

-

-

.

.

.

.

.

:

.

)

()

()

()

()

()

)

(

Primary Data

:

Stratified Random

Sample

(Analysis of variance

. (Mickey et al., 2004)

:

)

(/ ,)

(

(/ ,)

)

(/ ,)

- ,

(/ ,

. / ,

/ ,

)

(/ ,)

(/ ,

(/ ,)

(/ ,)

.() / ,

/ , ,

()

) (

)

.(

/ ,

/ ,

/ ,

. / ,

()

/ , , , ,

(/)

:()

' ***	'			'	bc , b , a , c ,				
'	'			'	'				
' ***	'			'	b , b , a , b ,				
'	'			'	'				
' ***	'			'	c , b , a , c ,				
' *	'			'	b , ab , ab , a ,				

*

(a,b,c)

:

()

() ()

/ ,

(/ , , ,)

/ , , , , ,

)

/ , , , , , , (

(/ ,)

(/ ,)

(/ ,)

(/ ,)

()

/ ,

() / ,

()

:

Marketing margin

()

:()

'	'	'	:
'	'	'	
'	'	'	
'	'	'	
'	'	'	
'	'	'	
'	'	'	
'	'	'	:
'	'	'	
'	'	'	
'	'	'	
'	'	'	

-:

:()

	%	()	()	()	
					:
,					
,					
,					
,					
,		,			
					:
,					
,					
,					
,					
,		,			

-:

:

()

:

		:	
	()		-
	()		-
-			
-			
	()		-
	()		-
	()		-

8- Mickey, R. , Dunn, O. and Clark, V. (2004). Applied Statistics: Analysis of Variance Regression. (3rd edition). John Wiley & Sons, Inc. New York.

Marketing Costs and Profitability Measures Analysis of Fruits and Vegetables in Retailing in Riyadh

Safar H. Al- Kahtani, Sobhy M. Ismaiel, Ibrahim M Al-Manna

Dept. of Agric. Economics , Coll. Of Food and Agricultural Sciences, King Saud University

Abstract. The aim of this research is to study the agricultural marketing status for most important vegetables and fruits in order to define marketing efficiency and limitations and afterwards to suggest the scientific solution and practice mechanism of marketing system efficiency for vegetables and fruits. The research relied on primary and secondary data. The primary data has collected by two methods. first full, by visiting Riyadh city municipal and its branches and Riyadh chamber of commercial and industrialism in addition to field observations , second full, gathering questionnaire out of random sample survey which represent all forms and types of vegetables and fruits marketing channels in Riyadh city. The size of the sample survey was equal to 143 retail tradesman.

The study illustrate marketing cost analysis derived from data field attainment average cost marketing for total products vegetables between (0.11- 0.37 R/Kg) with average amount 0.27 R/Kg.

The average marketing costs for fruits products was between (0.10- 0.44 R/Kg) with average amount 0.28 R/Kg. marketing costs of fruits products was more costly than vegetables products. To improve marketing efficiency, the study recommends the following; building up marketing companies or agriculture Co-operative society, watching and organizing market systems, providing marketing information, and unifying packaging weight for each product.