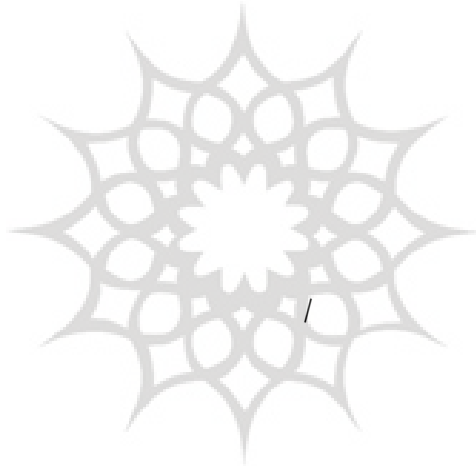


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(Pandy et al.,

.2004)

(Ritter &

.Welch, 1988)

1. Marketing Extension

(Uosefi & Chizari, 2005)

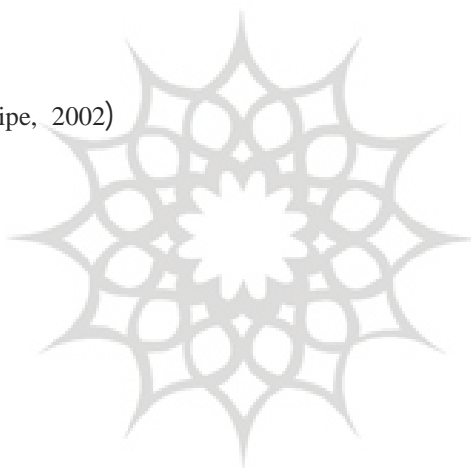
(Shepherd, 2003)

(Ravanbaksh & Aghaghaziani, 2006)

(Haji mirrahimi, 2007)

(Dixie, 2005)

(Filipe, 2002)



(Iran Ministry of Jihad-e-
پرو، بسگاه علوم انسانی و مطالعات فرهنگی
رتال جامع علوم انسانی

.Agriculture, 2006)

(Dixie, 2005)

(Norouzi et al ,2005)

(Tely, 2007)

(Mohammadi, 1999)

(Dhankar, 2002)

(Bardhan, 2004)

(Al-Rimawi, 2004)

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.(Min<A<Mean-St.d)

:B=

"B"

.(Mean-St.d<B<Mean)

:C=

"C"

.(Mean <C<Mean+St.d)

:D=

"D"

()

.(Mean+St.d <D<Max)

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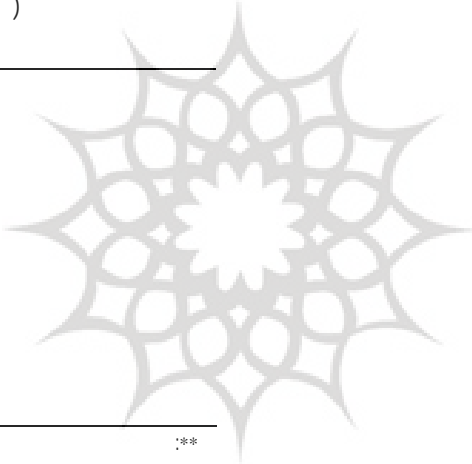
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$$Y = / + (x) \times / + (x) \times / + (x) \times /$$

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P	β	B	F	R ²	R
/	/	/	**	/	(x ₁)
/	/	/	**	/	(x ₂)
/	/	/	**	/	(x ₃)
/	/	/	**	/	(x ₄)
/	/	/	**	/	(x ₅)
/	/	/	**	/	(x ₆)

**

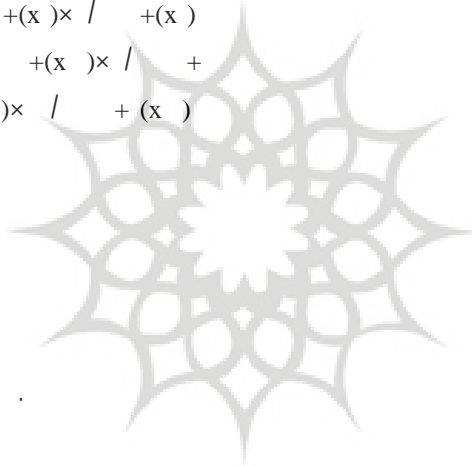
P	β	B	F	R ²	R
/	/	/	**	/	(x ₁)
/	/	/	**	/	(x ₂)
/	/	/	**	/	(x ₃)
/	/	/	**	/	(x ₄)
/	/	/	**	/	(x ₅)

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:

$$Y = / + (x) \times / + (x) \times / + (x) \times /$$

$$\begin{aligned}
 Y = & \quad / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \\
 & \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \\
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 & (x) \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \\
 & \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times / \quad + (x) \times /
 \end{aligned}$$



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P	β	B	F	R ²	R		
/	/	/	**	/	/		(x ₁)
/	/	/	**	/	/	(x ₂)	
/	/	/	**	/	/		(x ₃)
/	/	/	**	/	/		(x ₄)
/	/	/	**	/	/		(x ₅)
/	/	/	**	/	/		(x ₆)
/	/	/	**	/	/		(x ₇)
/	/	/	**	/	/		(x ₈)
/	/	/	**	/	/		(x ₉)
/	/	/	**	/	/		(x ₁₀)
/	/	/	**	/	/		(x ₁₁)
/	/	/	**	/	/		(x ₁₂)
/	/	/	**	/	/		(x ₁₃)
/	/	/	**	/	/		(x ₁₄)
/	/	/	**	/	/		(x ₁₅)

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(2005) Norouzi et al.

(2004) Al-Rimawi

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(2005) Dixie

(2004) Al-Rimawi

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(2005) Dixie (1999) Stephenson & Lev
(2004) Bardhan (2002) Dhankar (2007) Tely
(2004) Al-Rimawi

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Determining Effective Factors on Marketing Extension of Ornamental flowers

H. YADAVAR,^{1*} Y.HEDJAZI², S.M. HOSSEINI³, I. SALEH⁴

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(Received: Dec. 23, 2008- Accepted: May. 27, 2009)

The main objective of this study was to investigate factors influencing on marketing extension of ornamental flowers. The statistical population of this study consisted all floriculturists (4920) in Tehran, Markazi, Gilan, Khozestan, and Razavi-khorasan provinces. A sample of 234 floriculturists was selected by use of "Cluster proportional sampling" technique. Descriptive- correlational method is the base of this research. According to Multiple Regression Analysis 50/1 percent of the changes in "Ability to influencing on market" was due to Transportation system, Being up-to-date the ability of marketing, Being inform of last standards, Need to control of midelmen, Education and Age. Also 45/6 percent of the changes in "Market knowing level" was due to Programming about accessing channels to market, Communicating services, Local markets, Form of information, and Extension experts. And the last 87/3 percent of the changes in "Floriculturist's expectations of extension" was due to Infrastructures, Harvesting techniques, Sorting sets, Managing costs, Determining needs, Being production cost-benefit, Recognising new markets, Promotion, Informayion form, In-time diffusion of information, Being aware of standards, Accounting skills and commercial management, Marketing margins, Production planning, and Group marketing.

Key words: Extension, Marketing, Marketing Extension, Floriculturists, Ornamental Flowers.

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