Further Cheaper The method Were mentioned.

Storage Pistachio: The results Showed At 56% Cases, Storage By producing at home, Store or freezing Done And in 44% of cases By buyers This work is done. As well The results suggest That an average of 2217kg Products by Manufacturer Storage conditions.

The packaging: The results Suggests 57.1% of products Traditional Packing up And 42.9% for the products To track the package.

Type credit used: The results showed That 35.7% of manufacturers Credits required Through Loan Have prepared.

The drop in production: The results showed The loss determined By buyer An average of 4 percent. But Actual loss to Seem manufacturers On average, Equal to 6.68 percent.

Payment by buyer: The results show Approximately Payments to suppliers To Cash. Sources of funding: The results of the questionnaire survey shows That 48.3 percent of manufacturers Financial resources needed to The Agricultural Bank, 6.4 percent of commercial banks And 45.1% of them Of private capital Funded projects.

Wholesaler

1. The product supply required The results of Describe the data showed The wholesaler's More about our products ls (This means) 79% of the manufacturer And 21% of intermediaries Funded projects. The results of Average price of products purchased The wholesaler's The following table (11-4) years.

Table11-4. Supply the required productwholesalers

Waste (percent)	Transportation cost(Rails-ton)	Price Buying from the manufacturer	Market price (Kilograms - Rails)	Buying amount(tons)	Statistics Or Product Type
2%	2633333	7.359772	3.382708	46.111	Akbari
2.22%	1700000	3.242727	3.273636	45.60	Hazelnut
2.43%	1200000	4.294444	8.317777	89.103	Kalleghuchi

Results table Suggests Most buy wholesale Akbariis the pistachio. As well The results indicate that Most waste Namely 2.43 percent of the product is kalleghuchi.

2. The services performed The main Services performed By wholesalers Tables are as follows.

Table12-4. services performed By wholesaler On product

The amount of reduction	Cost (ton-Rails)	How do services	Type of Service
3.2%	3750000	Apparatus	Calibration
4.6%	3.181818	Machine grader	
	660417	Sacking	Packaging
	1488462	The house	Maintenance and Warehousing
	1000000	Store	
	4500000	Fridge	

The services performed By wholesalers as well, The rating system The higher cost To scale By Machine dryer score has. But Determined by the amount of waste An increase of 1.4 percent Of waste generated By Machine dryer score is lower.

3. The cost of the acquisition: The costs of acquiring wholesalers Table (4-13) is shown.

Table 4-13. the cost of acquiring wholesalers

Complications Town Hall (Year-Rails)	Tax (Year-Rails)	Water, electricity, Gas and telephone	Worker (RLS-ton)	Rent Location	Goodwill (RLS-ton)	cost
1479393	6265625	2995384	6591666	4964583	600000	

The above table shows results The wholesaler in working Is more than the other.

Retailer

1. The products up ply required The data results showed Retailers More about our products Namely 44% of theintermediaries,35% ofproducersAnd21% from wholesalers Funded projects. Results The average price Products purchased By retailers The following table(14-4).

Table14-4. Supply the required product retailer

Waste (percent)	Transportation costs (Ton- Rails)	Purchase price	Market price (Kg-Rails)	Purchase Rate (tons)	Cultivars or type of product
2.02%	1903000	1.347195	6.373536	12.95	Akbari
2.33%	1355555	2.322222	7.336666	8938	Hazelnut
1.83%	1839000	275000	297000	69	Kalleghuchi

As The results of the above table shows, Akbari Pistachio is the largest shopping retailers. As well The above results suggest The hazel nut to 2.33 per cent Most of lesions Allocated.

2. The services performed :

The main services performed By retailers Tables are as follows.

Table 15-4. services performed By retailer On product

The amount of reduction	Cost (ton-Rails)	How do services	Type of Service
4.22%	7.3537272	Apparatus	Calibration
5.50%	3.7145303	Machine grader	
	575161	Sacking	Packaging
	753000	The house	Maintenance and Warehousing
	1162500	Store	
	1133333	Fridge	

As seen in the table above, The cost of grading For retailers The device is calibrated. The amount of waste Rating system Less than the amount of waste Scale Machine dryer score The rate is 1.28%.Concerning the maintenance of the product, The cost for the warehouse The lowest cost is related to the morgue.

The costs of the acquisition:

The costs of retail business Table (4-16) is shown.

Table 16-4. Cost of acquisition retailers

Complications Town Hall (Year-Rails)	Tax (Year-Rails)	Water, electricity, Gas and telephone	Worker (RLS-ton)	Rent Location	Goodwill (RLS-ton)	Cost
724324	2529730	1716667	4343684	305661	120000000	

As The above table shows results The cost of the retailer, Cost is a sell out. -Pistachio marketing route in Yazd Distribution of agricultural products Collected from the beginning And continues until use. Marketing channels Is a set of individuals or companies Goods and services from producer To the final consumer Transfer. In the discussion of the distribution network Method of selling pistachios By manufacturers Yazd Paid And product marketing channels We will investigate. Through Practices Selling pistachios, Delaney sale (87%) The most common way of sale by The Garden was. Speculators product and more About 64% of The four companies Mehriz emerald green pistachio, Mehriz pistachio green diamond company, Company Pstyzh And Rafsanjan Pistachio Company Sell them. The growers 10% of its products to wholesalers And 3% of your product Sell directly to consumers. Based on information collected from questionnaires, pistachio marketing route described in Yazd province (Figure 4-1) is.

Figure 1-4. marketing route

The internalmarketingpistachiosInthissection Internal marketing pistachio in Yazd Using indicators of Marketing Review Placed.

1-5-4- price:

Available ina variety of prices Pistachio domestic market Include: Price received by growers (Price pistachio producers), Whole sale priceand Retail price. Since Pistachio Have different prices. Mean it As the price of pistachio Different levels of marketing Is considered. Table(4-16) Average price Received by producers, Whole salers and retailers Dried pistachios in 2013 shows.

Table16-4. Average pricereceived byproducers, wholesalers and retailers In 2013(Kg /Rails)

Retailer	Wholesaler	The manufacturer	year
372250	321818	246682	1390

Marketindices:

A.marginalmarket

According to the definition, The difference between Producer prices (farm) And whole sale andr etail prices, The market margins At thewhole sale level, Retail and The wholes how. Usually Whateveroperations On product Is more, Margin market Further And producer share The final price will be lower. Most gardeners pistachio Yazd, After the harvest Action processing Recording terminals And paid Specific projects. Operations Skin Picking, washing, drying, cleaning(includingthe skin,brain,broken, and garbagecollection) andremoving thenuts Open-mouthed Themouth closed (by some growers) The processed product Takes place; The most important operation in the Manufacturers include collecting, harvesting, Transport to th eprocessing and recycling of the product. Whole sale operations, including transportation, Storage is assessed. Then And more Market direction, Retailers Buy spistachios Drawn from whole salers And at retail level, Transport product The operation was performed The product is formed. With respect to Services of fered Whole sale and retail level, Expected Marginmarket Producerprice comparison Not much Apple shareThe final price will be high. According to Table (4-18) Retail margins 40.2 Marginentire To be allocated. In the period understudy Marginal growth of whole sale (59.8%), 19.6 percent Most of the retail margin Has been.

Table17-4. wholesalemargin, retailandwholenuts (kg /Rails)

Total margin Rate	Retailer margin The share of Margin entire	Rate	Wholesaler margin The share of Margin entire	Rate	year
125586	40.2%	50432	59.8%	75136	11392

B. The role of Share marketing The results The result of the calculation The share of manufacturing, wholesale and retail RetailpriceTable (4-18) Is shown.

Table 18-4. Share of Retail Marketing at price pistachio

The share of retail	Wholesale share	Contribution Manufacturer	Year
13.5	20.19	66.26	1392

(C)Costfactor:

Whenever Marketing costs As a percentageofthe price ofthe final product(Retail) are expressed, Thecostfactoris calledmarketing. Marketingexpensratio In the yearthis study Equal to36percent. This means that Markets costs 36%The retail price of the product Is formed.

With respect to Serviceshas beenlimited Theproduct Utilit To consumers By whole salers and retailers, This factoris high Andmay beanother reason Thepresence of unnecessary inter mediaries Inthe course of product marketing Andtheirunusualprofits. In other words, However,according tocalculations, The coefficient Represents the ratio of total margin (Total profit and cost marketing services whole salers and retailers) The retail price is How ever, given the In significance of marketing services, The share of profit of unconventional The set wo markets Will be high.

E-market performance:

Criteria for efficiency and Lack performance, Are very important in marketing analysis. Because In efficient marketing system Leads Raise costs, Large losses, Destruction of crops And the price is unreasonable. The high efficiency also makes marketing In come producersTosellat a higher price Orcustomer satisfaction Toreduce the purchase priceIncrease.

Some market economists, Performance marketing System The relationship between the price of the product And marketing costs are considered. For them What ever price Logical relation Cost of service Marketing is on track, Marketing System Theefficiency is higher. The analysis of in efficiency, Will be reversed. Market in efficiency Bethrough Than themarginal cost of marketing services Be calculated. Since the Always a margin of The cost of marketing services Further,This ratio will begreater than one. When in efficienc yWill beequal to a The cost of marketing services Equal to the value-added products. In this regard, What ever Proportion to the number one Is closer In efficiency less And wha tever muchit is greater than one, Expression is in efficient. Level Of in efficiency pistachio market in Yazd In 2013 Is equal to 1158.8. The amount The ratio Market in efficiency shows. The following Levels of technical in efficiency, Price and the manufacturer, Whole saling and retailingIs provided. Price performance The Talent market In resource allocation and coordination Production and consumption.The purpose of Cost efficiency, allocation Resource And to obta in the high esteconomic product. Technical performance status Shows Marketing costs No effect Product quality, Reduced. Overall performance The Taken over by The marketing in puts.

Table19-4. Amountsinefficiencyproducer

The amount	Description
0.141	Technicalinefficiency
0.092	Inefficiencyprice
0.233	Inefficiencytotal

Table 20-4. ValuesinefficiencyWholesaler

The amount	Description
0.071	Technicalinefficiency
0.721	Inefficiencyprice
0.792	Inefficiencytotal

Table21-4. Valuesinefficiencyretailer

The amount	Description
0.101	Technicalinefficiency
0.242	Inefficiencyprice
0.343	Inefficiencytotal

The results Tables Suggests That technical in efficiency Whole saler producer of in efficiency And retailer Is lower. In other words Wholesale marketing costs To producer and retailers Greater. Estimate the marketing margin: In this section Estimates The marketing margin Using the mark-up, Is investigated. Results The estimated margin of Marketing Using mark-up model, Showed The marketing margin Retail prices There is a direct relationship. In other words• An increase in retail prices, 0.261 unit increase in marketing margins Of the Causes. As well Variable

marketing costs There is a direct relationship with the marketing margin. So that an increase of one unit increase in the total cost to the marketing cost is 0.181. The results in Table (4-22) Is shown.

Table22-4. The results of the regressionmodel

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.331	.290	.59718
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.331	.290	.59718

Table23-4. function estimationmarketingmargin

Probability	T-statistics	Coefficient	Variable
0.000	4.562	356.4324	Width Of origin
0.034	2.154	0.261	Retail price
0.042	1.993	0.181	Marketing costs

CONCLUSION

One thing that always The marketing of agricultural products In less developed countries Including Iranis, Producer price differential The producer priceReceives, The consumer pricePays, In other words, Marketing margin, respectively. The Most of the difference in price Marketing Services Such as Packing, grading and conversion of the product. Since Marketing cost sOn the price paid Consumers In fluence, Reduction In creasing Well being of society. In order to achieve for this purpose This marketing margin And the factors in fluencing The marketing margin It seem sessential.

The data showed thesample Transportation costper ton of pistachios Manufacturer of storage locations With a Nissan, 90000 Rials. Finally In product sales the results showed the major manufacturers to sell their products (88%) to dealers Complaints And brokers Averaging 4.19 percent Themediation Receive.The results Pistachio Marketing.

Services Was determinedas follows:

StoragePistachio:

The results showed that In 56% of cases, Storage by producing at home, Store or freezing Done, And in44% of cases By buyers It is done. The packaging:

The results indicate that That 57.1% of products Traditional Packingup And 42.9% for products To track the package.Types ofc reditused:

The results showed that 35.7% of manufacturers Credits required have provided the loan. Thedrop inproduction: The results showed Thedrop is determined by buyer An average of 4 percent. But Theactualloss to producers An average of 6.68 percent. Payment by buyer:

The results show that pretty much Producers are paid in cash. Sources of funding:

The results showed that 48.3% of manufacturers Financing requirements of the Agricultural Bank, 6.4percentofcommercial banks And45.1% of privatecapitalFundedprojects.AboutServices performed by whole salers as well, the rating system The cost is higher than the scale Machinedryer score. But the scale and the amount of waste generated by the transition rate is less than 1.4% of the waste. Describes the results of the study suggest that retailers More about our products Le 44% of the intermediaries, 35% of producers and 21% from whole salers Funded projects. As well Most retailers buyAkbari is nuts. As well the results revealed the hazel nuts With 2.33 percent is accounted for the largest percentage of waste. The fee scale retailers Grading is related to the device. As well the waste classification system less than the amount of waste determined by the transition the rate is 1.28%. About How to store the product,the cost for the warehouse the lowest cost is related to the morgue. Wholesale margin equal to 75,136, with 50,432 retail margin and the margin is equal to 125568. Based on these findings, the retail margin of 40.2% was allocated to the sidelines. Wholesale margin growth during the study period (59.8%), 19.6% higher than the retail margin. The results showed the share of manufacturing in Marketing 66.26 percent, the share of wholesale, retail share of 20.19 per cent and 13.5 per cent. As you can see, the manufacturer has the largest share the retailer has the lowest. Marketing expense ratio in this study Equal to 36% respectively. This means that Markets costs 36% the retail price of the productis formed. Due to limited service done to get the product to the consumer by whole salers and retailers, this factoris high an other reason could be the presence of un necessary intermediaries in the course of the irunusual product marketing and profits. In other words, although according to calculations, this factorre presents the ratio of total margin (total benefits and costs of marketing services, whole

salers and retailers) to the retail price, but given the low cost of marketing services, share of profit of unconventional This both markets will be high.

The in efficiency of Yazd pistachio market in 2013 was equal to 1158.8. Since this ratio is greater than one, the value of this ratio indicates pistachio market in efficiency. The results showed that technical in efficiency manufacturer of 0.141, 0.092 and in efficiency of the in efficiency of the price is equal to 0.233.

Levels of technical in efficiency and the total price for the whole saler, respectively, 0.071, 0.721 and 0.792 respectively. The values of these in efficiencies for the retailer, respectively, 0.101, 0.242 and 0.343 were obtained. As the results show that the largest whole saler and manufacture rofin efficiency is the low esttotalin efficiency. It should be noted tha ttechnical in efficiency is producing more of a lack oftechnical efficiency retailer. Marketing margin results in the function estimation using the mark-up model, indicated that marketing margin is directly related to retailprices. In other words,an increasein retail prices, 0.261 unit increasein marketing margins of the heart.The variable marketing costs directly related to the marketing margin. So that an increase of one unit increase in the total cost to the marketing cost is 0.181. The results showed that 33.1% of the total variation in the dependent variable explained by the independent variables.

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