

The consideration of date position in consumers' basket (by emphasizing on mozafati digits, Kloteh and Mardasang)

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ABSTRACT

Giroft and Kahoj produce 20% of Iran total date by producing 181 thousand tons in a year that the most important productive digits of this mozafati type are Kloteh and Mardasang by producing 80% date. Therefore the purpose of this research is to consider the effective factors on consumption position and rate of mozafati digits, Kloteh and Mardasang in consumers' fruit basket. This research is correlation in case of applicative purpose and is a measured research in information collecting method and by paying attention to the consideration of relationship between variations. The studied society in this research is all date consumers in Tehran. As the studied society is indefinite, the impossible sampling method was selected with snowball method. The main tool for this research was a questionnaire, the analysis of information was done by spss statistics software. The purposes of this research was the consideration of each mozafati types, Kloteh and Mardasang in consumers' fruit basket, the consideration of each date presenting places position in consumers' point of view, the consideration of date grading and packing on its purchasing, and the determination of its reasons from consumers' point of view and presenting a method for consuming much more dates in consumers' fruit basket. But according to research findings it was revealed that presenting different types of dates is one of the ways to the purchasing type and afford of purpose society. As Kloteh and Mardasang have approximately equal value with mozafati date in case of nutritious value, while they are different from each other in case of price. Also wholesales are the places with maximum date purchasing. The maximum rate of date consumption devotes to mozafati date by 75/45% and the least consumption devotes to other types of date by 7/27%. It can be referred to not having any knowledge of different types of date as a factor in low date consumption. 82/1% respondents signify grading and 79/1% of them signify packing a lot. More it is used from paper packages by 86/36% and in 13/64% cases it's used from plastic packages. So according to research findings by following correct package principles of appropriate products to facilitate distribution and economizing the consumer's time as a proposed method, using appropriate packing and grading by purpose market, compacting with environment, the advertising of different types of date according to purpose market with different and new methods, the evaluation of purpose market standards, building a new market of special date products, attending in international exhibition of valid agricultural and article foods, ingathering crops by health principles

KEYWORDS: consumer- marketing- grading- packing- date and food security

1. INTRODUCTION

Date is a strategic product in case of producing food security, employment, making money, environment preservation, the development of permanent agriculture, also it is referred as crisis fruit. Because in unexpected events it is of earliest products being transferred to accident points. Despite date importance and country high potential in its producing, there has not serious works in sufficient exploitation from this product (Commercial Ministry, 1385). There is no correct and valid digit of per capita date consumption in the world and in Iran, but according to existed reports the per capita date consumption is 7 kilograms in Iran, more than 30 kilograms in Arabia and 100 grams in Europe Community. In addition to providing some part of needed energy for body, daily consumption of some dates can provide some needed vitamins and salts such as potassium, iron and magnesium. The cure and preventing properties of date has been verified for some years and its daily consumption can have desired effects in health. Every 100 grams of date (depends on being soft or dry) has approximately 100 to 150 kilo calories (Salamat weekly publication). Therefore date consumption has significant role in society members' health. Giroft and Kajnoj by producing 181 thousand tons in a year, produce 20% of whole date of Iran, the most important digits of this area devote to Kloteh and Mardasang by producing 80% date (1383). Therefore the purpose of this research is to consider the effective factors on the situation and rate of consumption mozafati digits, Kloteh and Mardasang in consumers' fruit basket. In terms

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of purpose this research is applicative, in case of collecting information method it's a measured research and by considering the relationship between variations it's a correlation one. The studied society in this research is the whole date consumers in Tehran. Considering that the studied society is infinite the impossible sampling method is simple snowball. The main tool of this research is a questionnaire, and it was tried to use other experts' and authorities' studies and experiences to correspond them with findings. It was used from distribution indices for descriptive analysis of this study and also it was used from solidarity coefficient method and factor analysis for inferring findings.

Also in this research it is used from studying subject literature, considering research background and theoretical principals by getting help from books, journals, domestic papers, valid internet bases and librarian method. The information analysis was done by spss statistics software and by analyzing obtained information, the quote of different types of date and its offering places was specified. So in this research, researchers' main try is to achieve a proper answer to following questions:

1. Evaluating the quote of each digit, Kloteh and Mardasang in consumers' fruit basket
2. Considering the position of each date offering places from consumers' point of view
3. How much date grading is effective in its purchasing and determining its reasons from consumers' point of view?
4. The consideration of packing effect in date purchasing and determining the quote of date types from date consumers' point of view
5. Do consumers pay more cost by packing and grading date and how much they can pay?
6. Offering a method for more date using in consumers' fruit basket

Also Shahnooshi *et al.* (1392) determined in their research that the support of France government can decrease the income risk for products such as date, pistachio, apple and citrus fruits 52/5, 11/5 and 31/06% respectively. The rate of these supports has been obtained by evaluating the following cost of product producing and the capacity of income risk and the consideration of support effects on income risk. The results show a 0/4, 0/04 and 0/05% reduction in the production cost of date, pistachio, apple and citrus fruits respectively. Shahnooshi *et al.* (1390) determined in their research that the purpose market of Iranian modern consumers is divided in 2 groups of modernist and sensitive modern persons and according to this matter companies can perform more effective marketing methods and programs for offering their new products. The results (Ardestani, Toosi (Khaledi), 1386) indicate high quote of mediator in product purchasing, producer's low quote from final price, high coefficient of wholesale marketing activities' pure profit, high quote of producer's marketing costs from received cost and significant role of wholesalers in market inefficiency of this product.

2. Types of agriculture products markets

These markets seem for agricultural products. In rural areas producers may sell their products to consumers directly (such markets exist in the North of country that the rural offer their products there). Another example is Sunday's, Monday's and other markets in which farmers offer their products to the market in special days.

2-2: Farm market

It is limited to field level. The purchasers of this market are farmers. This market might be abused by some purchasing agents and the farm is undergone unwanted losses. Mainly the market agents in this market include farmers, wholesalers, local buyers, wholesale agents, big wholesalers in fruit and vegetable market and brokers.

2-3: Wholesale market

If the farmer doesn't feel like to offer his products in farm market, he offers the products in wholesale market by accepting some costs of marketing operations including transportation. This market concentration is in towns and product processing factories. Mainly the sellers are farmers in this market and sometimes local purchasers and wholesale agents offer their products in this market.

2-4: Retail market

If the farmer doesn't feel like to offer his products in wholesale market and also doesn't afford it, by accepting some marketing costs he takes the products to towns and sell them in retail stores with favorable cost.

2-5: Stock market

It is a dealing market in which products (goods) without being appeared are studied. Dealing is done based on goods characteristics and standards. Generally main, experienced and well-off businessmen are active in this market and do deals on behalf of their sellers. These markets are transparent ones in which there is information about offering, demand and cost. There is excessive competition in these markets and costs are appointed by presenting forces and market demands.

2-6: Time markets

They are such markets in which guarantee deals are done. These types of markets are preceding ones. These deals guarantee the seller against fluctuation costs in future. Experienced businessmen being able to

predict market condition in future are the sellers of these products. The active of these markets include wholesalers, warehouse owners and product changers. The work basis in these markets is in such a way that wholesalers do the deal in the time and deliver the product in the future and receive the money in the future. As an example assume we deal some products by 1000 tomans in every kilo so that we deliver the products in the next month and receive the money in one month. If in that time (the next month) the product price is 1100 tomans, the purchaser businessman has gained and if the price is 950 tomans, we have gained (profit) as a seller (Karbasi, 1388, 17-19).

2-7: Consumer market

This market comprises from individuals and families purchasing goods and services for personal consumption (Feiz and Salahshor, 1387:20)

3-The analysis of consumer as marketing management basis

The importance of correct understanding from consumer in marketing definition as a human activity oriented to meeting demands and requests is found through exchanging process. To succeed in exchanging process the marketers should have a correct understanding from factors that influence consumer's requests and needs. In fact the principal of consumer priority is a focused point that marketing has been made on its basis. According to this conception it's necessary for consumer to be put in any marketing activity (Saleh Ardestani, 1386: 20-21)

4.The consumer's behavior in case of expending time and complexity

Spending time rate means the period of time in which purchasing decisions are made or it refers to the time of total purchasing decision process and the complexity of consumer's behavior in number of included activities in a decision and its being difficult. Often there is a direct relationship between period of time and the complexity of decision, i.e. if other conditions and factors having effect on decision process are fixed, the complexity of a decision be more, the needed time for whole process should be more. The important point of these 2 factors is the time and complexity of 2 dimensions of decision process and consumer's behavior. As an example an automobile in a special condition for a special person has excessive complexity, but in the same condition this decision is an easy process for another person (Biyabani, 1389).

5. Packing

Packing is a case being in direct communication with the product. It preserves from the product and avoids from its putridness, causes its recognition and makes transportation and giving business to the product easy (Empiro Villa, 2006:100)

5-1: The importance of packing

Packing is one of the most sensitive and also the most determinant phases in goods offering and consumption. It's so important that even it affects the quality and contents of some products and some consumers attribute a part of quality to its packing (Iskandaie, 1377:30)

5-2: Packing advantages

1. The possibility of protecting and goods preserving against chemical, physical, mechanical factors for a long time
2. Better efficiency and ease in consumption
3. Easy transportation and decreasing the possibility of damaging for preserving different environmental factors
4. Easier distribution and more selling
5. Decreasing losses: because approximately it's avoided from losses arising from different products by offering products in an appropriate package system and on-time distribution
6. Help to aware purchasing by consumer as it's helped to purchaser in product choosing by proper packing through presenting sufficient and accurate information by packing tags
7. Helping to increasing income rate and employment

5-3: Packing faults

The faults of a good package are paltry in front of its advantages. But in a word, it's believed that a package fault has role in increasing costs. In one hand if it can't be decomposed in environment, it's viewed as its defect. In increasing cost by considering that in result of keeping and transporting of many impossible goods, it decreases costs.

5-4: Packing purposes

1. to have assurance from goods
 2. to provide the consumer's comfort
 3. A means for making communication with customer
4. Market division: There should be more caution in packing design according to different consumption pattern in societies and different purchasing pattern and issues (afford)

5-5: the properties of a good packing

1. It should attract attention and be impressive

2.The information existed on the package should be clear and obvious. The information shows the manufacturer name, product compositions, price, weight, the way of consumption and the most important is power point of product characteristics.

3.to Create an appropriate mental and visual imaginations for consumer

4.to make appropriate communication with contents existed in package

5.The package should be economical

6.The package should be made according to government and environment rules

7.The package should be durable to be durable in unpleasant transportation conditions

8.It should open and close easily

5-6:Design role and position in packing

In addition to increasing selling, design causes goods health and increasing the whole needed capabilities and is done on the basis of goods characteristics and other factors. As the package appearance signifies manufacturer's point of view toward his own product, so appearance causes the first and most powerful effect in its viewer. In design, in addition to the attractiveness of packed design some factors including social culture, ergonomomy, seller's age, mental and physical health, taste and morality, the place of selling and keeping, quality product, and the most important factor, consumers' income in choosing package shape and color should be considered. The package should be designed according to the purpose market. The choosing of proper name is as important as package design and color, because proper name signifies the content and in addition to attract the purchaser, its mental

Effect remains in the buyer's mind (Commercial Ministry, 1389)

Research results

In this research 110 date consumers were considered in Tehran, 72% of consumers were men and 84% respondents inhabited in city and others were the rural. Also research findings show that the maximum education level of respondents is diploma with 33/64% and illiteracy with 1/82% was the least level (Figure 1).

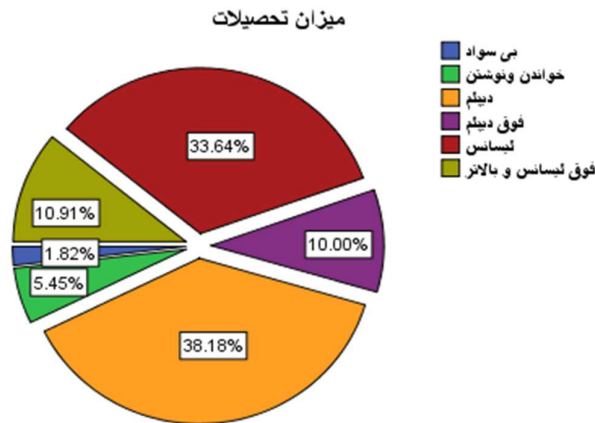


Figure 1: education level

In this research it was revealed that 10% of respondents didn't consume much date and obtained results showed that the high price of date was the most important factor in not being able to purchase this product. Another factor can be referred to not having awareness from date nutritious value. Also it was revealed from consumed date that for 87/6% respondents have been influenced by date digit in their usage, and according to this basis the date maximum usage devoted to mozafati date with 75/45% and other kinds of dates have 7/27% consumption, it can be referred to consumers' lacking cognition from different types of date as a factor in consuming other date types (Figure 2).

What kind of date you use more?

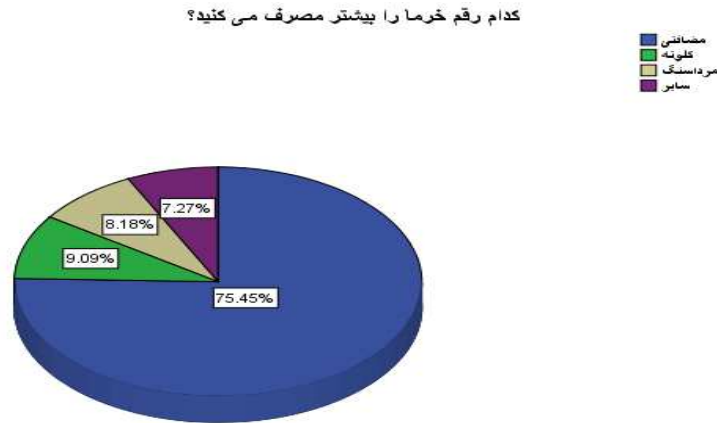


Figure 2: The usage of mozafatidate digits, Kaloteh and Mardasang

Also in this research by considering the places of date offering, retails and wholesales have the maximum places of date offering by 60% and 21/82%, respectively.

Where do you provide your favorite date?

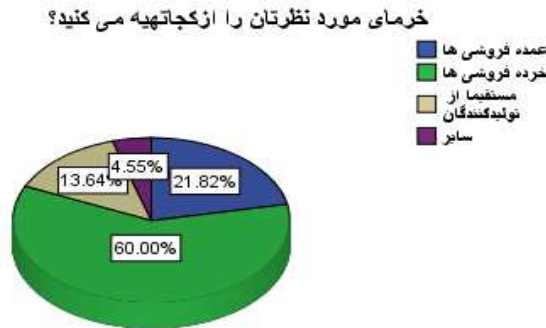


Figure 3: The places of presenting date (Where do you provide your favorite date?)

In this research it was revealed that 82/1% of respondents signify grading very much and 79/1% signify date packing. More it's used from paper packages with 86/36% and in 13/64% it's used from plastic packages. Also it was revealed that 67/69% of respondents they can pay less than 25% of costs by date's better packing and grading that following by increasing date cost (figure 4). It shows consumers less tendency to paying more cost by increasing date's better packing and grading while packing and grading have much importance in their purchasing.



Figure 4: consumers' tendency to paying the costs of packing and grading (How much of package costs you can afford?)

According to research findings it can be said that in 99% of cases, there is a meaningful relationship between consumers' income date digit consumption. As it was revealed that the maximum rate of date consumption devotes to mozafati date with 75/45% while this date price is much more than other types of dates. Therefore the people with higher income use from qualified dates and new packages. Also in 99% cases there is a meaningful relationship between education level and the places of presenting date. This means that by increasing consumers' education, they have more tendencies to buy dates from places with much presentation, wholesales. It's noticeable that according to research findings in 95% cases there is a meaningful relationship between the place of date presentation and date digit. This denotes mozafati date digits such as mozafati in places with more customers, wholesales (table 5).

Table 5: Pierson test

Which kind of packing do you use more?	Which kind of date do you use more?	Where do you provide your favorite date?	Education level	Income	
103 283 110.	214 025 110	-103 284 110	-54 578 110	1 110	Pearson correlation Sig (2-tailed) N
.083 391 110	124 198 110	190 047 110	1 110	-054 578 110	Pearson correlation Sig (2-tailed) N
-0/05 959 110	290 002 110	1 110	190 047 110	103 284 110	Pearson correlation Sig (2-tailed) N
256 007 110	1 110	290 002 110	124 198 110	214 025 110	Pearson correlation Sig (2-tailed) N
1 110	256 007 110	-005 959 110	083 391 110	103 283 110	Pearson correlation Sig (2-tailed) N

2. RESULTS AND CONCLUSION

According to findings it was determined that consumers' income has significant effect on date's rate and digit, also it's the most important factor in little using of date by just 10% of consumers. As it can be an impressive and effective factor in providing food security and permanent development. There should be such a situation in the society that all the people can afford to purchase it, one way is to offer different types of date digits according to people affordance. Because Kaloteh and Mardasangdigits have equal nutritious value with mazafati date while they are different from each other in case of price. Also wholesales are the places with maximum date purchasing. The maximum rate of date consumption devotes to mozafati date by 75/45% and the least consumption devotes to other types of date by 7/27%. It can be referred to not having any knowledge of different types of date as a factor in low date consumption. 82/1% respondents signify grading and 79/1% of them signify packing a lot. More it is used from paper packages by 86/36% and in 13/64% cases it's used from plastic packages. So according to research findings by following correct package principles of appropriate products to facilitate distribution and economizing the consumer's time as a proposed method, using appropriate packing And grading by purpose market, compacting with environment, the advertising of different types of date according to purpose market with different and new methods, the evaluation of purpose market

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