

THE RURAL MARKET - DEPLOYMENT OF THE RURAL TRADE

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Abstract: Privatization and restructuring of the state sector both upstream and downstream, caused a change in rural household economic partners. The opposition met and bottlenecks encountered, however, did not allow a more efficient relationship. Parallel to the existence of rural households who practiced subsistence agriculture in rural households operated and were oriented entrepreneurial agriculture. The presence of entrepreneurial behavior indicates a farming operation started under the laws of the market economy and is the first step in the modernization and development of agriculture.

Key words: rural market, trade areas, economic development, sustainable rural development

INTRODUCTION

Profound transformation in the romanian village in recent years by restructuring the property and the transition to a market economy generalized put their footprint further and managerial orientation of commercial activity carried on in the rural market, trade and he will become as happens in the world, a dynamic economic sector in which the trade machine must know outstanding changes on all levels: selling methods, forms of distribution, geographical distribution, management companies, etc. . It is also necessary to consider that the sector, as the last link in the chain that ensures the transfer of goods from producers to consumers, is very sensitive and even vulnerable to the development environment, but showing a great capacity to adapt to new market conditions.

Being forced to work within a market whose changes are caused by mutations in the economic, as well as changes arising from a scientific and technical revolution, very generous in decades, trade has been strongly influenced in terms of progress to, a variety of phenomena, all of which placing a mark on some of its sides. Such phenomena can be located in the rural market, will be the future of rural trade evolutionary framework. Taking account of the genesis of such phenomena, they can be grouped into two categories: some related to the buyer and other commercial activity generated by itself .

MATERIALS AND METHODS

Influences coming from buyers are generated by phenomena such as changes occurred in the age structure of the population, increasing purchasing power and continuous changes that occur in lifestyle:

- Changing age structure of the population - specific to the village of Romania - creates, above all, tastes and motivations of each category of consumers, continuously new requirements on the development of trade, in terms of modernizing its all forms.

- Increasing purchasing power - which will occur in the future due to recovery of the property and business of connecting farm to market mechanisms - will favor the development of trade both by resizing and restructuring of the consumption needs of the population and the availability and facilitate new ways of retail satisfaction, increase

coverage of different geographical areas, new systems of supply sales and new payment systems to purchase.

- Transformations have occurred in lifestyle, in turn, multiple influences on the development of rural trade perspective. In this respect, it should be considered: increasing urbanization of the rural areas, the emergence of satellite towns around major conurbations and implantation related neighborhoods on the outskirts of large cities, phenomena that generate both a new orientation of stable sales network and system relationship between the units and the need to appeal to new methods of sale, to cover such areas, changing relations between different structures of the available time of the rural population, which creates new forms and methods of selling more appropriate to the use of time each category of buyers (self- service and focus assortment, creating units to attract buyers in the ambience and facilities provided, free trade improvement stores, etc.). Regarding the influences that changes in the lifestyle of the rural population had on the development of business, are required to be mentioned very differences that occur in the structure of consumption generated by the influences of fashion, the myriad ideas of buying and even the existence of a great curiosity about what is sold elsewhere or through other forms or marketing methods.

Regarding the influences generated by goods distribution system itself, to emphasize that they can be grouped, in turn, in order phenomena managerial and commercial material:

- Aspects of order management considering penetration and continued expansion in the trade of modern methods of inventory management, supply of new systems, as well as the strong influence of computer in business management phenomena leading to new systems the business management of commercial companies - whatever their nature - affecting all sides of these activities (relationships with suppliers and customers, tracking inventory, network location and use forms and so forth).

- On the material phenomena relate to: improving the means of transport, mechanization and automation of handling goods, rationalizing physical labor and personnel systems use commercial development of new materials and types of packaging products that promote some conditioning technologies, presentation and display of goods and even the presentation of various kinds.

- Phenomena commercial reasons as a factor influencing the future development of rural trade, are considering moving to the wide application of marketing concepts and techniques, conducting market surveys in order to know and attract customers, improve presentation systems goods, the use of design and merchandising, and promoting those sales methods continue to attract clients, to meet and to permanent.

Particularly important trends shaping the new framework for conducting trade areas will intervene in the typology of sales by both the retail and the wholesale trade supplying the respective network retail units.

RESEARCH RESULTS

In order to ensure better shaping of these issues and the possible establishment of benchmarks for trade areas or possible role models in the composition of the management structure of the forms of future sales prices on the rural market, we opted for structuring and presenting them on the three areas: trade stable, mobile commerce and trade with shops:

a) stable trade will register according to the french sociologist, the most significant changes, outlining trends, indeed, will reflect the needs of the future.

One of the major trends that will occur in the process of selling refers to the provision of commercial and promotional actions active. Through such actions, commercial firms will try to turn the shops into centers of attraction of population displacement shopping can be so determined by the new image of those units selling.

b) Mobile commerce will know and it influences the impact caused to the environment and especially improve and modernize its possibilities offered by technological and scientific revolution. Specifying the objective of securing the supply of goods to the population in the most isolated rural environment of smaller tourist centers and suburbs of major conurbations, mobile commerce will be characterized by the introduction of new methods of sale. Among these, the most important is considered to be a tendency to move to achieve sales based on a well-organized program, both in terms of itinerary, and in terms of hours off and residence time in each of the areas set points supplied.

c) Under free trade stores, the main types of marketing, who will know the essential mutations are sales by mail and electronic sales.

CONCLUSIONS

Conditions on the carrying trade areas plus a number of elements specific to the strict approach, such as the size and structure of the range of goods sold, the great diversity of forms of property, the use of labor and the system of relations between various units present on the rural market, the fact that the forms of the machine and the various companies that operate in the village shopping area is very diverse and extremely complex.

Taking into account the experience gained in this field worldwide, and accounts of foreign literature, taken as a reference, retain attention on two main possibilities organization: small independent trade and associated trade.

- Little independent trade. Given the major changes in the structure of rural property concerns reform of the Romanian economy on privatization, rural specific and important role in the mechanisms of the market small business initiative of business, we believe that attention particular should enjoy work of small and medium distribution profile. Achieving such a goal requires both creating an appropriate legal and institutional framework for economic and scientific development to ensure a climate, to eliminate improvisations, unsuccessful attempts, or other outdated practices or trade blamed developed countries.

- Associated trade. Generalization integration of space activities in the village market mechanisms will lead to a strong intensification of competition which characterizes the market. Phenomenon will turn a lot of pressure on the activity of small entrepreneurs acting in independent trade. You know that in order to meet competitive pressures, those merchants can to group and join in various functional organizations - profit.

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