



## Analyzing the International Studies in the Field of Rural-local Marketing

Hassan Momeni<sup>1</sup>, Vahid Riahi<sup>2\*</sup>, Hassan Afrakhteh<sup>3</sup>

1- Ph.D. Candidate in Geography & Rural Planning, Kharazmi University, Tehran, Iran.

2- Associate Prof. in Geography & Rural Planning, Kharazmi University, Tehran, Iran.

3- Full Prof. in Geography & Rural Planning, Kharazmi University, Tehran, Iran.

### Abstract

**Purpose-** Rural-Local Marketing is a significant knowledge that has been associated with agricultural marketing, so the purpose of this concept is to separate the marketing of agricultural products and its lexical depth with a concept beyond the value chain in agriculture. Therefore, the event of rural-local marketing is not involved in production and supply and seeks to discover the dominant spatial patterns on distribution of rural products.

**Design/Method/Approach-** According to this approach, 230 scientific sources (as a sample society) have been examined from the English language sources continuously and focusing on rural-local marketing. From the evaluation of the obtained research sources, a description of the literature in the field of rural-local marketing was presented, and then the communication between rural settlements among these societies with the suburbs and the center with the periphery was explored. Among the set of sources, 22 scientific concepts with the highest frequency were obtained, which were extracted and categorized by the statistical method of confirmatory factor analysis, including: rural marketing, local marketing, spatial model, network model, and integration. In the next steps, the content of all 230 scientific sources was measured with five factors, which tells the distribution learner of time periods and their spatial distribution.

**Findings-** In abstracting the extracted concepts from the research, the details of ten-year and annual time periods, their spatial distribution on the scale of continents and countries have been dealt with in detail and can be identified by drawing the indicator spectrum on the world map, then the mentioned concepts which extracted from scientific sources were criticized and interpreted. In this regard, the leading countries in the field of rural-local marketing include India, the United States, England, and China, and in the next stage, Iran. One of the emphasis of this common study was the Integrated Marketing Communication (IMC).

**Keywords-** Rural marketing, Local marketing, Spatial distribution, International studies.

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### \*Corresponding Author:

Riahi, Vahid, Ph.D.

Address: Department of Geography & Rural Planning, Faculty of Geographic Sciences, Kharazmi University, Tehran, Iran.

Tel: +989123002385

E-Mail: [riahi@khu.ac.ir](mailto:riahi@khu.ac.ir)

## 1. Introduction

Rural producers have accepted that their similar products occupy the commercial space and market from thousands of kilometers away in the country. In this context, one solution is to rely on diversifying local products and introducing them to consumers. Another issue in rural production is identifying the local market, quality products and services at the villages level, which should be looked at on a local scale and it's considered important. This issue has been raised in Ray's studies under the title (Cultural Economies) (Qadiri Masoom & Azmi, 2008). For this reason, the distribution system needs more support such as advertising and marketing, it can be said that this action can be done with a relatively reasonable cost from the capital of native and local people. The development of the range of rural products is important as a process in the life of families of this stratum, and various examples of these activities play a role in improving living standards with social support capabilities (Ellis, 1998). Thus, researching the attitudes and perceptions of retailers is not difficult and often depends on customer preference and local market conditions (Black & Farley, 1977). Policymakers have high expectations for the Rural Non-Farm Economy (RNFE). In this regard, capital requirements, whose limitation is often an obstacle to growth, aggravate the problems of rural deprivation. However, the available evidence shows that the non-farm growth of the villagers does not occur clearly. Policymakers and planners should stimulate the rural economies by developing indirect income and not just agricultural employment, and remove the disadvantaged people from isolation by providing access to various markets as a bridge to achievement diverse resources (Hoggblade et al., 2010). The production process and producing arenas are valuable when there are restrictions. A product can always be evaluated according to the amount of activity in the final product. This product includes direct work in the production process along with raw materials and part of it, however, both raw materials and equipment are a product of previous costs of labor and tools (Gudeman, 2013). Rural regions have a relative advantage in primary activities based on natural resources, geographical conditions and related activities with it. However, there are significant

differences between the city, suburbs and peripheral regions such as villages. In some regions, economic growth, urban expansion, and improving transportation and communication create new urban opportunities for rural services and activities. But rural regions are still deprived and have many problems, which generally requires the creation of a platform to be aware of their existing potentials (Wiggins & Proctor, 2001).

On the other side, the problem of traditional exchange of agricultural products is a mechanism with a prevailing misunderstanding of the spatial marketing of some products. For example, due to the supervision of the trade union of urban wholesalers and to some extent due to the remaining conditions from its traditions, part of the produced products in a city like Karaj reaches the customers in this city through the wholesale market of Tehran. The double costs of transportation in over 40 kilometers as well as the percentage of added value of the wholesaler, which ultimately goes to the urban brokers. The study of Stuber (1978) in this context shows that the marketing method of rural and nomadic products in the Kerman region has shown similar results (Ehlers, 2021). In this regard, changing the direction of economic activity is defined as a process (Bryceson, 1996: p. 110). Regional Economic Information System (REIS) is another source of information on private self-sufficiency. This trend helps the income of rural farmers and rural products. Usually, ownership data in this field is collected mainly through income tax information. With the information obtained, the tax offices estimate the level of justice in rural relations, for example, this trend has been implemented in the American states (Henderson, 2002). There are problems related to market information deficiencies, especially in the field of credit in some African villages, due to the unfavorable system of organization of institutions. On the other hand, timely detection of the use of free flow of information in rural societies regarding credit transactions leads to improvement of conditions. Asymmetry of information and inconsistency in facilities are institutional consequences in the use of deeds and mutual contracts, and these credits play a direct role in integration and justice among rural households (Udry, 1990).

Also, the structural incompatibility and free market policies in the past years have caused a decrease in

the demand to receive for rural products in sub-Saharan African countries. In order to produce food products in rural regions, farmers have to endure long distances and deal with unfavorable geographical conditions in order to reach roads and markets outside these regions, so their non-farm income diversification needs an alternative (Bryceson, 2002). There is also a need for a fundamental change at the level of related theory. The modernist paradigm that once dominated the politics of practice and theory should be replaced by a new rural development paradigm. Rural development as a multi-level, multi-actor and multi-faceted process is rooted in historical traditions, a wide range of rural products and services lead to rural growth, therefore, rural development mainly faces an independent and self-directed process in the future distribution of these products (Van der Ploeg et al., 2000). Today, rural small production, which are often organic, are neglected according to the mass and industrial production of agricultural products and increasing needs of the societies as well as the diversity of the household consumption basket (from all kinds of foodstuffs to handicrafts and native arts). Therefore, the solutions involving the use of rural products are integrated and network marketing methods. Currently, the acceptance of farm stores that supply rural products is expanding in the world, and the rules related to this type of business are defined for them. Strengthening investment in the rural sector and monitoring the suburbs and farm stores in rural regions and local projects will create more attractiveness in these areas, this action will complement the value chain for small and medium-scale farms, and on the other hand, support young and new growth farmers (Momeni et al., 2021). According to the mentioned examples and the main issues of rural-local marketing, the main goal of the current research is to analyze the focus of international studies in the field of rural and local marketing and evaluate the spatial distribution and distribution of countries in this relevant.

## 2. Research Theoretical Literature

Labor market literature rarely focuses on studies of rural family income diversity (Reardon, 1997). The hybrid development approach, the society-based social development theory, and the first hypothesis of Brian's theory on exploitation of social and cultural capital, are widely supported by empirical

evidence from case studies. In general, economic development theories are related to high capacities of local actors and strong internal and external networks with regard to access to labor and capital (Terluin, 2003). Therefore, at the beginning, the definition of the rural space has been taken, so the villagers, especially in the developing countries, are usually considered as homogeneous societies that have the following characteristics:

- Economically: they have a low level of income, production, technology and standard of living.
- Socially and cultural-normative point of view: high emotional-social solidarity, resistance to change, traditionalism and conservative people (Asayesh, 2011: p. 49). And also
- Environmentally: the values of the rural environment are formed by relying on natural elements in order to settle the village, paying attention to the landscape and open spaces around its tissue (Taghvaei, 2013).

Relying on this knowledge, in general, the reduction of income inequalities of villagers can be considered effective in eliminating income heterogeneity, in addition to regional differences, the effects of neighboring provinces. Different regions of Iran have very different agricultural potential. These differences in many development plans are not taken into account and agricultural development plans do not differ significantly from each other in most regions of Iran (Aghapour sabaghi, 2020). If we are careful about this, we will see that the spatial distribution of rural settlements along the rivers, valleys and roads of the mountainous regions around the river delta depends on the spatial orientation of the counties density and its effect on the rural settlements. The transportation network connected between cities and villages is important for the transformation of these regions because the all-round increase in production and service capacity of the county is the key to optimizing the city-rural system (Yang et al., 2019). In this regard, Maier (2010) points out that the choice of access for certain remote regions, scattered suburbs, poor and disadvantaged people and the elderly, tells the changes towards the spatial pattern. A feature that may cause deeper changes. The relative size and speed of regions and societies are exposed to different challenges and pressures. Therefore, the capacity to absorb resources is in different conditions. Some of the

spatial effects of social polarization follow the pattern of urban regions, on the other hand the [World Bank \(2010\)](#) acknowledges that population growth is not only in large cities. The number of small and medium centers is also increasing. They also play an important role as links in the marketing system. These market towns and administrative centers are of vital importance in facilitating exchanges between rural and urban regions. The rural population depends on these services, including access to merchants and markets to dispose of agricultural products and access to retail stores and other facilities located in urban and local centers. Intermediate centers provide employment opportunities for the rural population and in some cases help reduce the pressure of migration to larger urban centers. Policies increasingly establish the importance of marketing for the commercialization of rural production and the expansion of productivity. The relationship between producers and consumers is usually improved through the development of marketing and physical infrastructure, including rural and local markets. Improper policies have led to the inequality of income distribution in rural regions of Iran. The climatic differences in the western and eastern regions of Iran are quite significant. But there is no significant difference in the cultivation patterns in these regions. For example, even though Sistan and Baluchistan is one of the driest regions in the Middle East, in recent years plans for growing horticultural crops were approved by the government. This shows that the development of the agricultural sector in these regions is dependent on other solutions such as the development of food industries ([Aghapour sabaghi, 2020](#)). Identifying major production regions for key products and their handling characteristics, transportation methods, examining past growth and potential for increased production. In the next step, the network facilities in the link, including communication, intermediate markets and other facilitating links, the flow of production to the local-regional markets is done to meet the demand from urban regions and it is evaluated on the market links. The main concern of planning and marketing specialists in agriculture ministries and departments is one of the main factors to address the improvement of rural roads and transportation systems in order to promote activities in production regions and develop the suitable development packages for production,

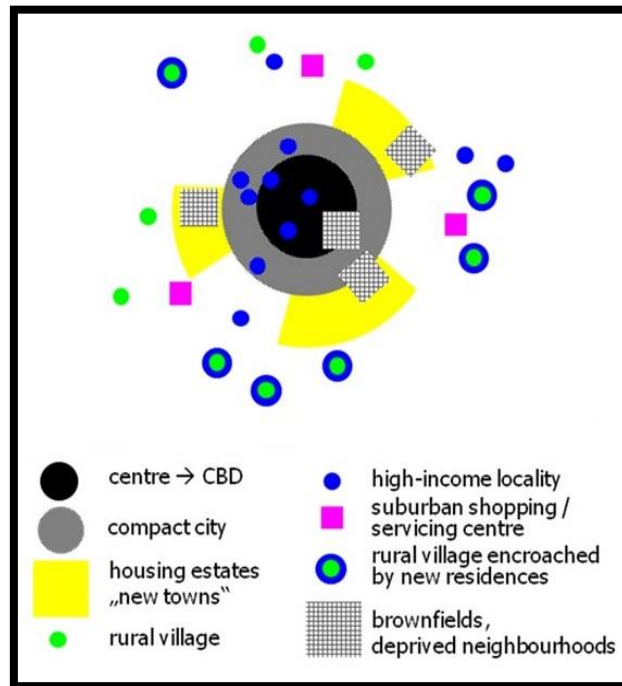
after harvesting and marketing. Local experts in the parts of planning, commerce and marketing in urban regions pay attention to providing healthy food at reasonable prices for consumers and identifying new wholesale and retail facilities to meet these needs. Local authorities, societies, farmer groups and voluntary organizations are concerned about marketing constraints and ensuring better access to markets for rural producers ([World Bank, 2010](#)).

Problems, poverty, unemployment and migration in rural regions have intensified. Considering that agriculture is the main source of income in rural regions, the most important reason for the uneven distribution of income in these regions is related to incorrect management decisions regarding rural development programs regardless of spatial planning of territory. There is evidence of center-out patterns in different years. This incident shows that the use of spatial clustering in relation to rural income in the country can provide the possibility of designing coordinated regional development policies to improve the income distribution in Iran. Therefore, the same measures for rural development in all regions can deepen inequalities ([Aghapour sabbaghi, 2020](#)). Height and slope are two basic and effective factors on the distribution, scale and shape of rural settlements. In this regard, the features of geography are the first elements in optimizing the layout of the village and spatial reconstruction planning. In the current era, the market network systems are connected with the global market system through the Internet, and it takes over the circle of rural services, including production, life and ecology, and socio-cultural heritage and protection. It also provides the possibility of exploring the evolution of rural settlements, rural spatial production, rural- social networks, group behavior, social independence, and cultural contexts, which will be the focus in the background of globalization ([Yang et al., 2019: p. 219](#)). Therefore, it is necessary to develop the planning towards an inward-oriented development policy instead of a liberalization approach. The internalization of service costs, including tax collection, should be provided based on the development and improvements of the relevant infrastructure, implementing residential design standards and preventing physical fragmentation of the environment as a prerequisite for other measures. Also, the formation of relatively



homogeneous fine-grained units that cause the development of "market" interests by developers, communities and local politicians, gives the possibility to rural settlements to deal with energy and economic challenges. However, the relationships between housing, services, facilities

and jobs should be extended to supply goods and products (urban agriculture, local/regional markets). Therefore, a model of residential relations in the city of Prague and its surrounding regions is placed below (Maier, 2010).



**Figure 1. Model of residential divisions from the center to the periphery.**

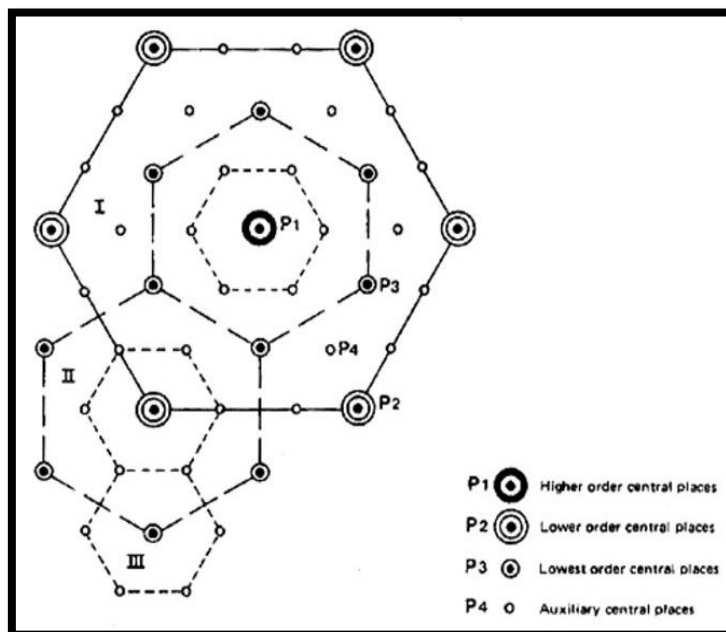
Source: [Maier, 2010](#)

Since costs are the key to competition, marketing costs include bringing the product from the farm to the end consumer. The analysis of marketing channels can also provide sufficient reasoning for the use of the margins of different stages. Marketing costs and margins have fundamental effects on the spatial distribution of production regions and are strongly influenced by transportation costs. In summary, the costs that make up marketing margins are as follows:

- The costs of sorting, washing, grading and packing of products. Types of transportation. Trader overhead and profit. Conventional marketing intermediaries;

- wholesalers and semi-wholesalers located in independent markets or facilities that may also operate as retailers;
- Retailers who buy directly from farmers, traders or wholesale markets and sell products to consumers through retail stores.

Village markets usually form part of a local trade network and are usually organized periodically and on specific days of the week. They are usually organized in a central location in a village or district center or along the access road of a village. In some cases, provincial level markets also do this ([World Bank, 2010](#)). The model of Christaller has formed appropriate relationships about settlement hierarchy.



**Figure 2. Hierarchy pattern of settlements.**

Source: adapted from Christaller quoted by: [World Bank \(2010\)](#)

Market linkages include some general principles to provide a basis for understanding food marketing systems in a developmental framework. It is necessary to define the types of marketing channels, their links and functions to carry out any effective intervention in a marketing system. This term is often mentioned in rural development literature. It clearly implies a physical connection between the producer and the final consumer. Links also include financial transactions, sales and purchases of goods. In general, they can be defined in four different ways: through the form of financial transactions or intermediary type, through transaction channels and the type of using facilities, the way they are connected by transportation and communication networks and the spatial redistribution of transactions, the place of their occurrence and the formation of a pattern. Obviously, there is a close interaction between these definitions, but it is useful to separate them in order to create a clearer understanding of the marketing system ([World Bank, 2010](#)). The concept of network has been widely used in social and economic studies of economic life. Understanding the various forms of network is useful in rural development. Investigating whether networks provide a new paradigm of rural development is a new form in the field of rural planning, so vertical networks mean networks that link rural spaces to the agriculture and food sector, and horizontal networks mean the form distributed networks that argue rural spaces in general

and non-farm processes from economic changes. In this way, rural development strategy can benefit from network forms in both areas and reformulate rural policies in network conditions ([Murdoch, 2000](#)). The regional network paradigm in planning refers to seven key aspects of the regional economy to create or consolidate the desired cycle of development:

**a) Marketing of products:** Marketing of products requires analysis of markets and market network for major products and services in the region, as well as measures to expand sales, increase the value of local products, and improve how to access markets for producers in remote areas.

**b) Services related to providing information:** Information services are for informing local producers about the current situation of distant markets and providing explanations that are more effective in planning and accessing consumer markets.

**c) Distribution of inputs:** Distribution of inputs is necessary to increase efficiency and improve production quality. In this context, it is necessary to take measures for easier access to suppliers and providing support, promotional and technical services.

**d) Capital marketing:** It is necessary to provide loans for farmers, petty traders and owners of small business workshops and to create facilities to facilitate the provision of credit through commercial banks.

**e) Marketing of the human resources market:** Labor markets usually fluctuate in different seasons,

which is necessary to compensate for existing deficiencies while identifying its characteristics.

**f) Physical infrastructures:** Regarding physical infrastructures such as electricity, telecommunication and the like, it is necessary to pay enough attention and precision.

**g) Transportation services:** In the field of transportation, the analysis of affecting factors in regional differences of transportation costs is of fundamental importance which may lead to the inability of rural producers to effectively compete with urban markets (Azizpour & Mohsenzadeh, 2010).

### 3. Research Methodology

According to the obtained concepts, 22 concepts were extracted from 230 sources (sample society) and they are included in the sub-set of economic, social and environmental dimensions, which are considered the primary categories of concepts. According to the scope of the subject, these concepts are classified in the form of factors and evaluated and categorized into a

maximum of five subject sections based on the spatial pattern of the integrated local marketing network in rural areas. Thus, the method of Confirmatory Factor Analysis has been used. The basic assumption in this method is that each factor is related to a specific subgroup, and in this way, there is a definite classification regarding the number of research factors. Momeni and Faal Qayyumi (2012) state that the researcher knows the number of factors in this field. Based on the path determined using Likert's five-option spectrum, the intensity of the relationship between concepts and factors will be divided into five categories, and the selected concepts (final factors) which are intensively determined and lead to the reproduction of new concepts, will cause the 230 English sources to be analyzed and evaluated completely with these factors and in line with it.

**Table 1. Operationalization of concepts to reach the factors.**

Category Row	Concepts		
	Economic	Social	Environmental
1	Equipping the farm store	Paying attention to local and native identity	Environmental Stabilization
2	The efficiency of facilitator funds	The consolidation of agricultural relations with production companies	Determining the location and time of the marketing route
3	Investments from outside	Expanding the range of integrated marketing	Regional Development
4	Development of competitive advantages	ICT infrastructures	Targeting and Positioning
5	Local Economy	Local buyers and government supervision	Storage (space) in transportation
6	Mass production and variety of products	Management of Cooperation	Geographical Conditions
7	Organized rural retailing	Attitude, beliefs, lifestyle, norms and culture	Infrastructural and Physical Adaptation
8		Conduction of ownership at different levels	

As mentioned, the scientific sources of the research were obtained from researches related to rural and local English-speaking marketing randomly, following the principles of thematic communication and emphasizing the originality of the research. Therefore, the geography of rural and local marketing research

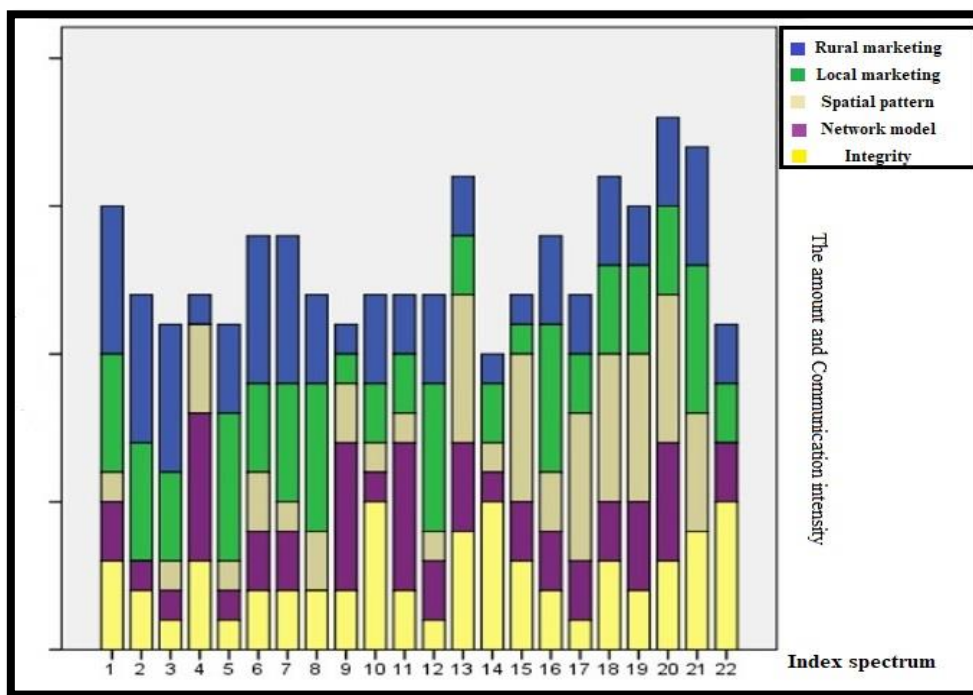
has presented an international level. Therefore, the highest degree of connection in the concepts for acquiring new (reproduced) factors is with the specific five categories as described in the table below, which will be explained further.

**Table 2. Concepts with categories of extracted factors with the highest degree of correlation.**

Concepts Factors	Range of Concepts				
	1	2	3	4	5
Rural marketing	0.847	0.066	-0.043	0.521	-0.75
Local marketing	0.883	0.104	0.224	-0.152	0.369
Spatial pattern	-0.489	.0274	0.814	0.153	0.000
Network model	-0.730	0.452	-0.366	0.229	0.275
Integrity	-0.353	-0.896	0.087	0.183	0.176

In this regard, the rural marketing factor is receptive to five concepts with the most connections, the local marketing factor also has five factors with the largest volume, the spatial pattern factor has the largest number of concepts, and six concepts have created a wider relationship

with this factor, the factors of network model and integration also had the least concepts with three concepts respectively, also in very limited cases there was no relationship between some concepts and factors, according to the following diagram:



**Figure 3. The diagram of relevance degree of concepts.**

#### 4. Research findings

International rural studies are important from two aspects: first, these studies in a modern form and relying on the theories and literature of geography and new planning, especially in comparison with urban studies, do not have much history in Iran. Second, until now, there has not been much opinion and tendency to benchmark and measure the content of rural studies in depth and also the characteristics of researchers who have many publications and researches, especially in the field of writing research articles (Bashiri & Khorasani,

2016). In general, for this purpose, the title: “**The spatial model of the integrated network of local marketing in rural areas**” has been categorized thematically (based on the previously mentioned research method) in the assessment of rural marketing in order to adapt the research path and discover different global insights in relation to the topic of rural and local marketing, so according to that five thematic sections have been obtained which include: the topic of rural marketing, local (regional) marketing, spatial model, network (chain) model and integration. Therefore, there was



a need to recognize the process in international developments, therefore, in order to enrich the research and reach to the appropriate level, 230 English-language research sources were explored and evaluated based on the stated categories. Reliable science such as: Elsevier Scientific Databases, Scientific Instruction, E-Library, Mendeley, PlumX metrics, JSTOR, Google Scholar, Springer, National Geography, Smart Insights and other scientific sources have been obtained, which is the time trend of collecting the bases, returning the content, summarizing, specialized assessment and finally primary processing have been included and as much as possible, sources have been tried to have a geographical appearance.

#### 4.1. Thematic Focus

The abundance coefficient of the resources obtained after the sorting operation is available in a completely detailed manner. These details have been extracted in the spatial (continent, country), time (historical) and scientific classes, considering a maximum of two percent standard human error or limited missing values. In the local sorting section, the topic of rural marketing, integration, spatial pattern, local (regional) marketing and network (chain) model have the highest number to the lowest, and the lowest is the network model, which is described in Table (3) and is stated below. One of the reasons for this can be the centrality of rural marketing in this activity, which other related factors have also been directed towards.

**Table 3. Classification of thematic resources in the field of rural marketing and related to it**

Subject Part	Rural marketing	Integration	Spatial Model	Local Marketing	Network Model
Number of sources	72	53	51	43	11
Total	230				

#### 4.2. Distribution and Dispersion

In the second part, the separation of the continents was done, according to the survey of rural marketing, it is necessary to obtain sufficient knowledge of the information of the research conducted in this regard and its distribution at the world level. The divisions of the continents in the world are different, some imagine the earth as 7 continents, some think it has 6 continents,

and some consider it to have 5 continents, but the most known of these divisions are the five continents of Asia, Europe, Africa, America and Oceania, but in table (4) with respect all thoughts on the separation of North and South America and Oceania with Antarctica are addressed separately and collectively, also the Russian Federation is considered as one of the Asian countries.

**Table 4. Separation of resources in the field of rural marketing and related to it based on the geography of the planet's continents.**

Continent Part	Asia	Europe			Africa	America		Oceania (Antarctica)
		East	Central	North		North	South	
Number of Sources	98	3	46	22	18	37	4	2
Sum of Resources		71				41		
Total Set	230							

As it is clear in the above table, the continent of Asia has the largest number of resources, this result can be one of the reasons for the existence of a large rural population in this continent, but such a result cannot be obtained with certainty from the resources obtained because the rural population in the African continent is relatively higher than in other parts of the world, on the other hand, the basic

assumption has been that the continents that benefit from the existence of industrialized and developed countries and have a low rural population rate, have a limited number of scientific resources in this field. But the results of total resources are different in different continents and the share of continents such as Africa, Oceania and the southern parts of the American continent and Eastern Europe which

have developing countries is less. This incident is not unrelated to the scientific concern and the existence of research and development facilities in the research centers of industrialized countries. The participating countries in this research and the biosphere of the earth, which were referred to as continents, are a total of 49 countries with wide distribution and coverage all over the world. India,

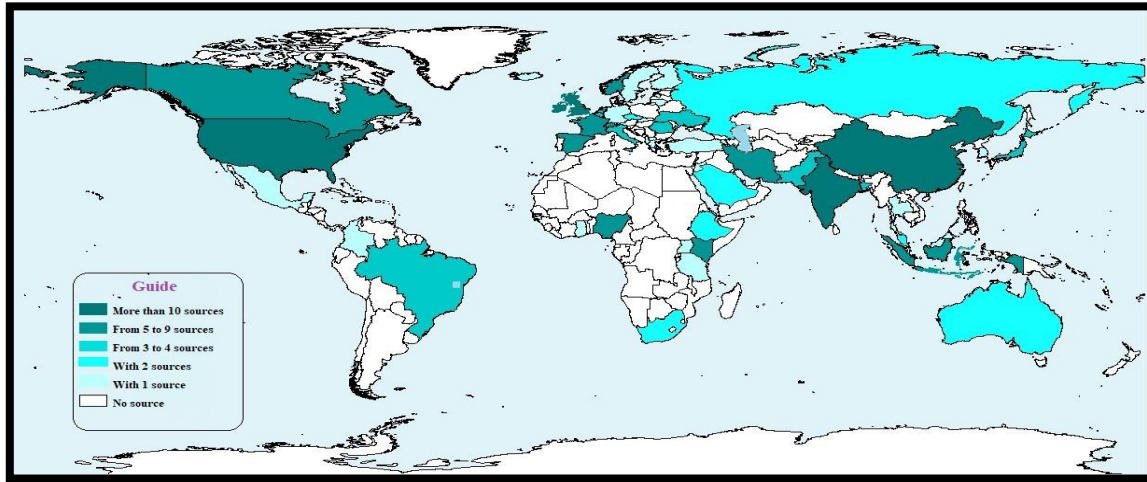
the United States, the United Kingdom, and China have contributed the most to this event, followed by Iran, and in the next stage, the countries of France, Indonesia, Austria, Nigeria, Kenya, Spain, and Canada have played a role, and then in the next levels, countries such as Pakistan, Holland, Brazil, Japan and Poland, which can be seen separately in [Table \(5\)](#).

**Table 5. Classification of resources in the field of rural marketing and related to it by country.**

Subject Part	Countries with more from 10 sources	Countries with 5 to 10 sources	Countries with 3 to 4 sources	Countries with 2 sources	Countries with 1 source
Name of the Country	India United States England China	Iran Canada Spain Nigeria Austria/Norway France Indonesia Kenya	Bangladesh Poland Ukraine Romania Pakistan Netherlands Italy Japan Brazil	Australia Russia South Africa Malaysia Saudi Arabia Czech Republic Ethiopia	Sweden Iceland Uganda Germany Turkey Columbia Macedonia Lithuania Jordan Kosovo Slovenia Serbia Ghana South Korea Singapore Mexico Tanzania Latvia Armenia Thailand Finland
Number of Countries	4	8	9	7	21
Sources of Each Column	113	50	32	14	21
Total Resources	230				

In this way, the global geography of the subject of the spatial model of the integrated local marketing network in rural areas in the Scandinavian, Northern European or Baltic regions, such as Sweden, Norway, Denmark, Finland, Lithuania and Latvia, has a suitable place for the subject of rural marketing. In the region of West Asia and parts of the Middle East, the Caucasus and the Arabic language, this issue has not received much attention except to some extent in Iran. Rural marketing is extremely important in South and Southeast Asia, especially in India and China, and

Pakistan, Indonesia, Bangladesh, and Malaysia have addressed it to some extent. Among the countries of Central Asia and major parts of North, Central and West Africa, the issues discussed have been the least important, and they have not been addressed in the Caribbean region. In the settlement areas of English speakers or Anglo-Saxons, the topic and axes related to rural marketing are of high value and are mentioned and referred to, which can be clearly drawn and visible on the world map.



**Figure 4. Classification map of the countries of the world based on the amount of scientific resources in the field of rural marketing and related to it.**

Then the time periods of the sources have been discussed, one of the valuable metrics of academic research is to benefit from new and up-to-date sources, although some sources have not lost their credibility through time and it can't be, like Ibn Sina's books, so as much as possible in this research was made use of modern sources, the largest share of which was for the last decade and

their number has gradually decreased overtime. On this basis, the time periods of the sources have been divided into six parts, from 2011 to 2021, the second period from 2001 to 2010, the third period from 1991 to 2000, the fourth period from 1981 to 1990, the fifth period from 1971 to 1980, and finally from 1970 and before, as described in the following table:

**Table 6. Time periods of resources in the field of rural marketing and related to it by decade.**

Period Section	2011-2021	2001-2010	1991-2000	1981-1990	1971-1980	1970 and before
Number of Resources	173	43	9	3	1	1
Total	230					

In the following, the frequency of the years in which the research sources were prepared will be read and carefully examined, based on the results obtained from the time periods in the last six decades, the years 2020, 2018 and 2017 are at the

beginning with 23 sources and 2021 with 19 and 2016 with 16 sources are in the next ranks. The details of the years with the number of their sources are stated in table (7).

**Table 7. Classification of resources in the field of rural marketing and related to it by years.**

Period Section	The years with more than 15 sources	The years with 10 to 14 sources	The years with 5 to 9 sources	The years with 3 to 4 sources	The years with 1 to 2 sources
Time Separation base on year	2021				2007
	2020				2003
	2018	2019	2011		2001
	2017	2014	2010	2006	2000
	2016	2013	2009	2004	1993
	2015	2012	2008	2002	1992
			2005	1999	1985
					1983
					1982
					1968
Number of year	6	4	5	4	10

Period / Section	The years with more than 15 sources	The years with 10 to 14 sources	The years with 5 to 9 sources	The years with 3 to 4 sources	The years with 1 to 2 sources
Sources in column	120	47	34	14	15
Total of Resources	230				

In total, the analysis of the content of international studies based on the time and place periods of the sources, has the largest volume and distribution in the five countries of India, United States, England, China and then Iran, respectively. Therefore, it is necessary to determine in which of these categories the scope of their research in each of these countries based on thematic divisions including: the topic of rural marketing, local (regional) marketing, spatial model, network (chain) model and integration. The subject of the research is included:

- India has conducted the most research on rural marketing in 2020, 2016 and 2012 respectively;
- The United States has the largest share in the category of spatial patterns, which range in abundance in 2020 and 2005;
- England has focused the most on integration, which will have a larger volume in 2021;
- China has also shown great interest in spatial patterns, which are spread in 2021 and 2020;
- And Iran has equally mentioned the discussion of rural marketing and spatial pattern and at the next level to integration, which has the greatest extent in the years 2020 and 2018. The notable point is that the subject part of the network (chain) model has been too underworked and only 11 sources out of a total of 230 sources have been dedicated to it. In the view of the five leading countries in this matter, only the United States and Iran have one source each. They play a role in it. Of course, from the point of view of these countries, local (regional) marketing is also placed in our position, but it is not restricted as much as the topic of the network model. As it is known, the nature of networks is different and they can be called social network or spatial (geographical) networks, which in the literature of this research is based on the geographical point of view, the emphasis is on spatial networks. Based on international studies, in general, the extract of the content of the research in the mentioned countries is as follows, the country of India considers rural marketing to be more focused on agricultural products in the post-production stage and starts to evaluate the presentation of products to the consumer market, the United States and China have analyzed the

categories of distribution of rural and local products due to the income and the way it is supplied, which is a non-agricultural perception, and the studies of England also report the forms of distribution of rural products in the stage after the acquisition of intermediary agencies, and it analyzes most of the arrangement of these points in geographical areas, of course, these studies show that Iran has more or less followed the approaches of the mentioned countries.

### 5. Discussion and Conclusion

In this section, the description and interpretation of some of the achievements of the thematic sources have been discussed. Therefore, in the discussion of rural marketing, the emphasis on transportation for the market and non-face-to-face transactions (DTC) has been useful for metropolitan farms in terms of time, rural production faces the challenges of remote access to customers. Also, a contribution of Vertical Marketing Systems (VMS) over Conventional Marketing Channels (CMC) has been made in encouraging small farms to Adopt Sustainable Agricultural Practices (ASAP). The need for policies to improve the access of small farmers to markets and institutions and to support the establishment of processing factories, cooperatives and other institutions has also been investigated, and the concept of Integrated Marketing Communications (IMC) has also been accepted, which has strategic value for current organizations. However, its actual implementation by the consumer market is still being researched and is somewhat of a mysterious black box. The four scenarios in this regard were: strategic integration, strategic paradox, paradox of unintentional implementation, and non-face-to-face integrated marketing communications, each of which is at a different level of plans. In terms of local marketing, it is about discovering the current social media methods of a local business and finally determining the best way to reach the most customers. Undoubtedly, social media and programs that enable communication between people play an important role in marketing strategies. Research and academic centers in line

with the estimation of the productive needs of the villagers, including high-yielding types and accompanying technology packages (such as the idea of the Rockefeller Foundation), have caused the triple neoliberal interests in terms of budget, research and development, and corporate social responsibility, and have penetrated the territories and creates a lot of resources.

In explaining the spatial pattern, the global use of Geographic Information Systems (GIS) and location analysis is expected to double by 2023. Business data that contains geographic information increases insight into business decisions and business success. The value chain with location information is involved in a wide range of business functions, and spatial models somehow draw connections and observations of trade relations and market tendencies. The analysis of data through spatial statistics is relatively new in marketing research, the space that statistics provide in describing segments of markets, consumers, or other business units is very effective, and spatial points (such as geographic, social, or characteristic arrangements) such addresses are formed to place the statistical structure, spatial modeling with time series analysis. The models which built by using spatial statistical tools allow cross-sectional and longitudinal correlations between responses with entities to be clearly defined with map. Spatial models by generalizing the map concept, including demographics and psychometrics, etc., can show all types of effects (spatial hot spots, spatial self-correlation, and location change) that affect the decision maker's behavior. Collaborative cooperation processes focus on hierarchy and control farmer relationships to better understand the potential of social food networks to contribute the resilient local food systems. Cooperative food systems based on cooperation and participation have connected local regions, which is realized by

the practice of environmental sustainability. In this regard, a new economic framework for the strategy of how to strengthen the Collaborative Food Systems has been presented, in which cooperation between cooperatives for the sustainability of the network, together with the training of unions, is the criterion of action, and finally, the extension of integration with cooperation and collective participation is formed for better living conditions and responding to the needs, hope of the villagers and beyond the market economy.

So: (1) Community dynamics lead to movement and interaction based on daily practices of access to justice; (2) forms of social production and reproduction foster independence, solidarity, cooperation, and democratic participation; and (3) different occurrences of cooperation that allow the norms, dominant practices change in daily and incompatible life.

Therefore, the local market is used as an alternative production or marketing with added value for villagers with small and medium family ownership, and the organic or family customization of rural products leads to the creation of an integrated chain of appropriate distribution of rural products, which is brings the most benefits for the rural-local market within a predictable framework and will cause the relative satisfaction of the villagers and the preservation of these societies.

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#### **Authors' contributions**

The authors equally contributed to the preparation of this article.

#### **Conflict of interest**

The author declare no conflict of interest.

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## واکوی مطالعات بین‌المللی در حوزه بازاریابی روستایی - محلی

حسن مومنی<sup>۱</sup> - وحید ریاحی<sup>۲\*</sup> - حسن افراخته<sup>۳</sup>

۱- دانشجوی دکتری جغرافیا و برنامه‌ریزی روستایی، دانشگاه خوارزمی، تهران، ایران.

۲- دانشیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه خوارزمی، تهران، ایران.

۳- استاد جغرافیا و برنامه‌ریزی روستایی، دانشگاه خوارزمی، تهران، ایران.

### چکیده مبسوط

#### ۱. مقدمه

بازاریابی روستایی - محلی دانشی قابل توجه که پیش‌تر با بازاریابی کشاورزی عجین و شناخته‌شده است، بنابراین هدف از طرح این مفهوم تفکیک بازاریابی محصولات کشاورزی و ژرفای لغوی آن با مفهومی فراتر از صرف زنجیره ارزش در کشاورزی است. بر این اساس رویداد بازاریابی روستایی - محلی دخالتی در تولید، تأمین ندارد و به دنبال کشف الگوهای فضایی حاکم بر توزیع تولیدات روستایی است. تولیدکنندگان روستایی پذیرفته‌اند که تولیدات مشابه آنان از هزاران کیلومتر دورتر فضای تجاری و بازار را در کشور تصرف می‌کنند. در این زمینه یک راه حل تکیه بر تنوع سازی محصولات محلی و شناساندن آن به مصرف‌کنندگان است. شناسایی بازار محلی، تولیدات و خدمات با کیفیت در سطوح روستاها باید در مقیاس محلی نگریند، این مسئله تحت عنوان اقتصادهای فرهنگی نیز مطرح می‌شود. به این دلیل سیستم توزیع به حمایت‌های بیشتری همچون اقدام به تبلیغات و بازاریابی نیاز دارد، توسعه دامنه تولیدات روستایی به عنوان فرآیندی در زیست خانوادگی این کشور اهمیت دارد و نمونه‌های گوناگون از این فعالیت‌ها با قابلیت‌های حمایت اجتماعی در بهبود استانداردهای زندگی نقش‌آفرین‌اند. بدین سان تحقیق در مورد نگرش‌ها و ادراکات خرده‌فروشان د شوار نیست و اغلب به ترجیح مشتری و شرایط بازار محلی وابستگی دارد.

#### ۲. مبانی نظری تحقیق

به‌طور کلی می‌توان کاهش نابرابری‌های درآمدی روستاییان را علاوه بر تفاوت‌های منطقه‌ای، اثرات هم‌جواری استان‌ها، در رفع ناهمگونی درآمد موثر دانست. در بسیاری از برنامه‌های توسعه، این تفاوت‌ها در

نظر گرفته نمی‌شود بنابراین لازم است برنامه‌ریزی به سمت سیاست توسعه درون‌گرا توسعه یابد. داخلی سازی هزینه‌های خدمات شامل جمع‌آوری مالیات بر اساس گسترش و پیشرفت‌های زیرساخت‌های مربوطه فراهم گردد. اجرای استانداردهای طراحی مسکونی و جلوگیری از تکه‌تکه شدن کالبدی محیط به‌عنوان پیش شرط سایر اقدامات. به تشکیل واحدهای ریزدانه نسبتاً همگن که موجب توسعه منافع "بازار" به نمایندگی سیاست‌گذاران محلی می‌شود کمک کرده و با چالش انرژی و اقتصاد در سکونتگاه‌های روستایی مقابله می‌کند. باین حال باید روابط بین مسکن، خدمات، تسهیلات و مشاغل به تأمین کالاها و محصولات (کشاورزی شهری، بازارهای محلی/ منطقه‌ای) گسترش یابد. از این رو مفهوم شبکه در مطالعات اجتماعی و اقتصادی به‌طور گسترده‌ای مورد استفاده قرار می‌گیرد. فهم اشکال متنوع شبکه در توسعه روستایی مفید است و شکل جدیدی در عرصه برنامه‌ریزی روستایی ایجاد می‌کند، لذا شبکه‌های عمودی یعنی شبکه‌هایی که فضاهای روستایی را به بخش کشاورزی و غذا پیوند می‌دهند و شبکه‌های افقی یعنی فرم‌های شبکه توزیع شده که فضاهای روستایی را به‌طور کلی و فرآیندهای غیر کشاورزی از تغییرات اقتصادی استدلال می‌کنند، در این زمینه دخیل‌اند.

#### ۳. روش‌شناسی تحقیق

بر این اساس با مراجعه به منابع انگلیسی‌زبان در پیوستگی و با محوریت بازاریابی روستایی - محلی، ۲۳۰ منبع علمی (به‌عنوان جامعه نمونه) مورد بررسی قرار گرفت. از ارزیابی منابع یا پژوهش‌های به‌دست آمده، شرحی از ادبیات حوزه بازاریابی روستایی - محلی ارائه شد و سپس ارتباطات داد و ستد سکونتگاه‌های روستایی در بین این

\* نویسنده مسئول:

دکتر وحید ریاحی

آدرس: گروه جغرافیا و برنامه‌ریزی روستایی، دانشکده علوم جغرافیایی، دانشگاه خوارزمی، تهران، ایران.

پست الکترونیکی: Email: riahi@khu.ac.ir

که با طیف‌بندی بر روی نقشه جهان ترسیم گشت و در نهایت مفاهیم مورد اشاره مستخرج از منابع علمی مورد نقد و تفسیر قرار گرفت.

#### ۵. بحث و نتیجه‌گیری

تحلیل محتوای مطالعات بین‌المللی بر اساس دوره‌های زمانی و مکانی منابع، بیشترین حجم و توزیع را به ترتیب نزد پنج کشور هند، ایالات متحده، انگلستان، چین و سپس ایران داشته است. برداشت عصاره محتوای پژوهش در کشورهای مطرح، از این قرار است، کشور هند بازاریابی روستایی را بیشتر متوجه امر تولیدات زراعی در مرحله پس از تولید دانسته و به ارزیابی ارائه محصولات به بازار مصرف مبادرت می‌ورزد، کشورهای ایالات متحده و چین مقوله‌های توزیع محصولات روستایی و محلی را به سبب درآمد و نحوه عرضه آن واکاوی نموده‌اند که برداشتی غیر کشاورزی است و مطالعات کشور انگلستان نیز بازگوکننده اشکال پخش تولیدات روستایی در مرحله پس از دستیابی کارگزاری‌های واسطه‌ای است و بیشتر امور چیدمان این نقاط را در پهنه‌های جغرافیایی تجزیه و تحلیل می‌نماید، البته این مطالعات نشان می‌دهد که کشور ایران نیز کم‌وبیش به رویکردهای کشورهای مورد بحث مبادرت داشته است.

**کلیدواژه‌ها:** بازاریابی روستایی، بازاریابی محلی، توزیع فضایی، مطالعات بین‌المللی.


#### تشکر و قدردانی

پژوهش حاضر برگرفته از رساله دکتری نویسنده اول (حسن مومنی)، گروه جغرافیا و برنامه‌ریزی روستایی، دانشکده علوم جغرافیایی، دانشگاه خوارزمی، تهران است.

جوامع با حومه و مرکز با پیرامون مورد کنکاش قرار گرفت. بدین سان از روش تحلیل عامل تأییدی استفاده شده است. پیش فرض اساسی در این روش آن است که هر عامل با زیرمجموعه خاصی دارای ارتباط است و از این طریق در مورد تعداد عامل‌های پژوهش، دسته‌بندی معینی وجود دارد. در این بررسی به‌طور کلی الگوی فضایی شبکه یکپارچه بازاریابی محلی در نواحی روستایی، دسته‌بندی موضوعی شد و مفاهیم استخراج شدند.

#### ۴. یافته‌های تحقیق

از بین مجموعه منابع، ۲۲ مفهوم علمی با بیشترین فراوانی، با روش آماری تحلیل عاملی تأییدی، پنج مفهوم یا عامل اصلی شامل: بازاریابی روستایی، بازاریابی محلی، الگوی فضایی، مدل شبکه‌ای و یکپارچگی استخراج و مورد دسته‌بندی قرار گرفت. در مراحل بعد محتوای کلیه ۲۳۰ منبع علمی با پنج عامل مورد سنجش قرار گرفت که فراگیرنده پراکنش دوره‌های زمانی و توزیع مکانی آن‌هاست. در این ارتباط عامل بازاریابی روستایی پذیرای پنج مفهوم با بیشترین ارتباط است، عامل بازاریابی محلی نیز همانند عامل قبلی پنج عامل را با بیشترین حجم به خود اختصاص داده، عامل الگوی فضایی بیشترین تعداد مفاهیم را داراست و شش مفهوم ارتباط گسترده‌تری با این عامل ایجاد نموده‌اند، عامل‌های مدل شبکه‌ای و یکپارچگی نیز به ترتیب هر کدام با سه مفهوم کمترین مفاهیم را دارا بودند، همچنین در مواردی بسیار محدود بین برخی از مفاهیم با عوامل هیچ ارتباطی وجود نداشت. در این تفکیک، به جزئیات دوره‌های زمانی ده‌ساله و سالیانه جز به جز مبادرت شد و توزیع پراکنش فضایی آنان در مقیاس قاره‌ها و سپس کشورها به جز اشاره شده است

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