



The Impact of Management on Competitiveness of Dairy Production Plants and Consumer Behavior in Fayoum Governorate

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Abstract

The dairy sector in Egypt is important, it is contributing around 27.4% of the value of animal production. Dairy manufacturing is one of the most important sectors of agricultural economic activity. Strong and organized management is the one that enables its enterprises to survive, continue to grow and achieve competitiveness because it is an effective means of ensuring economic efficiency and promoting the economic growth of micro-enterprises. Studying and understanding consumer behavior are at the heart of marketing and the success of any organization, because the consumer is the main actor and controller of the success or failure of any organization.

The study is mainly aimed to analyze the impact of the management on the competitiveness of dairy production (DP) and consumer behavior in Fayoum governorate.

The study relied on economic, statistical, descriptive and quantitative analysis methods, such as simple regression and multiple stage regression. Production and cost factors for the cotton cheese production factor were estimated. Consumer and spending functions were estimated using the logarithmic image and expenditure elasticity was estimated for dairy and dairy products. The binomial logistic regression model was used for consumer behavior analysis, the legal correlation analysis was used, and linear modeling analysis was used to analyze the management impact on the competitiveness of the white cheese production coefficient.

The results showed that the most influential factors on the amount of white cheese were the amount of milk and the number of workers. The minimum cost was about 22.6 tons, and the maximum profit was about 13.152 tons.

The results showed that the most important determinants of demand for milk, yogurt, rural and urban Fayoum are the monthly income variables for individuals (x2), the number of family members (x1) and the price of a quantity of milk (x3), while the most important determinants of demand for white cheese are the monthly income variables for individuals (x2) and the number of family members (x1).

The study found a strong correlation between management and competitiveness variables, because the function of legal correlation maximized the correlation between the two groups. A simple linear correlation and a linear relationship are found between the independent variables

(management) (management mode, years of experience) with the corresponding legal independent variables, thus the variables (management mode, years of experience) through which the relationship can be described in the management variables. A simple linear correlation and a linear relationship between the dependent variables (profitability, market share) with the corresponding dependent variables (profitability, market share) were also found, and therefore it is the variables (profitability, market share) that can be relied upon to describe the relationship in the competitiveness variables.

The management variables were found to have a statistically significant impact on factor competitiveness indicators. Overall factor productivity was found to be the most affected by management at about 53.7 per cent. The management pattern is the most important management variable (profitability indicators, manufacturing cost, market share), the physical equivalent of management is more important for the productivity of aggregate factors only), and years of experience are the least important management variables for competitive indicators. The management pattern shows the most influencing management variables on market share, the partnership pattern on factor profitability, the individual pattern on factor manufacturing cost, the material comparison on total factor productivity, the years of experience with the least management variables affecting the competitiveness indicators of white gene production coefficient. The correlation between management pattern and (profitability, cost and market share), the years of experience is shown to be cooler with (cost and market share), reverse with (profitability and total productivity), the correlation between physical equivalence and (profitability and total factor productivity), costumer between the administrator and (profitability and total factor productivity), costumer management leadership with (profitability and productivity), and total productivity factors.

An analysis of consumer behavior towards dairy and dairy products found that the form of behavior and the nature of the behavior, the number of behaviors affected the type of consumer while the novelty of the behavior and the consumption pattern did not affect the type of consumer. while in the countryside, “behavior patterns, behavioral patterns, behavioral patterns, behavioral patterns, behavioral patterns, and behavioral patterns” have been shown to have no effect on consumer type.