

Analytical Study of the Marketing Problems in North Sinai –V

Governorate

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Abstract

This study aimed to: identify the motives of respondents for cultivation in such lands, the significance of the marketing agricultural information sources and the extend of having marketing agricultural problems, the passive impact of such marketing agricultural problems on the respondents, the relationship between some studied independent variables and the extend of having marketing problems, the extend of the passive impact on them, the attitudes of them towards the stability within such lands ,their satisfaction of the residence and the most important extension marketing services presented from the agricultural extension in this field. The study was applied on a regular random sample of farmers .Such sample was about 172 respondents represented about 25% of the total number of possessors within the two villages of the study ; to be 106 respondents in Sadaat village and 66 respondents in Al-Kharba village within the North Sinai Governorate.

The most significant results were represented in determining the motives of the respondents for cultivating in the new lands on which they agreed. Such motives were resembled in increasing the income (88, 9%), and improving the living standard (88, 9). Additionally, the most found information sources were the traders of fertilizers and seeds (3,99), and the agricultural extension (3,34). Moreover, the respondents most exposure with their families and relatives (3,54), friends and neighbors (3,51), on one hand.The study showed that the most important marketing problems facing the respondents, the decrease of marketing experience (3, 65), means of transportation (3, 66), and appropriate means of storing. the increase of the marketing costs (3, 62), the price of transportation as well as the wages of technical trained workers (3, 62),and the problem of quick product damage (3, 44). In addition, the results showed that the most passive marketing problems were represented in the lack of data about the agricultural harvests (2, 45). the lack of suitable means of storing (5,86), the lack of required support (3), the increase of the wages of technical trained workers(2,76) as well. The problem of increasing the product damage (2,68).

The results showed that 52, 9% of the respondents agreed on living in such modern agricultural areas, and moreover half of them were satisfied with their residence in such lands due to improving living standard, having appropriate opportunity for investment as well as the wide agricultural areas and the desire of owning agricultural land on which all the respondents agreed.