

\*

622  
2.10  
. %1 / . 1.39 / .

:

(FAO, 2010)

) 3650 1800 1943 95  
(1946  
) 1981 ( %15  
(Smith & Dilday, 2003)  
3.609 8296 1952 455.1 2010-2009  
(1953 )  
94356 2010 29 2010 % 11 23  
%1037  
(2011 ) %96603

mnawarbashar@gmail.com : .113. .  
.2013/2/25 2012/2/26

2008-2006  
(2009 ) %6.1

( 0.5 )  
(2007)  
2007  
:  
-1  
-2  
-3  
:  
-1  
:  
2007  
)  
(2009)  
:  
2011  
:  
-2  
-1-2 (FAO)  
( )  
:(1)

.1

|    |    |  |
|----|----|--|
|    |    |  |
| 36 | 97 |  |
| %7 | %7 |  |
| 3  | 7  |  |
| 12 | 12 |  |
| 36 | 84 |  |
| 8  | 12 |  |
| 28 | 72 |  |

2004 -1 :

2004 -2  
-3

- ) 97 ( 2004  
: (2) %7  
: -1-2-2  
( .. ) 7  
( .. 12 ( )  
12 84  
%84  
%90 72  
(%68  
: -2-2-2 2004 ) 36  
( ) %7 ( 3  
12  
36  
8  
( ) 28  
%14 : -2-2  
% 32.14 6.94

-3-2-2

%2.78

.%2

.2

| (%) |     | (%)   |    | (%)   |    |  |
|-----|-----|-------|----|-------|----|--|
| 84  | 84  | 67.86 | 19 | 90.28 | 65 |  |
| 14  | 14  | 32.14 | 9  | 6.94  | 5  |  |
| 2   | 2   | -     | -  | 2.78  | 2  |  |
| 100 | 100 | 100   | 28 | 100   | 72 |  |

:

622  
 ( 104 254) 358  
 ( 52 212) 264  
 .(3)

-3-2

:( )

: ( )

.( ) -

.3

( : )

| المجموع | محافظة ريف دمشق | محافظة دمشق |  |
|---------|-----------------|-------------|--|
| 358     | 127             | 231         |  |
| 264     | 78              | 186         |  |
| 466     | 95              | 371         |  |
| 156     | 110             | 46          |  |
| 254     | 58              | 196         |  |
| 104     | 69              | 35          |  |
| 212     | 37              | 175         |  |
| 52      | 41              | 11          |  |
| 622     | 205             | 417         |  |

:

$$0.83 - 2.58(0.03) \leq p \leq 0.83 + 2.58(0.03) \quad (2003) \quad -4-2$$

$$0.75 \leq p \leq 0.91$$

%99  $p$   $-(p)$

( )  
 :  
 %91 %75  
 : -3  
 -1-3

$$p' = \frac{n}{N} = \frac{100}{120} = 0.83$$

حيث:

$p'$

$n$

$N$

- =  
 (2003 )

-2-4-2

$$\sigma_{p'} = \sqrt{p'(1-p')/N} = \sqrt{0.83(1-0.83)/120} = 0.03$$

( )  
 ( )

حيث:

$\sigma_{p'}$

( )

$p'$

$N$

-2-3

(Simple Regressions)

$P$

-3-4-2

( )

$$p' - Z\left(1 - \frac{\alpha}{2}\right) \sigma_{p'} \leq p \leq p' + Z\left(1 - \frac{\alpha}{2}\right) \sigma_{p'}$$

( )

حيث:

$p'$

%99

$Z(1-\alpha/2)$

2.58

( )

$\sigma_{p'}$

( )

$p$

|      |                        |  |        |
|------|------------------------|--|--------|
|      | (2002) Street          | (1980 ) (r <sup>2</sup> )                    |        |
|      | Louisiana              | )  |        |
| %100 |                        | (f)  | (2007  |
|      |                        | .(1997 )                                     |        |
| %100 |                        | :  | -4     |
| 7.89 |                        | SPSS   | EXCEL  |
|      | .r /                   | .(Statistical Package for Social Science) 18 |        |
|      | (2004)                 | :  | -5     |
|      |                        |  | -1-5   |
|      |                        |  | -2-5   |
|      |                        | :  |        |
|      |                        |  | -1-2-5 |
|      |                        |  |        |
|      |                        |  | -2-2-5 |
|      |                        |  |        |
|      |                        |  | -3-2-5 |
|      |                        |  |        |
|      | (2004) El- Hissewy     | (2002) Nielsen                               |        |
|      |                        |  |        |
|      | 175                    |  |        |
|      | (2005) Dawit           |  |        |
|      |                        |  |        |
|      | $\frac{2}{4047} = r^2$ | ( )  |        |

(2007) Marothia Chhattisgarh

38.69

129.47  
951.43

(2006) Bestari

%17.13

%82.87

(2010) Abo Yousef El- Saady

(2007) Jabbar

) / 0.85 (177 )  
101 ) / 0.83 (178  
/ 0.82 (104 102

(2007)

0.79 0.92 (178 177 )  
101 ) /  
0.79 0.85 0.78 (104 102  
/

%77 (2010) Takele

|  |  |  |  |        |       |        |            |
|--|--|--|--|--------|-------|--------|------------|
|  |  |  |  | .4     |       |        |            |
|  |  |  |  | (% : ) | /     | 55.2   |            |
|  |  |  |  |        | /     | 199.37 |            |
|  |  |  |  | 25.09  | 74.91 | 38     | / 73.09    |
|  |  |  |  |        |       |        | /          |
|  |  |  |  | 21.87  | 78.13 | 27.27  | / 86       |
|  |  |  |  | 72.73  |       |        | / 119.58   |
|  |  |  |  |        |       |        | (2010) MMA |

(5)

|  |        |        |        |     |         |         |        |
|--|--------|--------|--------|-----|---------|---------|--------|
|  | %18.06 | %24.42 | %20.60 |     |         |         |        |
|  |        | %15.52 |        | %25 | (2012)  | Acharya |        |
|  |        | (      |        |     |         |         |        |
|  | %32.85 | %24.11 | %20.62 |     |         |         |        |
|  | %82.08 | %9.99  | %3     |     |         |         |        |
|  |        | %7.93  |        |     | Gujarat |         |        |
|  | %34.73 |        |        |     | .Punjab | %14.5   |        |
|  | %20.70 | %27.22 |        |     |         |         | %74.91 |
|  |        | (      |        |     |         |         | %25.09 |
|  | %20.77 | %26.91 | 72.73  |     |         |         |        |
|  | %15.83 |        |        |     |         |         | %78.13 |
|  | )      |        | 27.27  |     |         |         |        |
|  | .(     |        | .(4)   |     |         |         | %21.87 |



(% : )

.5

|       |       |       |       |       |       |       |  |
|-------|-------|-------|-------|-------|-------|-------|--|
|       |       |       |       |       |       |       |  |
| 0     | 0     | 15.83 | 27.22 | 0     | 24.11 | 18.06 |  |
| 0     | 0     | 20.77 | 20.70 | 0     | 20.62 | 15.52 |  |
| 0     | 0     | 8.62  | 7.65  | 0     | 7.91  | 5.92  |  |
| 0     | 0     | 13.28 | 7.89  | 0     | 9.26  | 7.01  |  |
| 0     | 0     | 3.14  | 0     | 0     | 0.86  | 0.64  |  |
| 0     | 0     | 2.36  | 1.16  | 0     | 1.49  | 1.12  |  |
| 0     | 0     | 26.91 | 34.73 | 0     | 32.85 | 24.42 |  |
| 56.89 | 89.13 | 0     | 0     | 82.08 | 0     | 20.60 |  |
| 15.66 | 5.76  | 9.09  | 0.65  | 7.93  | 2.90  | 4.20  |  |
| 27.45 | 5.11  | 0     | 0     | 9.99  | 0     | 2.51  |  |
| 100   | 100   | 100   | 100   | 100   | 100   | 100   |  |

.6

( / . : )

|       |       |       |       |
|-------|-------|-------|-------|
| 62.98 |       |       |       |
| 71.64 |       | 56.61 |       |
| 61.27 | 74.15 | 53.52 | 57.90 |

%89.13  
%5.11 5.76

%56.89  
%27.45

.%15.66

(6)

(7)

62.98

/ . 56.61

/ . 79.37

/ . 71.64

69.10

/ . 53.52 57.90

/ .

/ . 66.89

/ . 61.27 74.15

( ) )  
 .(  
 / . 79.37  
 / . 69.10 / . 66.89  
 . / . 43.76 57.17 / . 58.99  
 / .

( / . : ) .7

|       |       |       |       |       |       |       |  |
|-------|-------|-------|-------|-------|-------|-------|--|
|       |       |       |       |       |       |       |  |
| 0     | 0     | 53.94 | 57.54 | 0     | 56.79 | 56.79 |  |
| 0     | 0     | 60.63 | 69.67 | 0     | 66.89 | 66.89 |  |
| 0     | 0     | 54.42 | 58.12 | 0     | 57.17 | 57.17 |  |
| 0     | 0     | 56.43 | 60.70 | 0     | 58.99 | 58.99 |  |
| 0     | 0     | 50.13 | 0     | 0     | 50.13 | 50.13 |  |
| 0     | 0     | 49.75 | 51.65 | 0     | 50.85 | 50.85 |  |
| 0     | 0     | 49.11 | 45.33 | 0     | 52.52 | 52.52 |  |
| 72.74 | 80.20 | 0     | 0     | 79.37 | 0     | 79.37 |  |
| 41.29 | 44.96 | 50.50 | 53.60 | 43.76 | 51.53 | 45.77 |  |
| 64.72 | 71.73 | 0     | 0     | 69.10 | 0     | 69.10 |  |

. :

/ . 80.20  
 / . 72.74  
 / . 60.63 69.67  
 / . 64.72 71.73  
 44.96 / . 56.43 60.70  
 / . 41.29  
 (8) 54.45 58.12  
 / . 68.98 ( ) / .  
 / . 62.35 )  
 / . 77.98 .(

(9)

/ . 80.21 63.01

. / . 68.73 60.76

/ . 72.50 76.65 85.38

)

.8

(

( / . : )

/ . 72.50

|       |       |       |       |  |
|-------|-------|-------|-------|--|
| 68.98 |       |       |       |  |
| 77.98 |       | 62.35 |       |  |
|       |       |       |       |  |
| 68.73 | .2108 | 60.76 | 63.01 |  |

/ . 61.92 63.23 64.09

)

(

( / . : )

.9

|       |       |       |       |       |       |       |  |
|-------|-------|-------|-------|-------|-------|-------|--|
|       |       |       |       |       |       |       |  |
| 0     | 0     | 0061. | 62.16 | 0     | 61.92 | 61.92 |  |
| 0     | 0     | 67.81 | 74.58 | 0     | 72.50 | 72.50 |  |
| 0     | 0     | .5816 | 63.80 | 0     | 2363. | 2363. |  |
| 0     | 0     | 63.79 | 64.29 | 0     | 64.09 | 64.09 |  |
| 0     | 0     | .8875 | 0     | 0     | .8875 | .8875 |  |
| 0     | 0     | 58.00 | 59.00 | 0     | 58.58 | 58.58 |  |
| 0     | 0     | 55.47 | 58.69 | 0     | 58.11 | 58.11 |  |
| 79.68 | 9.068 | 0     | 0     | 8.358 | 0     | 8.358 |  |
| 49.43 | 97.15 | 04.85 | 59.80 | 51.14 | 8758. | 14.35 |  |
| 72.17 | 7377. | 0     | 0     | 75.65 | 0     | 65.57 |  |

. / .

85.38

75.65

51.14

/ .

/ .

74.58 / . 67.81

(1) 64.29

) / . 63.79

(Linear Form)

( 61.58 63.80

)

(f)

(

$$y_1 = 6.33 - 0.57x_1$$

$t_c(33.95)^{**}$   $t_s(2.34)^*$  (1)

$f(5.48)^*$   $r^2(0.21)$

: 79.68 86.09

: $y_1$

. / .

/ . 72.17 77.73

: $x_1$

49.43 51.97

)

(

(10)

(1)

%5

(f)

5.99

(slope)

(t)

(constant)

%5

.%1

( $r^2$ )

/ . 5.74

%21

. / . 6.33

.10

/ . 0.57

( / . : )

(8)

|      |      |      |      |  |
|------|------|------|------|--|
| 5.99 |      |      |      |  |
| 6.33 |      | 5.74 |      |  |
| 7.45 | 6.06 | 7.23 | 5.11 |  |

(4)

.%1

\*\*

.%5

\*

f(13.15)\*\* r<sup>2</sup>(0.45)

$$y_3 = 7.45 - 1.388x_3 \quad (10)$$

( )

$$x_3$$

/ . 7.23 7.45

(3)

/ . 5.11 6.06

%1

(f)

(y<sub>2</sub>) (2)

%1

(x<sub>2</sub>)

(t)

)

)  
%45

(r<sup>2</sup>)

(

/ . 1.388

$$y_2 = 7.23 - 2.099x_2$$

t<sub>c</sub>(22.79)\*\* t<sub>s</sub>(-5.58)\*\* (2)

f(31.09)\*\* r<sup>2</sup>(0.62)

(2)

%1

(11)

(r<sup>2</sup>)

%1

( )

%62

/ . 7.36 7.73 7.75

(3)

/ . 2.099

.(

$$y_3 = 7.45 - 1.388y_3$$

t<sub>c</sub>(21.68)\*\* t<sub>s</sub>(-3.63)\*\* (3)

7.73 7.75  
 / . 8.25 / . 7.33  
 / . 7.90 )  
 / . 7.75 .(  
 ) / . 7.38  
 .( / . 6.54  
 / . 6.01  
 / . 7  
 / . 8.14 / . 7.35  
 7.44 / . 6 / . 6.20  
 / . 6.95 5.89 / . 5.68  
 )  
 (

( / . : ) .11

|      |      |      |      |      |      |      |  |
|------|------|------|------|------|------|------|--|
|      |      |      |      |      |      |      |  |
| 0    | 0    | 7.06 | 4.62 | 0    | 315. | 5.13 |  |
| 0    | 0    | .197 | 4.91 | 0    | 61.5 | 5.61 |  |
| 0    | 0    | 7.17 | 5.68 | 0    | 066. | 066. |  |
| 0    | 0    | 7.36 | 3.58 | 0    | 5.09 | 5.09 |  |
| 0    | 0    | .757 | 0    | 0    | .757 | .757 |  |
| 0    | 0    | 8.25 | 7.35 | 0    | 737. | 37.7 |  |
| 0    | 0    | 6.37 | 5.35 | 0    | 5.58 | 5.58 |  |
| 6.95 | 5.89 | 0    | 0    | 6.01 | 0    | 1.06 |  |
| 8.14 | 7.00 | 90.7 | 6.20 | 7.38 | 7.33 | 63.7 |  |
| 7.44 | 6.00 | 0    | 0    | 6.54 | 0    | 6.54 |  |

(4)

(5)

(11)

(f)

(r<sup>2</sup>)

:

$$y_4 = 7.44 - 0.026y_4$$

$$\left( \begin{array}{l} t_c(14.51)^{**} \quad t_s(-2.73)^* \\ f(7.46)^* \quad r^2(0.55) \end{array} \right) \quad (4)$$

.%5

/ . 0.57

-2

:

:y4

. / .

:x4

2.099

-

(4)

(f)

/ .

%5

-

(t)

/ . 1.388

%1 5  
(r<sup>2</sup>)

-3

)

%55

(

)

. / . 0.026

(

0.026

. / .

-1

-2

( )

-1

-3

(FAO)

-4

|          |       |            |          |      |
|----------|-------|------------|----------|------|
| 2007     | .18   | -2008      | .2009    | 2009 |
|          |       | .56        | .2004    |      |
|          | .2007 | .60        | AIDS     |      |
|          |       | .215-205   | : (2) 55 |      |
|          | 1997  |            | .1980    |      |
|          | .100  |            | .173     |      |
|          | .2007 |            | .1982    | 1982 |
|          | 2007  |            | .122     |      |
|          |       |            | 2004     | 2004 |
| .112     |       |            | .5-1     |      |
| .2003    |       |            | 2004     | 2004 |
| .176-172 |       | .57-1      |          | 2004 |
| 1953     | .1953 |            | 2011     | 2011 |
|          | .105  |            | .9/9     | 2011 |
| 2003     |       |            | 1946     |      |
|          |       | -1944-1943 |          |      |
| .134     |       | 1946       |          | 1945 |



- Acharya, S.S., Ramesh Chand., BIRTHAL, P.S., Shiv Kumar., Negi, D.S. 2012. Market Integration and Price Transmission in India: A Case of Rice and Wheat with Special Reference to the World Food Crisis of 2007/08. FAO. 5.
- Bestari, N.G., Shrestha, S., Mongcopa, C.J. 2006. A Case Study from the 2005 Sector Assistance Program Evaluation for the Agriculture and Natural Resources Sector in the Lao People's Democratic Republic, Operations Evaluation Department, Asian Development Bank (ADB), the Lao People's Democratic Republic.15-16.
- Dawit, A. 2005. The Status and Challenges of Agricultural Marketing in Ethiopia. PP. 1 Paper Presented at a Panel Discussion Organized by the Ethiopian Association of Agricultural Professionals (EAAP), April 22, 2005. Ethiopian Agricultural Research Organization (EARO), Ethiopia.
- El- Hissewy, A.A.A., Badawi, A.T., Balal, M.S., Maximos, M.A., Aidy, I.R., Draz, A.E., Bastawisi, A.O., Shata, M.A., El-Kady, A.A., El-Mowafi, H.F., El-Abd, A.B., Mahrrous, F.N., Abd El-Rahman, A.A., Abd EL-wahab, A.E., Nour, M.A., Badr, E.A., Sherif, M.R., Zaher, A.I. 2004. Developing The High – Yielding Rice Variety (Giza 178) for Normal and Saline in Egypt. *Egyptian Journal of Agricultural Research*, 82(1): 13-26.
- El- Saady, A.B.A. and Abo Yousef, M.E. 2010. An Economic Study on the Efficiency of Agricultural Resources use in Producing the Egyptian Hybrid Rice no 1- Under the Recommended Package of Technology- Comparing to the Man Traditional Varieties in Kafr El-Sheikh Governorate. *Journal Economics and Social Scientific*, Mansura University, 1(9): 842.
- FAOSTAT data. 2010. Food and Agriculture Organization of the United Nations. <http://apps.fao.org/faostat/>.
- Jabbar, M. 2007. Agricultural Market Development in Ethiopia: Problems and Issues. International Livestock Research Institute, *Ethiopia*. 4.
- Marothia, D.K., Singh, R. K., Chandrakar, M. R. and Jain, B. C.2007. Economics and Marketing of Aromatic Rice, A Case Study of Chhattisgarh, *Agricultural Economics Research Review*, 20:37-38.
- MMA. (Match Maker Associated Limited). 2010. *Value Chain Analysis of Rice and Maize in Selected Districts in Tanzania. Final report*, I: 2-12.
- Nielsen, C.P. 2002. Vietnam in the International Rice Market, *A Review and Evaluation of Domestic and Foreign Rice Policies*, Ph.D. project, Copenhagen University, Denmark.28-30.
- Smith, C.W., Dilday, R.H. 2003. Rice: Origin, History, Technology and Production. *Wiley Series in Crop Science. C. Wayne Smith, Series editor*. 1-8.
- Street. A. 2002. *Economic Evaluation of Alternative Rouge Marketing and Storage Strategies. M.Sc. Thesis*, The Department of Agricultural Economics and Agribusiness, Agricultural and Mechanical College, Louisiana State University. 71.
- Takele. A. 2010. Analysis of Rice Profitability and Marketing Chain, *The Case of Fogera Woreda, South Gondar zone, Amhara National Regional State Ethiopia, M.Sc. Thesis*, Haramaya University.90-98.

## **Marketing Margins for Sold Rice in Minimarkets in Damascus and its Countryside Governorates in Syria**

*Mohammad Bashar Mohammad Kheir Alshalak\**

### **ABSTRACT**

The aim of the research work was to determine the marketing margins of sold rice from retailers in Damascus and its Countryside, by using random cluster sample with 622 observations. The data was analyzed with the descriptive statistics analysis method and inferential statistics. The results showed that the sold of packed short and tall rice decreased its general marketing margin in about (2.10, 1.39 S.P/Kg respectively), compared with its sold in dogma form at significance level 1%. The results showed that the general marketing margin was increasing for the varieties which were sold in a low quantities in minimarkets. while it was decreasing for the varieties which were sold in a high quantities. That is because the consumer demand of the first varieties decreased and increased for the second varieties, so the rice which will be produced in Syria must be in a high quality, equals or better than the imported varieties.

**Keywords:** Marketing Margins, Packed Rice, Dogma Rice, Minimarkets.

---

\* Researcher, Administration of Economical and Social Research and Studies,  
General Commission for Scientific Agricultural Research (GCSAR), Syria.

mnawarbashar@gmail.com

Received on 26/2/2012 and Accepted for Publication on 25/2/2013.