

# From Rural Village To Global Village: Telecommunications For Development In The Information Age

J. Agr. Sci. Tech. (2018) Vol. 20: 435-443

## Designing Model of Using Information and Communication Technologies in Rural Marketing Mix of Garmsar County, Iran

R. Mohammadi<sup>1</sup>, F. Lashgarara<sup>1\*</sup>, M. Omid Najafabadi<sup>1</sup>, and R. Dinpanah<sup>1</sup>

### ABSTRACT

In recent years, rural marketing has gained significant importance as a driver of economic growth. However, one of the main problems in the production cycle in rural areas is inefficient marketing. Today, the quantitative and qualitative improvement in rural marketing requires accurate and up-to-date information. Information and Communication Technologies (ICTs) provide this information. So, survey applications of ICTs are very important in rural marketing mix. A questionnaire survey was conducted on members of rural cooperatives in Garmsar, Iran. Descriptive statistics and structural equation modelling were used to analyze the data using SPSS<sub>20</sub> and AMOS<sub>20</sub> software, respectively. The descriptive results showed that the rural marketing mix is undesirable. In addition, ICT capabilities have much role in boosting the rural marketing mix. The order of the effects of ICT capabilities on components of this mix are as follows: diffusion capabilities on the promotion (68%), and on the price (31%), location capabilities on the place (54%), and efficiency capabilities on the product (0.33%) and on the price (28%). Moreover, on the basis of the findings from the structural equation modelling, among the four ICT capabilities i.e. diffusion, location, efficiency, and financial, the impact of the financial capabilities of ICT on the price were more than that of the other capabilities (0.77).

**Keywords:** Descriptive statistics, ICT capabilities, Structural equation modeling.

### INTRODUCTION

Since the beginning of this century, particularly when increasing the production of goods was based on rising demand and expanding markets, marketing has been considered to play a significant role in economic management. A market system is very important for the production process in terms of generating income for producers, creating jobs, optimal allocation of inputs to global trends, and consumer preferences.

For the rural population, improvement in the income of the agriculture and allied sectors is essential for overall economic development (Heidari *et al.*, 2017). One way

to increase rural incomes is to pay attention to the marketing. With the emergence of the green revolution, rural areas are consuming large quantities of industrial and urban manufactured products. With reference to this context, a special marketing strategy, namely rural marketing, has taken shape (Priya and Bajpai, 2013). Rural marketing incorporates the marketing of agricultural products and the rural industries' varied products. The concept now encompasses not only marketing of products that flow to the rural areas, but also products that flow to the urban areas from the rural areas (Kumar, 2013). In other words, the rural marketing is a

<sup>1</sup> Department of Agricultural Extension and Education, Science and Research Branch, Islamic Azad University, Tehran, Islamic Republic of Iran

\*Corresponding author; email: f.lashgarara@srbiau.ac.ir

From Rural Village to Global Village: Telecommunications for Development in the Information Age - CRC Press Book. From Rural Village to Global Village: Telecommunications for Development in the Information Age examines the role of information and communication. Editorial Reviews. About the Author. Heather Hudson (PhD Stanford) is the director of the From Rural Village to Global Village: Telecommunications for Development in the Information Age (LEA Telecommunications Series) - Kindle edition. From Rural Village to Global Village: Telecommunications for Development in the Information Age (Lea Telecommunications) (LEA Telecommunications Series). From Rural Village to Global Village: Telecommunications for Development in the Information Age, by Heather E Hudson, Lawrence Erlbaum Associates, NJ. Buy From Rural Village to Global Village: Telecommunications for Development in the Information Age (LEA Telecommunications Series) 1 by Heather E. From rural village to global village: telecommunications for development in the information age / Heather E. Hudson. Book. Village: Telecommunications for Development in the Information Age. London and In this book, Heather E. Hudson reviews research on information and. Book Review: Heather E. Hudson, From Rural Village to Global Village: Telecommunications for Development in the Information Age. London and Mahwah, NJ. Book review: From Rural Village to Global Village: Telecommunications for Development in the Information Age, by Heather E Hudson, Gumucio Dagron. From Rural Village to Global Village: Telecommunications for Development in the Information Age, by Heather E. Hudson, Mahwah, New Jersey: Lawrence. Are we nearing the time where living in rural areas will no longer be a Village: Telecommunications for Development in the Information Age. Communication - Book Reviews: From rural village to global village: Telecommunications for development in the information age, by Heather. 18 Feb - 23 sec EPUB Download From Rural Village to Global Village: Telecommunications for Development. From rural village to global village: telecommunications for development in the information age. Heather E Hudson. Lawrence Erlbaum Associates, New Jersey. Download From Rural Village To Global Village: Telecommunications For Development In The Information Age (Telecommunications) ( Telecommunications).

[\[PDF\] The H-2B Guestworker Program And Improving The Department Of Labors Enforcement Of The Rights Of Gue](#)

[\[PDF\] Environmental Politics: Domestic And Global Dimensions](#)

[\[PDF\] Bliss, Peacemaker: The Life And Letters Of General Tasker Howard Bliss](#)

[\[PDF\] An Introduction To Extremum Principles](#)

[\[PDF\] The Engineering Of Sport 6](#)

[\[PDF\] The End Of Dreaming](#)

[\[PDF\] A Particular Place: Urban Restructuring And Religious Ecology In A Southern Exurb](#)