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Use of Mobile Phone by Farmers and its Implication on Farmer's Marketing Capacity in Lattakia Region, Syria

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Abstract

Many farmers in developing country engaged in searching market information but few of them they are using the mobile phone as a means to obtain market information. In the last few years, the consideration of using the mobile phone by farmers in Agriculture Marketing Information System (AMIS) for development and reduce the poverty seemed to escalate.

Lack of official source, quality and limited access to the market information effect on the farmer decision making. Incorrect decision lead to erroneous practice in marketing, processing and finance which could have negative impact on farmer income.

This research concentrates on the effect of using the mobile phone in AMIS and the aim was to analyse the impact of using mobile phone on farmers in Syria and to indicate what type of information the farmers in Lattakia region seeking for.

The primary data for this research were collected through questionnaires distributed to 140 of farmers in August 2019.

Research results illustrate that the probability for decision making for the informed group those who received market information such as crop price, demand and supply, increased which in turn lead to raise their production selling price. In addition, using mobile phone to obtain the market information allowed the farmers the exclusion of the middleman and increased their bargaining power against the other influencer in the value chain.

The level of education of the respondents has significant impact on the farmers selling price while the gender was not significant variable which could have any effect on our respondents selling price.

The importance of this research is to help the farmer to take the feature from information communicate technology particularly in developing country to collect and analyse the information for better response to the market.

Keywords: Agricultural marketing, ICT, Information system, Mobile phone