

AGRARIAN-POSTAL MARKETING MIX IN THE FRAMEWORK OF GLOBALIZING MARKET

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Abstract: *Two fields from rural space are scanty from economical point of view, the supplier of postal services that was the obligation to supply a packet of postal services from universal services type at affordable prices and the development of small private farms. Another problem is represented by the population from rural space and its occupation' degree, in very large ratio without knowledge in agro-industrial field. From total population occupied in agriculture in the European Union countries, 72.8% are concentrated in countries like Romania, Poland, Bulgaria, Italy, France and Germany. The rest of occupied population, in percentage of 24.3%, is working in part time schedule at which it can be added the commuted population to towns. Population from rural space in a very large percentage is working in small farms, subsistence farms, hobby farms and handicraft activities. These two fields, agriculture and postal, can offer, if they are well managed, a chance to population satisfaction from rural space.*

Key words: *marketing, global market, agrarian market, postal market, products, services.*

INTRODUCTION

The difficulty of universal postal supplier consists in the fact that this must assure the population serving with a services package at affordable prices on all national territory, in order to assure the citizens access to communication. The costs with supplying the postal services in rural space are higher because the population density is lower and the postal traffic is low, their attenuation is possible only through increasing the postal traffic.

MATERIALS AND METHODS

Rapid development of services involved the strategies changing at enterprise level but also outside of them especially in approaching the market mode. In order to increase the attractiveness degree of services and products, the new strategies promote services packages or products and services mixed packages. Markets' globalization determined the loss of monopoly over many services categories including the ones of public utility and to increasing the competition. In order to face the competition, the new marketing strategies orient towards offering a services package from the same category or a different services package that associated can form a services package than should be promoted on the market. In agriculture there are known activities of: industrial level in large agricultural exploitations, private activities in subsistence farms and hobby activities of processing the agricultural products and handicraft activities.

Promoting the services and products from agricultural field in agrarian market is realized only by the large agricultural exploitations that have financial capacity in other situation promotions are very limited or non-existent. In postal field once the monopoly elimination and liberating the postal services' but keeping the compulsoriness of universal service' supplier to supply a postal services package on all national territory daily, imposed the postal strategies adapting to postal market requests and to market generally. The new postal strategies must identify in rural areas new opportunities for streamlining the postal services. A marketing mix strategy promoted in these two fields is beneficial for the two activity fields and also for population.

RESEARCH RESULTS

Agrarian market includes the market for planting material and agricultural obtained production, and there is the need for both markets to promote the products to producers and consumers. Agricultural producers from vegetal field need complete information from seeding, maintaining the crop, cropping, storing till the sell moment because these phases require expenses with maintaining the crops and storing the products. The animal and birds breeders need information from birth, raising, curing and preventing the diseases till their sacrifice. Unspecialized persons that are practicing these activities need a larger volume of specialty information permanently. The mail services represent the only communication channel that can assure permanently the circulation of a larger volume of information, through catalogues, reviews and other specialty materials. The option for mail services is beneficial because they offer great facilities for the producers, through low costs and also the informational material can be preserved and consulted. The specialized institutions and agricultural entities through specialized reviews make available for producers information in standard conditions but also in special conditions as diseases, epidemics etc.

For vegetal products the planting material can be provided from specialized providers, so that the buyers have the certainty that they receive the material not a substitute, the material being accompanied by a certifying document.

For animal products, respectively seminal material, eggs and alive offsprings for subsistence and hobby households can be send no matter the distance by mail services that have in their activity object also their transport.

The agro-alimentary products are promoted by advertising material regarding their quality and also the transport and storing conditions for fresh and preserved products. The fresh products can be delivered by mail services rapidly, the packing and transport conditions are established by producer and transporter.

The postal market is a market created after the postal services' liberalization on which are operating two categories of postal services suppliers, the universal services supplier and the private ones. These suppliers are operating in postal networks, respectively the world post network that includes the national networks of national suppliers and the network of private suppliers.

Globalizing the postal market in the framework of economy globalizing is possible only due to the high degree of adaptability of postal services. For universal service suppliers, the globalizing does not represent a novelty because the first globalizing took place by creating the Universal Postal Union (U.P.U.) created in 1874 that had as purpose the postal services' extend to the level o member countries.

The universal service supplier has the obligation to assure the posting circulation on all national territory in the same conditions regarding the circulation times from other countries from U.P.U. supplying the postal services in rural space is realized with high costs due to the large surface and the low density of the population. Till the liberalization of the postal services, the suppliers of universal services had the monopoly that guarantee their existence, the monopoly losing imposed to universal service suppliers to change the strategies towards the market economy.

The novelty for universal services suppliers resides in adapting the services to the new consumers needs, the development of postal services range and promoting them through marketing politics.

The development of postal services is part from the big world desideratum "that's why while the Second Wave was increasing, each country rushed to create a postal service. The mail was an invention such ingenious and useful from social point of view at the cotton ginning machine and the spinning wheel, and fact forgotten today, it woke up fiery enthusiasm." [9]

Communication channels

The chosen communication channel must satisfy the consumer's need in the framework of agricultural activities especially in subsistence and hobby household when the consumer is a physical person with limited financial power. The industrial producers for planting material or seminal material are able to address to agricultural producers or animal breeders in industrial system through advertising spots because they are specialized units in which specialists are working and they don't need much information. But the agricultural zones have limited areas and they don't need that the advertising materials to be transmitted on all national territory, and the tariffs or the agro-alimentary products look for most efficient communication channel.

The means of communication and the advertisings can be divided in classical and modern.

a) Classic means of communication: television, radio, written press and postal services.

The advertisings from television and radio have the advantage of a high speed in distribution program, and are used especially in agro-alimentary products commerce. The disadvantages of radio and TV advertisings are: the high tariffs can be financed only by industrial producers, the small exposure time, the detailed information are missing, the message cannot be kept.

The advertisings from written press are more diversified; the commercials have higher prices and can be used only by industrial producers. Their advantages reside in the fact they are carrying more information and the messages can be kept. The disadvantages of these advertisings are: the number of messages is limited by publication edition, higher tariffs practices by industrial producers. The written press is used in the case of mass products, with low price as the agro-alimentary products are, they are addressing to traditionalist consumers groups, average or old age.

b) modern means of communication: the internet with the all virtual services range is part from this category:

- low cost with advertising;
- facilitating the access to detailed and specialized information;
- offer a high flexibility regarding the approaching mode.

The internet advertisings yield to products and services with higher prices addressing to young customers particularly to ones with aspirations towards novelty.

- postal services – the oldest communication channel

Advertising prices

Television:

- Antena 3 and Antena Internațional - 1400 euro/30 seconds between the hours 21 – 0; 1100 euro/30 seconds between the hours 18-21; 900 euro/30 seconds between the hours 6- 18;

- România TV – 1000 euro/30 seconds between the hours 18-24; 800 euro/30 seconds between the hours 6- 18.

- Realitatea TV - 700 euro/30 seconds between the hours 18-21.

Radio:

- Kiss FM – 2260 lei/ presentation;
- Digi FM – 1900 lei/ difussion;
- Radio România Actualități 1700/difussion.

Press

- Gazeta sporturilor 8700 euro/ page; 5700 euro/ half page
- Gândul 4750 / page; 2750 euro/ half page

In the following graphic representation are presented the minimal and maximal tariffs and so there can be observed the tariffs variation.

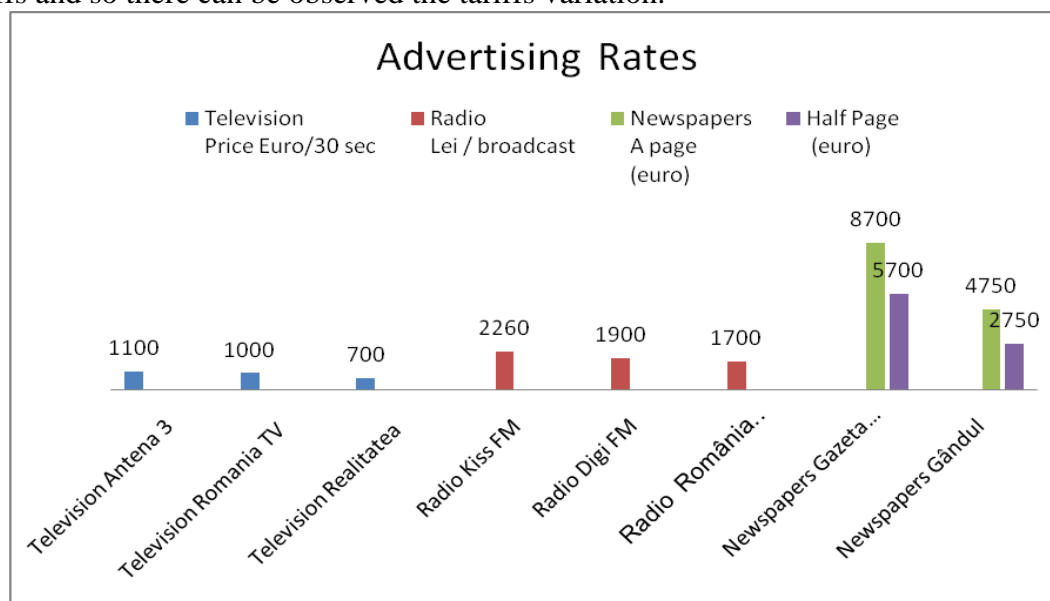


Figure 1. Advertising rates

Advertising services by mail

The postal services through their specific can offer great facilities in promoting and in commercialization of products due to their diversity. The postal services appeared from communication need that diversified together with human evolution. The new means of communication had negative influences on particular correspondence what determined the postal services suppliers to initiate and to develop commercial correspondence for activity efficiency.

In commercial communication a special place is occupied by delivering the advertising messages, diversifying the range of advertising services in order to make them more attractive and to meet the customers' needs. The advertising materials that can be distributed through postal services are: leaflets, folders, flyers, posters, newspapers, catalogues, cds, dvds, commercial samples including messages with political character.

Presently the postal services are supplying the following advertising services:

- infadres – consists in distribution of sending to indicated address by the beneficiary.
- post-messenger service – consists in distribution on all national territory of unaddressed sending with weight till 50 grams by delivery to mailbox.
- post-messenger plus service consists in distribution on all national territory of promoting materials designated to a certain customers' category that can be identified based on characteristics or particular visual signs with weight till 50 grams, for instance the cultivators of a certain plant species or the breeders of a certain animal breed.
- post-messenger counter service – consists in exposure and availability to all the clients or not only to a certain clients segment selected from the customers portfolio of a postal subunit by a beneficiary. The advertising material weights till 500 grams.
- post-catalogue service – consists in distribution on all national territory of unaddressed identical sending to all clients or to a certain clients segment from the customers portfolio of postal unit.

The large range of commercial benefits through which are promoted the agro-alimentary, agro-industrial and crafts products can offer also information to the clients, to the beneficiaries, but also the customers observations on products by the service Paid

Answer Postal Card. There is used by this service a kind of mail sending in which the beneficiary formulated some questions which are distributed to the population, to a certain population segment or to preferred receivers. These postal cards after being filled are given back to the beneficiary on its cost via postal services.

In the case of products commercialization by “postal commerce”, the goods can be delivered by the service parcels with payment on delivery at clients, and the payment for the product by warrant repayment postal system get to beneficiary.

The postal services can assure promoting, advertising and commercialization by the commercial services pack.

The tariffs for advertising mail sending

The advertising material distributed by postal services is charged in weight classes according to the postal practice in charging the sending, offering in this way to the beneficiaries more options in realizing the advertising material according to the sending's weight. The advertising material can vary from a leaflet to a catalogue, from a simple piece of information to a speciality review.

The tariffs practiced (Table 1) in postal services are approachable, being attractive for subsistence and hobby farms of small agro-alimentary, agro-industrial and crafts producers. They can promote the products on national and also international territory using the universal service supplier.

Table 1

Excerpt postal tariffs

	Weight classes (grams)	Lei/piece
Infadres (in receiver envelope)	0 – 50g	0.77
	51 – 250	1.14
	251 – 500	2.48
	501 – 1000	3.72
	1001 – 2000	5.58
Post-messenger	Weight classes	Lei/Kg
	0 – 10g	50
	10 – 20	35
	10 – 20	21
	20 – 50	11
Post-messenger Plus	Weight classes	Lei/Kg
	0 – 10g	61
	10 – 20	41
	10 – 20	25
	20 – 50	13

Source: Romanian Mail National Company Co.

Agro-postal marketing mix

The population from rural space develop activities in large specialized farms, in subsistence farms as a second activity or the only activity if it has more economic potential, in hobby farms and in crafts workshops.

In subsistence farms and hobby farms is obtained an overproduction that must be commercialized that requires commercial advertising. In order to realize the production, the cultivators from vegetal field or the breeders from animal fields needs qualitative planting material, seminal material, eggs or alive offsprings. In a good collaboration the postal services can collect through postal network information on agricultural products from all country areas that can be materialized in an updated monthly catalogue and available for the interested ones. The activities from agricultural environment are complex and require permanently documentation both in vegetal field at maintaining and treating the crops and in animal field to maintain the animal health by vaccines and preventive treatments. The authorities from the field must communicate permanently with the producers and cultivators regarding the diseases and pests prevention.

There can be said about the agriculture activity that it is universal because it unfolds on all national territory, and the agro-alimentary products offer food that satisfy the basic human need.

Supplying the postal services in rural space is realized with high costs due to low density of population and the low number of mail sendings because it resumes only to private correspondence.

Their revival can be made only by development of commercial correspondence starting from advertising material to documents between private and legal persons. The postal services through the mail commerce can facilitate the access to products as in urban areas and the products can reach the rural areas.

The approachable prices does not express the costs that for this kind of services are higher than the incomes. The supplier for universal service in market economy has the responsibility to adapt the strategy to market conditions by diversifying the range of postal services and their combination so that they can offer services packs. In order to be more attractive and to better satisfy the clients' needs, the postal services can be offered in specialized packs of advertising services – promoting by mail with commercial letters, orders for products, answering to the orders by sending the products by messengers post and the products payment by cash on delivery domestic postal letter. For rural space, the activity from agriculture and the postal activities can complete each other very well.

The development of postal services in rural space has been integrated in durable development strategies of rural space. From social point of view the rural space can assure the jobs for active population. European Union provided in Directive 97/67/CE "the rural postal network, inter alia from the mountain and island regions, plays an essential role in enterprises' integrating in national and international economy and in maintaining the social cohesion and labour force occupation in mountain and island regions from rural space. More, the post offices from mountain and island regions can supply an essential infrastructure network which allows the universal access to new technologies in telecommunications fields."¹

¹Directive 97/67/EC of the European Parliament and of the Council of 15 December 1997 on common rules for the development of the internal market of Community postal services and the improvement of quality of service

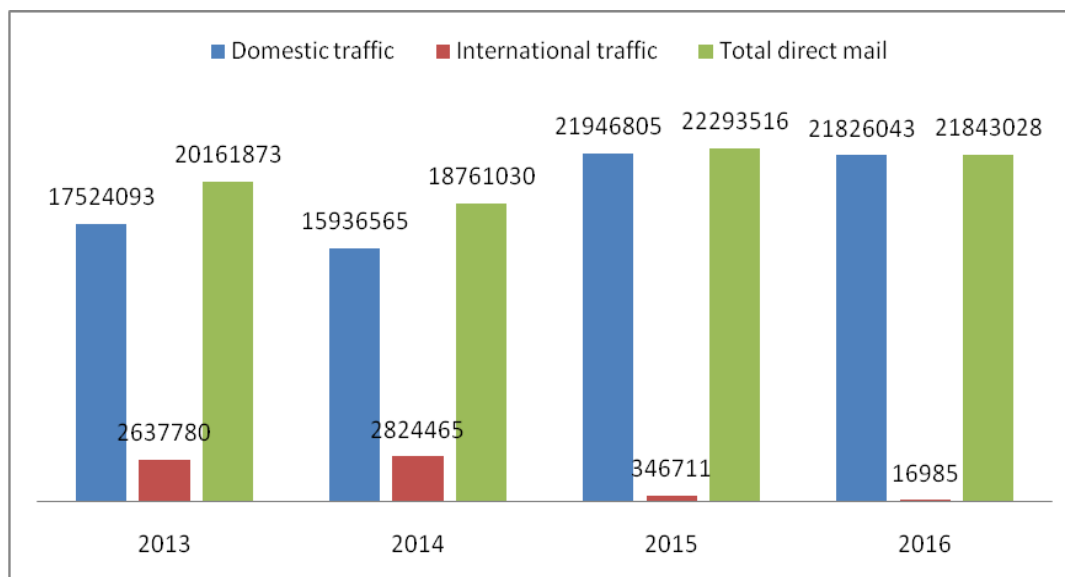


Figure 2 - Advertising by mail, pieces

The producers and the consumers of products in the interest of production are not specialized persons and they need more information in all production phases that cannot be taken from an advertising spot on TV or radio. When they specialize on a certain production they become dependent on information that can be kept, its obtaining is possible only by mail and courier services. This dependence represents an important desideratum of marketing mix that can assure the continuity and efficiency of both agro-alimentary and postal activities.

CONCLUSIONS

The opportunities offered by rural space to population are limited to agricultural activities and processing agricultural products, in the framework of a strategy for sustainable rural development, the economic activities from rural space can be diversified so the active population and the pensioners can develop different economic activities. The population that migrated from urban to rural areas has no knowledge of experience for activities from rural environment being necessary the professional reconversion. The reconversion means theoretical and practical preparing, the theoretical preparing can be assured only by competent institutions and can be realized through distance learning in which the didactical or the speciality support is assured by permanent correspondence by postal services.

The postal services can be made more efficient in rural areas through commercial services introduction, respectively services of commercial correspondence and messaging for mail commerce. The universal service supplier through its compulsoriness to supply daily postal services responds to the needs from rural areas due to the very high perishability of agricultural products.

To make the postal services profitable in rural areas is the only possibility to assure their permanent supplying, fact that is beneficial for rural population but also for economic agents and state authorities.

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