

ABSTRACT

INVESTIGATION OF FRESH VEGETABLE AND FRUIT WHOLESALE MARKETS IN AYDIN

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M.Sc. Thesis, Department Of Agricultural Economics

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2014, 103 pages

The aim of this study was to examine opinions of brokers, are active at dealer hall in Aydın city, regarding new hall law. Totally 118 brokers and hall managers, are active at 11 wholesaler halls in Aydın city, were interviewed. Questionnaire, comprised of 40 questions, was used to determine brokers' opinions regarding the new hall law. First 27 questions purposes to determine participants' personal aspects, marketing methods and shop aspects. Participants' opinions and idea regarding the new hall law were analyzed via other 13 questions. Frequency (percent) analysis from simple descriptive statistics in SPSS 15.0 for Windows Package Program was used in analysis of data obtained. In result of study, it was determined that brokers, are active in wholesaler halls, are middle age generally, they were brokers or sellers, their vocational experience are 1-10 years and 11-20 years generally. It was established that brokers' shop are small dimension generally and technical materials and storage system are deficiency. It was found some brokers are active certain period of year, obtained produces are provided from varied region of country especially neighborhood cities. It was established that brokers at wholesalers sell their produces local bazaar, the most important factor determining price of sold produces is rivalry and fugitive sales out of wholesalers are originated from unrestraint. It was found that majority of brokers aware of new hall law, brokers' opinions regarding new hall law are positive partially or uncertain. It was determined that managers, serve at wholesaler, express that new hall law brings about substructure deficiency, document crowdies, the law doesn't apply at all hall because it transition period, internet page has problem and there is decline in tax income at ratio of 1/15. As a result, brokers and hall managers emphasized new hall law brings about varied problems as well as a lot of improvement. Therefore, it can be said that controls are

increased to apply improvements of new hall law smoothly and to decline problems of new hall law.

Keywords: Fresh vegetable and fruit, wholesaler halls, new hall law, brokers, marketing