



Study of Effective Economic-Social Factors on The ICT in Commercialization of Agriculture in Iran

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Abstract

In this study, we try, by study the ICT economic-social factors in the palm date marketing in agriculture, 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 of 144 members was selected census method is used for the purpose of responding to the questionnaires. The Results of correlation between organizational electronic readiness or experts and items of date marketing showed that there is positive significant relationship between electronic readiness of date experts with the entire items of date marketing except reducing cost of selling and producing date. Results of T test showed that there is significant difference between items of electronic readiness based on sex at 1% and items of creating market relationship, supplying and selling and reducing cost of producing and selling based on sex at 5%.

Keywords: Economic, Social factors, ICT, Commercialization

Introduction

Effective factors on improvement of inner organizational marketing are including: Establishment of new businesses, creation of new attitude toward process of innovation and marketing, changing competitive rules, discovering new opportunities of marketing, prioritizing continuous communication of customers (Plant & Odame 2008). Agricultural managers having positive, self-motivated attitude for application of new technology play crucial role on promotion and widespread of ICT application (Shahkouhi 2012). Due to any reason in past and in compliance with basic structure of agricultural sector, the marketing of agricultural crops was neglected. On the other hand, in most of countries of world farmers attempt to benefit from new technologies and strategies for increasing quality of the products and cope with new scientific problems (Jalali 2012). Yazdani in

his research in the year 2003 examined the challenges of exporting date. In this study, by recognizing marketing and exporting challenges, it is possible to increase the quality of produced crops and promote the level of export and import of agricultural crops. . 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&Etzkowitz, 2010)

Khuzestan province, due to presence of Vast palm groves and appropriate environmental conditions such as proper water, weather and soil for construction of new palm groves with appealing cultivars and having water and land borders with several countries in the region could, in production and export of

the product, processing and production of other palm date- based products, play an important role in earning income and generating jobs in the province and even the country. 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 Co., 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). Today, ICT has seen an extensive and dramatic development in different countries and has provided them with much advantages (Hamedanlou, 2009)

The general objective is Study of Effective Economic-Social Factors on The ICT in Marketing Agriculture in Iran

The special objectives:

1. Analysis of individual characteristics of Agriculture Experts in Khuzestan province
2. Study of correlation between individual and job properties of experts with competitive advantage in date marketing
3. Study of correlation between organizational electronic readiness and experts with items of date marketing
4. Study item of role of ICT on date marketing based on activity in the field of date business
5. Study item of role of ICT on date marketing based on benefiting from website or weblog

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. Aforesaid questionnaire upon being revised was submitted to the scholars, professors and experts in the field of marketing and agriculture to confirm the validity of its questionnaires. According to the findings, a Cronbach alpha coefficient 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 census 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.

Results

Individual characteristics of Agriculture Experts

The findings of review of the age frequency of the respondent showed that the highest age frequency in the respondents related to the age range 31-40 years with a frequency of 47.4% while the lowest age frequency belonged to over 51 years with a frequency of 13%. Regarding marital status, most respondents, that is, 121 persons (87.10%) were married while only 18 persons (12.9%) of them were singles. Regarding the persons supported, the responses showed that 87 persons (62.6%) of respondents supported 2 persons. As regards the birthplace of



respondents, 100 persons (49.80%) were born in villages, 37 persons (49.30 %) were born in cities and 2 persons (1.50%) had not responded to the item.

Correlation of competitive advantage with some research variables

Results of correlation between individual and job properties of experts with

competitive advantage (table 1) showed that there is positive relationship between age of respondents (r=0.168) organizational position (r=0.462) field of study (r=0.374) service record (r= 0.227) having weblog (r=0.191) and competitive advantage.

Table 1: Variables, index of variables, correlation coefficient and sig level with reducing cost of production and sale

Sig level	Correlation coefficient	Test		Index criterion		Anticipating variable
			Index		Index	
0.048	0.168*	Spearman	Distance	Supplying and selling	Nominal	Sex
0.303	0.088	Pearson	Distance	Supplying and selling	Distance	Age
0.000	0.462**	Spearman	Distance	Supplying and selling	Sequence	Organizational position
0.817	-0.02	Spearman	Distance	Supplying and selling	Sequence	Education
0.000	0.374**	Pearson	Distance	Supplying and selling	Nominal	Field of study
0.007	0.227**	Pearson	Distance	Supplying and selling	Distance	Service record
0.181	0.114	Spearman	Distance	Supplying and selling	Nominal	Computer education
0.173	0.116	Spearman	Distance	Supplying and selling	Nominal	Email
0.024	0.191*	Spearman	Distance	Supplying and selling	Nominal	Having weblog
0.254	0.097	Spearman	Distance	Supplying and selling	Nominal	Date culturing
0.254	0.097	Spearman	Distance	Supplying and selling	Nominal	Date business
0.077	0.151	Spearman	Distance	Supplying and selling	Sequence	Introduction to the rules
0.203	0.109	Spearman	Distance	Supplying and selling	Sequence	Satisfaction of budget allocated to ICT

Correlation for organizational electronic readiness of experts with items of date marketing

Results of correlation between organizational electronic readiness and experts with items of date marketing show that there is positive significant relationship between electronic readiness of date experts with entire items of

date marketing except for reducing cost of producing and selling date. There is negative significant correlation between electronic readiness with date marketing and reducing cost of producing and selling date; nevertheless, there is positive correlation with other items(table 2).

Table 2: Correlation for organizational electronic readiness and experts with items of date culturing

Items for influence of ICT on date marketing	Electronic readiness of experts	Sig level	Electronic readiness of organization	Sig level
Creation of market relationship	0.427**	0.000	0.296**	0.000
Date marketing	0.375**	0.000	0.125	0.142
Supplying and selling	0.331**	0.000	0.274**	0.001
Influence in market	0.443**	0.000	0.238**	0.005
Reducing cost of producing and selling	-0.068	0.424	0.011	0.896
Competitive advantage	0.210*	0.013	0.239**	0.005

Based on activity in the field of date business (independent T test)

Results of T test is shown in table (3) revealing that there is 5% significant difference between items of electronic readiness, creation of market relationship, supply and selling, influence on market, reducing cost of producing and selling and competitive advantage based on benefiting website in organization Multi regression for

relationship of influence of independent variables on attitudes of experts and influence of ICT:

Based on place of living (independent T test)

Results of T test is shown in table (1-4) revealing that there is 5% significant difference between items of electronic readiness, and reducing cost of producing based on place of living.

Table 3: Comparing item of role of ICT on date marketing based on activity in the field of date business

Sig	t	Standard deviation	Average	Groups	Level	Grouping variable
0.026	-0.59*	19.1	102.4	Yes	Activity in the field of date	Electronic readiness
		20.2	109.0	No		
0.025	-3.08*	5.2	37.7	Yes	Activity in the field of date	Creation of market relationship
		6.55	47.0	No		
0.067	-3.26	2.8	19.6	Yes	Activity in the field of date	Date marketing
		3.54	25.0	No		
0.125	-3.66	3.6	27.3	Yes	Activity in the field of date	Supplying and selling
		5.76	35.0	No		
0.034	-2.83*	3.0	19.0	Yes	Activity in the field of date	Influence on market
		4.45	24.0	No		
0.032	-2.60*	3.3	21.0	Yes	Activity in the field of date	Reducing cost of producing and selling
		0.0	26.0	No		
0.012	-1.15*	4.1	34.3	Yes	Activity in the field of date	Competitive advantage
		0.0	37.0	No		

Table 4: Comparing item of role of ICT on date marketing based on place of living

Sig	t	Standard deviation	Average	Groups	Level	Grouping variable
0.032	*1.626	5.73	21.86	Village	Place of living	Electronic readiness
		6.24	23.24	City		
0.269	0.245	5.25	24.25	Village	Place of living	Creation of market relationship
		5.66	24.06	City		
0.219	0.183	6.37	20.04	Village	Place of living	Date marketing
		6.83	19.86	City		
0.596	0.259	6.12	22.25	Village	Place of living	Supplying and selling
		6.37	22.02	City		
0.962	0.668	5.78	22.18	Village	Place of living	Influence on market
		5.69	21.63	City		
0.023	-0.291	6.56	20.29	Village	Place of living	Reducing cost of producing and selling
		6.30	20.55	City		
0.139	-0.690-	5.51	20.57	Village	Place of living	Competitive advantage
		6.72	21.17	City		

Table 5: Comparing item of role of ICT on date marketing based on benefiting from website or weblog

Sig	t	Standard deviation	Average	Groups	Level	Grouping variable
0.007	3.19**	8.1	116.9	Yes	Benefiting website	Electronic readiness
		19.2	100.9	No		
0.000	-2.50**	1.5	34.7	Yes	Benefiting website	Creation of market relationship
		5.5	38.3	No		
0.003	-3.71**	0.4	17.2	Yes	Benefiting website	Date marketing
		3.0	20.0	No		
0.029	-1.17*	2.0	26.4	Yes	Benefiting website	Supplying and selling
		3.9	27.6	No		
0.046	-4.52*	1.9	15.9	Yes	Benefiting website	Influence on market
		3.0	19.5	No		
0.015	-4.30*	1.3	17.7	Yes	Benefiting website	Reducing cost of producing and selling
		3.3	21.5	No		
0.955	-2.28	3.7	32.1	Yes	Benefiting website	Competitive advantage
		4.1	34.6	No		

Based on benefiting from website or weblog (independent T test)

Results of T test is shown in table (1-5) revealing that there is 5% significant difference between items of electronic readiness, creation of market relationship, supply and selling, influence on market, reducing cost of producing and selling and competitive advantage based on benefiting website in organization.

Conclusion

The findings of review of the age frequency of the respondent showed that the highest age frequency in the respondents related to the age range 31-40 years with a frequency of 47.4% while the lowest age frequency belonged of over 51 years with a frequency of 13% regarding marital status, most respondents, that is, 121 persons (87.10%) were married while only 18 persons (12.9%)

of them were singles. regarding the persons supported, the responses showed that 87 persons (62.6%) of respondents supported 2 persons. As regards the birthplace of respondents, 100 persons (49.80%) were born in villages, 37 persons (49.30 %) were born in cities and 2 persons (1.50%) had not responded to the item.

Results of correlation between individual and job properties of experts with competitive advantage showed that there is positive significant relationship between sex, organizational position, field of study, service record and having weblog. Results of correlation between organizational electronic readiness or experts and items of date marketing showed that there is positive significant relationship between electronic readiness of date experts with the entire items of date marketing except reducing cost of selling and producing date. Results of T test showed that there is significant difference between items of electronic readiness based on sex at 1% and items of creating market relationship, supplying and selling and reducing cost of producing and selling based on sex at 5%. Results of T test showed that there is significant difference between items of creating market relations based on attending at educational courses of computer at level of 5%. In addition, results of T test showed that there is significant difference between items of creation of market relations, supplying and selling based on benefiting organization from email at level of 1%.

Recommendations

1) support rules in relation to applying ICT by the government

2) Holding educational classes for experts to be familiar with marketing in the way of date .

3) success marketing in palm date relate to the images of the producer about apply ICT.

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