
The study of affective factors of the marketing rice in the province of Guilan

Seyyed Hashem Hosseini Aghouzbani*, Dr. Jafar Azizi,

The main objective of the study is to investigate the factors influencing the marketing of rice in the province of Guilan, Iran. A descriptive correlational survey method is used in this research. The population of this research includes all producers of rice crop in Gilan province. Based on simple random sampling method and Cochran's sample size formula, 319 individuals were selected as sample of the present research. In order to gather information about theoretical framework and literature review, library resources, articles, and books as well as global information network (Internet) have been used. In this study, at first, Kolmogorov-Smirnov test was used to investigate normality of population distribution. And according to the KS test score which represents the non-normal distribution of variable distribution in the under-studied sample size, nonparametric test (Pearson correlation coefficient) was used to analyze the data. It should be noted that all steps have been performed using SPSS software. The results showed that among the factors studied in this research, educational factors, Economic and agronomic factors affect the marketing of the rice crop in Gilan province, but social factors have not a significant impact on it.

Keywords : marketing, marketing margins, economic factors, social factors, agricultural and educational factors, rice crop

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