
Explain local marketing in rural areas by using effective components in interpretive structural modeling

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Abstract

The role of rural economic activity in the world is considered very important and is valuable in national, regional and even international dimensions. But the main marketing position of rural products and the low share of sales revenue have not yet been able to fully prove their competence. This is mostly due to defects in the structure of the rural products market. Due to the importance of the issue and the lack of an integrated marketing approach in the products sector, especially in rural organizations and cooperatives as custodians of production and distribution, the need for more scientific and practical attention to marketing is reminded, in this regard, research method is performance evaluation Economics has been done by providing interpretive structural modeling and determining the relationship between validated components. The analysis of the research has been obtained by using effective components in local marketing in rural areas from a set of environmental, social and economic dimensions by taking similar studies and approval of academic experts. A structure was created. Based on this, the components of infrastructure and physical adaptation, equipping the farm shop, mass production and variety of products, strengthening the agricultural relationship, ICT infrastructure and expanding the scope of integrated marketing form the main body of the model. Establish facilitator funds. As a result, the proposed model of local marketing in rural areas with an interpretive structural modeling approach to achieve its proper position emphasizes an integrated network with the role of rural actors, constructive organizations in sustainable development strategy and will result in rural deprivation elimination strategies. The chain process is presented. That rural households that do not have an economy dependent on agriculture and increase the share of marketing in livelihood resources and use it. The chain process is presented. That rural households that do not have an economy dependent on agriculture and increase the share of marketing in livelihood resources and use it.

Keywords: Local marketing, rural production, network chain, spatial flows and interpretive structural modeling.

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