

عنوان مقاله:

Exploring the Perspective of the Managers in Cairo Municipality Management of Fruit and Vegetable Organization concerning Organic Products Marketing

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خلاصه مقاله:

Marketing of these products should be taken into consideration which demands principal decision-making by managers in this process. The objective of the present paper was to explore the perspective of the managers in Cairo Municipality Management of Fruit and Vegetable Organization concerning organic products marketing. It is an applied survey employing a descriptive method. The population included managers in Cairo Municipality Management of Fruit and Vegetable Organization (۲۰۰ people). Based on Cochran's sample size formula, ۱۲۵ managers were selected through simple random sampling. Two researcher-made questionnaires were used for data collection. The questionnaire on social interaction and market development of organic products consisted of ۱۲ items and the questionnaire on the effective factors on social interaction and market development of organic products included sections on economic factors (۵ items), educational factors (۸ items), policy-making factors (۵ items), and sociocultural factors (۷ items). The face and content validity of the questionnaires was confirmed based on the experts' opinions. Cronbach's alpha of the research variables was estimated at more than ۰.۷, indicating the internal consistency of the items and confirmation of reliability. Descriptive statistics such as frequency, percentage, and coefficient of changes through SPSS software were used for data analysis. Finally, the prioritization of the perspective of managers in Cairo Municipality Management of Fruit and Vegetable Organization was presented concerning the effective economic factors, educational factors, policy-making factors, and sociocultural factors on social interaction and market development of organic products.

کلمات کلیدی:

agriculture, Cairo Municipality Fruit and Vegetable Markets, organic products, Marketing, Managers

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