

NEW MARKETING STRATEGIES FOR THE RURAL DEVELOPMENT

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Abstract

The development of the rural industries and services is a complex problem because it requires a balance between the modernisation of all the economic activities and social life in the rural area, on one hand and the preservation the natural environment of the rural area, on the other hand.

Key words: rural development; marketing strategy; e-marketing; global society; market globalisation;

INTRODUCTION

The rural development is considered, by the European Union, an important pile of Community Agricultural Policy, being also an important factor for employment. Thus, it is a must for an sustainable rural development policy which can put to value any kind of the rural area potential.

The development of the rural industries and services is an extremely complex issue because requires a balance between the modernisation of all economic activities and social life in the rural area, on one hand, and the preservation a natural habit of the rural area, on the other hand. So therefore a new problem occurs in the development of the rural area: we bring innovation here for a better development of the rural space with a great risk of pollution or we conserve it by letting only traditional, hand-crafting and non-polluting activities help the development of the rural area?

The new global society is characterized by a speeding up of all kinds of trades, market globalisation, increasing the speed of information changes. The knowledge in the new global society requires the use of the new information technologies, new communication activities, education and applied research. Anyway, the developing speed of the new technologies and the economy in general doesn't leave any time for legitimate politics that will regulate and guide the top fields.

The present paper work intends to identify the new marketing ways – electronic marketing - for the rural development.

The marketing – as a sum of necessary but not sufficient actions – in a global economy, has as main objective the consumer needs, through it's market research studies. Marketing can claim for a long time by now that is a science as any economic science, a science that can approach the market

considering all the factors that can interfere and influence it.

The new marketing, is a natural consequence of the changes the marketing and the economy have went through- influenced also by the evolution of the society and consumption structure – and the new information technologies which have become more and more accesible. Being so accessible, also in terms of economic cost, the rural operators will find an extraordinary environment to market their products and to research with a meaningless costs all the opportunities. If in the past a performant and effective marketing was based on a good logistic, the electronic marketing requires an information and communication digital logistic.

The internet connection became for a while an imperative for any company. The network „logon” demands changes in the way that marketing strategies are put in practice, changes for public relations strategies, demands a reorganization of the way the products are conceived, a reorganization of the production chain, selling and service department.

An effective marketing is that who is able to streamline the relation between demand and offer, this fact being possible only by using a very elaborate marketing plan capable to identified as good as possible the consumer profile. This thing is true also for the electronic marketing, where the information supplied throught the web page can send all the information a consumer needs in the buying process.

The cyber-space, the virtual reality, named so because of the sensitive perception way a man can accesses it, enters more and more in everyday life, throught multimedia technologies, becoming a new way for the classic economic processes.

The marketing optics can not discount the society evolution, the changes that take place in way of goods distribution – who is no longer adress to a large crowds but individuals.

The electronic marketing or on-line marketing uses the most important communication technologies, such as telemarketing, videotext, multimedia technology, hypertext who will enhance its importance in the future.

The internet can be the most absorbing and revolutionary communicational environment ever created by man, leading for the first time to the remove of distances. The internet is not, as many say, just a passing fashion but represents the catalyst for exceptional changes in society and economy.

The electronic marketing determines changes in the relationship between companies and their clients, between companies and suppliers, generating at the same time changes in working way of the employees.

The electronic marketing has a lot of instruments at its dissposal – because of the internet and its applications- such as: asistant applications;

hypertext; multimedia supports, etc .

The electronic commerce is an integrated concept made in order to unified a big range of business services, starting with e-mail, sent to different types of organizations, address accounts, commercial systems at home, different goods and services, electronic payment systems, managerial intelligence, etc. The electronic commerce does not mean only buying goods and services as may believe.

The electronic commerce emerge by using electronic communication and information tools, businesses moving on electronic markets, where negotiations are made, etc

The knowledge based economy is a new stage of the civilization development who promise a new and better way of life. This type of economy is based on using informations from all fields and human existence, having an important economic and social impact.

The digital disparity concept is very tied with the information society theory. By using this indicator researchers could find out in what degree some peoples can connect to the information society.

The Organization for Economic Cooperation and Development (OECD) defines the notion as „ the inequality between peoples, households, businesses and geographical areas, of the same socio-economic conditions in the possibility of using information and communication technology, respectively the use of the internet”.

Regarding the difference between the information and telecommunication infrastructure developing level in developed countries, on one hand and this level in developing countries, where this differences can be seen at different social categories, depending of their background (rural/urban), sex or ethnical criteria. This problems will be discussed in chapter 1 of this paper work.

Information has a decisive role in the leading, command and control process of any system during its evolution. But the cost of gathering and processing data leads to dynamic balance, at the same time with the use of existing data.

In the information society, knowledge and information become the strategic resources of society renewal, such the capital and labor were strategic resources of the industrial society.

The main feature of any society stays in its research potential and its scientific and technological resources as well and in its capacities of technological and scientific development.

The new information technology become the foundation of an intellectual technology, where the theoretical knowledge together with new computer dependent information technologies are crucial.

If in the industrial society the goods were mainly physical, in the

information age they become more virtual. The mechanization and automation were main feature of the industrial time whereas in the information age the efforts are concentrated on creation and exploring knowledges. The information flow was strictly physical and based on the memory of material support, mainly paper, while in the information age this flow is virtual and digital.

In the global economy reality, when commerce follows more strictly the investment and the goal of the transnational economy is to maximize profits, the improvements of the actual businesses are crucial

In this strongly competional environment, the information technology has a key role; the use of this technology having the goal to supervise and streamline all operation between producer-distributor-consumer.

The information technology is a strategic resource who can contribute to the normalization of the competition environment. The international experience shows a necessity of a joint information infrastructure, with a good quality applications and back-up, who is able to allow a monitoring, reporting and optimizing activity for every production, distribution and selling cycle.

In an information age „an intelligent manager” has to know how to add value and how to answer properly to the question whether is or not a real evolution of information.

During the second chapter of the present paper is presented *Statistical variables of the accessing and use of ITC infrastructure*, as key elements of the electronic marketing development.

The concept of information means „ a report, a word, a news, a message, a sign, etc., about events, facts, states, things, forms of the outdoor realities. The information represents the newness quantity brought by a message from the outside world and supplied by someone.”

Alongside land, capital and labour who represents the most important factors of the modern economy, information, energy and the matter are treated i the present with the same respect.

Within an organization there are information consumers and information suppliers at any level. The full capitalization of the information is possible just within a system that is designed as an integrated assembly including procedures, methods and tools which can be used to generate and preserve datas and turn them into informations including equipments, programs, operations and using methods.

So we can say that the information system consists of all the methods, technics and instruments used for gathering, recording, transmission, running, processing and capitalization the information withim a system. It borns and developes together with the body within it works.

The marketing information system can be defined as a structured complex of interactions between individuals, machines and procedures, designed to generate a systematized flow of informations, gathered from different inside or outside company sources, in order to be use for decision making process.

The setting up of the marketing strategies requires, besides material, financial and human resources the marketing information that can describe the present and the future market situation. Marketing information must be accurate, clear, organized and usefull in order to built a marketing informational system.

The main inflow of the marketing information system may be internal datas regarding all marketing performances, sellings, costs, profit distribution, sellers and buyers categories, etc.

This inflows can be distributed in four main categories, appropriate to the four main decision classes as follows:

- informations about domestic and foreign market (consumer behavior and thei social and economic features, behavioral attitudes and motivations, important buyers indicators, geographical distribuiton of sellings, etc.);
- informations about the marketing mix opportunities (new products, price, distribution and shipping, selling methods, etc.);
- informations and documents regarding the environment (social and economic, demographic, political progresses, competition states, etc).

The real marketing information situations of a company are complex, beyound the relationship between seller and buyer. The rural marketer is in the middle of a dynamic interrelated communication relations which tight the company to the market.

The information society is only a stage of the human society development, persuaded by the revolution of information and communication.

The newly society brings along a series of outstanding opportunities:

- space and time constraints are reduced for a long time;
- informations can be process, preserved and transfered rapidly;
- the service prices related to the information trade are decreasing.

Along with the exponential growth of web popularity - main tool of internet use scale – a more profitable business began to be exploited by a greater number of companies: electronic marketing and publicity. In the contemporary world, exchanges, in general, stock-exchange, in particular, play an extremely important role in the economic life. It can not be conceived a true economic environment without the existence, functioning and continuing development of the exchange system, including agricultural stock-exchange.

Agricultural stock-exchange are very organized commercial markets, peculiar to market economies, established by those companies who are interested to make business according to very specific and known regulations. Thus, from the on-line marketing side the agricultural stock-exchanges begins to work also on the Internet and could be used by the rural operators to sell their land products.

The evaluation of the state of national economy, made from the perspective of the integration in the European Union, can not left out of vision some facts: that in Romania four from ten labours work in agriculture comparing with three from hundred in the European Union; 40%-50% of the farmers in European Union are working in Romania.

In order to see the impact of the ITC on increasing productivity it has to take in account the intensity of using the new technologies both from the hardware and software point of view and also the period the expenses are absorbed.

The digital economy has an impact on the way products and services are made within an organization. The impacts of the digital economy can be classified as impact on the organizational, managerial, decisional and information system. Those impacts on society makes an organization to change. The starting point of these changes is represented by the way an organization is structured. The new technologies make the information to be more approachable and at the same time facilitate the information flow in order that all decisions to be taken on accurate information.

Even in what concerns the others fields – banking, trade, shipping, etc- the electronic commerce applications were mainly solved, in what concerns agriculture and rural development thes coul represent barriers for the future development of these sectors.

Thus in what concerns the electronic commerce in some sectors, there are some possible integrating concepts:

- farming business;
- agricultural companies busines.

The first concept has a limited presence on the internet, being restricted by the impossibility of selling agricultural products on virtual malls.

The second concept, is much more outspreaded within the internet because of the possibility pf selling on-line products on the internet.

Adoption of the electronic commerce and marketingin agriculture and rural development could bring some advantages to the companies, such as:

- communication solutions for a global and fragmented european market. The EU agriculture market, in 2004, had a value of an aproximated 213 bld. Euro, compound from 7 millions big companies, 10 millions

suppliers, 100 millions distributors spread on some tens of millions of square kilometres. The electronic and marketing commerce are the only ones able to integrated and put together all these agroalimentary operators.

- The internet and the new communication and information technologies can lead to an easier access of small producers to the european market with a minimal costs;

- Electronic marketing is nowadays more accessible to small producers because of the reduce cost of shipping, marketing, etc.;

- By an easy logon the internet - with a propper infrastructure – small rural communities may put forward its potential.(Ex: rural tourism, selling agriculture products, an easy acces to european development fonds, etc)

Besides all these advantages the electronic commerce and marketing brings along, there some disadvantages and limits of implementing them to romanian agriculture:

- a weak electronic network in the rural zones;
- a grown old of the rural population;
- big initial costs for buying hardwares and softwares;
- the lack of politics and programes necessary for implementing the electronic society in the rural area;
- the uniform agricultural products prices due to great offer on the european market;
- the lack of training of the population in rural area.

In Romania the agrarian and rural development electronic marketing is at the beginning and is represented mainly by the webpages of Agriculture, Forrest and Rural Development Ministry, Local agriculture authorities, Agriculture Advisory Offices, agriculture and rural development suporting organizations (FEADR) and fewer agriculture companies who covers the two main electronic commerce types: B2B and B2C.

Conclusion

The Internet, the space of the new marketing, eliminates, the inequality between people, households, businesses and geographical areas, of the same socie-economic conditions in the possibility of using information and communication technology on one hand and developing their rural communities on the other hand. It is also one of the most important, effective and cheap methods to achieve the rural development.

