

AN OVERVIEW MARKETING IMPORTANCE AND ITS BENEFITS IN AGRICULTURAL PRODUCTS

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Abstract

One of the major factors in lack of realizing development goals of agricultural and increased production and farmers' income in developing countries is marketing system failure of agricultural products. Today in most developed countries, marketing of agricultural products is considered as one of the major sectors of the economy. Market is location of crystallization all manufacturer's activities for get obtained profits from production. Marketing is set of human activities in order to satisfy of the needs and desires through the process of exchange.

Keywords: Marketing, Marketing Concepts, Marketing Principles, Marketing System Benefits

Introduction

One of the major factors in lack of realizing development goals of agricultural and increased production and farmers' income in developing countries is marketing system failure of agricultural products (Bernard Et al. 1993). Today in most developed countries, marketing of agricultural products is considered as one of the major sectors of the economy (Gilaninia 2013). Given the current world situation production logged from traditional form and produce for sale in market is one of the main goals of manufacturers. In this regard, marketing of agricultural products have particular importance due to special features of these products which encompasses corruptible, seasonality and demand for all seasons. In this article deals to review of marketing importance and its impact in agricultural products. (Felix Et al. 2000)

Previous Research

1. Reviews marketing margin of Grapes and raisins in Iran

Ashrafi Et al. 2005

The most important effective factors on the marketing margins of the grapes are index of transportation costs, production volume of grape, retail price, and wholesale price.

2. Marketing survey of Walnut in Iran

Taheri 2003

According to the results and relative margin model prices have positive relationship with marketing margin and a one-unit change in retail price is cause increase 11 percent of the unit in marketing margin.

3. Marketing Services and marketing margin of Pistachio in Rafsanjan

Shafiei 1999

He concluded marketing services takes place in minimum possible. More efficient method of sale based on the results obtained is retail method. Also purchasing brokerage business method in Tehran has been highest marketing margin.

Marketing

Marketing Concept was organized first time in the twentieth century. Marketing words from the perspective of different people has different definitions (Gilaninia 2012). Overall marketing is practical for reviewed how to deliver services goods or products and provided of strategies for reaching products or goods to consumer at right time and desired location with desirable cost. (Digby 1999)

Evolutionary Perspectives about Marketing

Marketing years after the Industrial Revolution haven't significant change, but after that has passed four stages:

1. Vision of technology-oriented or product-oriented (During the 1920s)
2. Vision of product-oriented
3. Vision of promotion-oriented or sales-oriented (During the 1930s and 1940s)
4. Vision of marketing-oriented (From the 1950s until now)

(Christian Et al. 2004)

Marketing Concepts

1. **Need:** Human has complex needs, these needs are included physical needs, social needs, personal needs, etc. (Richards Et al. 1996)
2. **Wanted:** It is form that creates from human's need influence individual culture and personality. (Tomek 2003)
3. **Demand:** Wanted when be associated with purchasing power becoming to demand. (Wollen 1970)
4. **Goods:** Whatever able offered for attract attention, obtain, use or consumption in the market and be have ability to provide a want or need can be considered goods. (Kotler & Armstrong 2002)
5. **Exchange:** It is defined as getting a desirable thing from someone and against offer something to same person. (Mojtahedi 1993)
6. **Transaction:** Exchange is core of marketing, but transaction is considered marketing measurement unit (Ajay Et al. 2000). A transaction is involving traded benefit between the parties to the transaction. Conditions necessary for fulfillment of a transaction:
 - a) Existence at least two valuable goods
 - b) Conditions that be agreed on it
 - c) Agreed Time
 - d) Agreed Place

(Diane 1998)

Marketing Principles

1. **For Production:** Manufacturers choose this way that in their market demand is more than supply.
2. **For Sale:** It is common at the time of relative economic stagnation and manufacturers try to sell their goods at a short time.
3. **For Profit:** Profit is main factor for manufacturers survive. Therefore profitability in the long term is main objective not just at a short time.
4. **For Social:** Marketing with understanding the needs and desires of purchasers and consumers and revising target markets perform more effective satisfied than needs compared with competitor and also will special attention to social welfare.

(Farrell 1957)

Marketing System Benefits of Agricultural Products

1. Create balance in supply and demand (equilibrium time and place)
2. Market moving towards a competitive market
3. Strengthen of information flow system
4. Increase producer income and reduce costs to consumers
5. Resource allocation in manufacturing products
6. Better utilization of resources
7. Increase exports

(Lyon 1993)

Conclusions

Marketing of agricultural products have particular importance due to special features of these products which encompasses corruptible, seasonality and demand for all seasons. Marketing Concept was organized first time in the twentieth century. Marketing words from the perspective of different people has different definitions. Overall marketing is practical for reviewed how to deliver services goods or products and provided of strategies for reaching products or goods to consumer at right time and desired location with desirable cost. Marketing concepts included need, wanted, demand, goods, exchange, and transaction. Marketing principles are included production, sale, profit, and social. Marketing system benefits of agricultural products are included create balance in supply and demand (equilibrium time and place), market moving towards a competitive market, strengthen of information flow system, increase producer income and reduce costs to consumers, resource allocation in manufacturing products, better utilization of resources, and increase exports.

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