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Marketing Efficiency of Manufactured Dairy Products In Jordan and Syria

«A comparative study»

M. Al-Tarawneh⁽¹⁾ ; A. Abed Al-Aziz⁽¹⁾ ; M. Yasin⁽¹⁾

ABSTRACT

The research aimed at assessing marketing efficiency of dairy products in Jordan and Syria, to assess the linear regression function. The results indicate that the proportion of total marketing costs for Syrian milk products less than 1%, which is less than the costs of marketing products of Jordan, which was estimated at 5%. The marketing margin in Jordan and Syria profit. And marketing efficiency index (95%, 99%) of Jordan and Syria, respectively, which indicates the low cost of production and marketing in Syria than Jordan. Simple regression function was estimated by the impact of marketing costs, where the marketing costs of Syrian products same impact on production costs in Jordan, orientation towards the export of surplus products for the Syrian market needs to Jordan, to take advantage of the exchange rate difference.

Key words: Marketing efficiency, Marketing margin, Marketing costs.

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266.62 2002 .(2000) 192.30
.(2008) 2008
%74 2007 %51
1879.40 %70.93
.2007 2753.03 2000
.(2008) 2007 %97.3
%142 2008 235733 2002 165039
.(2008) 2002
2007 468259 2002 305839
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(1998) Elroy Boyle. G. E (2004) (Agatha. Popescu, 2009)
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(1,2,3)

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(1)

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0.96	0.25	0.71	0.70	0.15	0.55	
1.17	0.30	0.87	0.86	0.15	0.71	
2.99	0.78	2.21	1.29	0.12	1.17	
4.62	11.2	3.41	594.	290.	04.3	
4.21	1.10	3.11	2.80	0.36	2.44	
5.92	1.54	4.38	4.47	0.61	3.86	
9.18	2.38	6.80	5.18	0.71	4.47	
4.62	1.20	3.42	3.21	0.21	3.00	

.2010- 2009

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$$1 = \frac{45.22}{(2010 - 2009)} \quad 1 = 0.70$$

(1)

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%5

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.(2)

(2)

(/ :)

0.04	0.23	1.27	1.04	0.01	0.09	0.87	0.78	
0.06	0.21	1.48	1.27	10.0	0.04	0.98	0.93	
0.16	0.62	3.87	3.25	0.01	0.11	1.74	1.63	
0.23	2.34	7.32	4.99	0.01	0.87	6.41	5.54	
0.21	2.49	7.04	4.55	0.01	0.43	3.48	3.04	
0.30	1.32	7.75	6.42	0.02	0.76	5.65	4.89	
0.46	2.72	12.68	9.96	0.01	0.98	6.41	5.43	
0.23	3.15	8.17	5.01	0.01	0.33	3.70	3.37	

.2010- 2009

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(3)

%95

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		/
96 %	% 99.1	
% 95.3	% 99.4	
% 95	% 99.2	
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% 95.1	% 99.8	
% 95.2	% 99.5	
% 95.3	% 99.7	
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(1.2.3)

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/ (3.15,2.49,2.34)

/ (0.33,0.43,0.87)

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(3)

() (2009)
 (R²=0.25) (r=0.54) ()
 % 25

(F=0.830; P>0.05)

Y = 1.030 + 193 X(1)

t 0.415 (0.911)
 sig 0.693 0.398

X (t)
 %5

(2)

(r=1)

(R²=0.99)

(F=6.403E3;P<0.05)

Y = 0.22 + 21.49 X(2)

t (0.271) (21.49)***
 sig 0.796 0.000

.X (t) Y
 %1

%1 (2)
. %1 %21.75

.1

%5 %1

.2

%95)

.(%99

.3

.4

%25 .1

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