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Presenting the Agricultural Marketing Model with an Emphasis on the Development and Marketing of Medicinal Plants in Iran

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Abstract

Background: Marketing is the key to the new economy in the global community and local communities. In the field of agriculture, especially the traditional type, which is far away from the sales market, it is necessary to have a developed market system to serve the farming community. This research aims to discover the mental patterns of elites, experts, professors, and senior managers, and the market in Iran was designed from the development of the agricultural market. Method: The research method is mixed and of an exploratory interpretation type and has been done with the grounded theory technique. The research consists of two parts, the first part is qualitative and the second part is quantitative and survey. Findings and results: The research results are presented in two parts and the results of the qualitative part were obtained based on three stages of coding with more than 108 meaningful propositions, 211 corresponding concepts, 23 sub-categories, 9 main categories, and one core category. 9 main categories obtained include; Skill development, market understanding, managers' commitment and orientation to marketing, trade liberalization, synergy in marketing, market orientation, sustainable development of agriculture, globalization of markets, and agricultural promotion, by further abstracting these categories in the selective coding stage, a core category called "development Iran's agricultural marketing leads.

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1. Introduction

In today's world, there is a lot of change and transformation in different sectors of the economy, and today's world economy has become more dependent on each other. The economy of each country includes various sectors, which are generally divided into industry, agriculture, and services. Among these three cases, the role of the agricultural economy is more prominent than others. One of the reasons that caused the agricultural sector to receive more attention in the economy is the existential importance of this sector in providing raw materials for the industry and the food industry. Also, the development of different economic sectors leads to the growth and progress of countries. In the past few decades, advanced countries had the largest share of the economy in the industrial sector, but over time, the service sector replaced this sector, in most developing countries, the largest share is in the agricultural or industrial sector. Global food crises have attracted the attention of politicians. This stimulates them to design, allocate resources, and implement development interventions to improve global agricultural production and distribution (Godfrey et al., 2010: 816). Also, in 2007, about a third of the world's workers were employed in the agricultural sector. Although in 2003, fewer people were engaged in the agricultural sector, due to the awareness of agriculture in 2008, this number has increased rapidly, and today, although more than a third of the world's population is engaged in this sector, this sector is only 5% of global net profit (Wikipedia, 2020). With the importance of agriculture for the development of societies, agriculture must experience a deeper connection with the economy and economic markets through marketing. Accordingly, access to markets can help farmers sell their products to alternative buyers and get more profit from the products offered (Maertens et al., 2012: 2).

Therefore, it is a business approach or philosophy that focuses on identifying and meeting the needs and wants of customers and expressing customer feedback. Market-based companies have a better understanding of the expressed and hidden needs of their existing and potential customers and also have a higher ability to provide solutions to meet these needs. Technology is one of the requirements of marketing to include other elements of consumer behavior such as consumer spending, consumption of material goods, and energy intensity of those goods (Kilburn and Diroff, 2020: 351). Also, due to the special importance of marketing for organizations and companies, marketing is entrusted to specialized companies in many cases, and most of the large companies outsource their services and affairs, and marketing outsourcing is one of these important services.

Marketing outsourcing has been on the rise for decades due to its well-known benefits, even if the development of dynamic marketing capabilities has suffered as a result, the general interest of companies in this type of marketing has not waned. Therefore, each company has an optimal level in the field of beneficial outsourcing, which depends on its skill in outsourcing marketing performance and its ability to absorb and use new knowledge, and based on this, a knowledge-based competitive advantage is created by the company (Larentiu et al., 2019: 1). In addition, many marketing processes of technology development are simulated. Simulation in marketing is an efficient tool for marketing development. Accordingly, simulation, despite all its complexities and challenges, has provided opportunities to reflect and develop an understanding of the real world of international marketing. This simulation also allows marketers to provide feedback, correct mistakes, and exploit diverse activities that contribute to the achievement of an overall goal (Farrell,

2020: 1). With the importance of marketing for the organization, it should be said that business marketing research does not only lead to business and industry, but today even doctors use marketing models to develop their businesses (Dziubaniuk et al., 2020: 5). Marketing has a high place and importance in today's world economy, and various research and reviews are conducted in the field of marketing, especially the marketing of agricultural products. Also, connecting farmers to potential export markets is another way to improve rural livelihoods in underdeveloped and semi-industrialized countries (Chen and Ravalion, 2010: 1579). One of the basic problems in the marketing of agricultural products is the long distance between the consumer and the producer and the need for many intermediaries, considering that certain products are produced in certain areas, but other people use them in different places, which causes The distance between the consumer and the producer becomes long, in order to eliminate this distance, many intermediaries are placed in the supply path, and according to the service they provide, they impose a cost on marketing, which makes the products more expensive (Majavarian, 2006): 2).

Medicinal plants can play an effective role in preventing and treating various diseases and increasing non-oil exports, preventing the destruction of resources and the environment, adapting to the climatic conditions of Iran, the existence of extensive capacities in terms of production, employment and export, among the advantages of plant production. It is medicinal. Since one of the ways to develop and produce medicinal plants is to increase consumption, proper domestic and foreign marketing, as well as the export of medicinal plant products, therefore, knowing the factors affecting the consumption of these products can provide the necessary guidance for producers and marketers. provide that from this path they

can perform better in the field of production and marketing of medicinal plant products. active in this field and as a result the consumer is created. Currently, one of the main income challenges of farmers is the way to supply the manufactured products in the consumer market and the low share they receive from the price paid by the final consumers. There is no doubt that the marketing system of agricultural products in the country is in a precarious situation and many hidden and obvious factors interfere in complicating this system. Considering the specific characteristics of agricultural and livestock products, it is necessary to investigate each of these characteristics to find out the best economic method of production, supply, distribution and sale, and to conduct marketing studies. Most farmers and experts consider this to be due to the defects in the structure of the agricultural products market. On the other hand, considering the importance of the topic and the important position of regulating the market of agricultural products, which is now considered one of the basic challenges in the national economy; The lack of a marketing-oriented position and approach in the agricultural sector and the extreme weakness in the familiarity of CEOs and marketing managers at the national and domestic levels, and most importantly at the international level, require more attention to the scientific and practical entry into the subject of marketing.

2.Theoretical foundations and research literature

1.2. Marketing

It is defined as a managerial-social process by which individuals and groups meet their needs and desires through the production and exchange of goods with each other (Cutler and Armstrong, 2013: 37) and also in the concept of marketing, it is believed is that the achievement of organizational goals depends on determining and defining the

needs, demands of the target market and providing customer satisfaction more favorably and effectively than the competitors (Cutler and Armstrong, 2011: 47).

2.2. Marketing of agricultural products

Marketing of agricultural products means all the operations and activities that take place during the transfer of food products and raw materials from the farm to the final consumer. In more precise words, marketing includes the transfer of the product from the farm, primary conversion, grading and finally packaging to facilitate and prevent the wastage of the product. These steps can be summarized in three intensive production and distribution floors.

Considering the special characteristics of agricultural and livestock products, it is necessary to investigate each of these characteristics to find out the best economic method of production, supply, distribution and sale, and to conduct marketing studies. Carrying out these studies makes it possible to produce necessary products in sufficient quantity, create the right quality and reduce the marketing cost for the farmer and as a result the consumer.

3.2. The importance of marketing agricultural products

In the past, the Department of Agricultural Economy and Food Products focused more attention on production. Consumers should buy whatever is produced, and the individual taste of the consumer was not the criterion of production. Migration of villagers to cities, increase in people's income, and increase in demand for agricultural products were among the issues that influenced the taste and vote of consumers on the program.

Production of Mastoli farmers. In this way, the problem of marketing found its real place in the market of agricultural products. Population increase, urbanization development, expansion of marketing

services, development of industry and increase in demand for agricultural raw materials, increase in demand for consumption of ready products, development of technology in agriculture sector and rapid increase in supply and demand of ready products, development of technology in agriculture sector and increase The speed of supply and demand of agricultural products were factors that increased the importance of marketing agricultural products day by day (Kopahi, 1369).

4.2. Medicinal Plants

Medicinal plants include parts of the plant that are sold in shops and perfumeries without making any changes after drying. Medicinal plants such as cumin, fennel, cardamom or cinnamon are plants whose therapeutic properties, which are mostly harmless or less harmful, have been proven (Wikipedia, 2022). Also, different parts of plants and trees such as leaves, roots, fruits and stem bark are used to prepare medicinal plants. Plant parts can be boiled, dried or pounded and ground before being used raw or used in other processed products (Van Andel et al., 2012: 369). Scientific observations have shown that plants have various properties, including anti-inflammatory, antimicrobial, anticonvulsant and antipyretic properties, and the presence of compounds such as polyphenolic compounds such as quercetin and kaempferol have been introduced as effective compounds in the treatment of various diseases (Mani et al., 2020: 2; Ketabchi and Moghadamfard papyri, 1399: 297). The general and ancient belief about some medicinal plants, especially the widely used types, is that these plants can treat all diseases and problems of the human body (Khonsari et al., 2008: 49).

5.2. Medicinal plants marketing organization

Marketing organization refers to people and groups who are responsible for the various activities of the marketing system and are engaged in doing it. These people are divided into three main groups: producers, intermediaries and consumers. Producers are individuals or households who collect the production of agricultural products and medicinal plants from forests and pastures or cultivate them on the farm and harvest their products. The people of this group are the first ring of the marketing organization. On the other side of the chain of the marketing organization are consumers who form the last link. Since the number of producers and consumers of agricultural products is large and they are scattered in a wide geographical area. The possibility of direct communication between consumers makes the existence of people called intermediaries inevitable. These people and groups perform various marketing activities, including transportation, collection, storage, packaging, conversion, and other such things. (Mirzaei et al., 1390, 144).

6.2. Research background

6.2.1. External research background

Agbo and his colleagues (2015) in a research entitled "Agricultural Marketing Cooperatives with Direct Sales" qualitatively developed a model to study the structure of the market with cooperative marketing and direct sales of agricultural products based on which products are sold in local markets. The findings of this survey show that the agricultural industry, especially its traditional type, is far away from the sales market, so the agricultural sector develops local markets for more sales by forming sales cooperatives and developing marketing through these cooperatives, so farmers can sell their products. sell themselves through the cooperative in the local market. On the other hand, in this system, it is shown that the decision to sell through a cooperative

creates a healthy competitive effect on the direct sales market, and these cooperatives facilitate collusion in the local market by creating softer competitors in the market, and on the other hand, their direct sales It may create "healthy imitation" among farmers and lead to more production.

Filak and his colleagues (2020) have analyzed the quality of agricultural systems in a research entitled "Digitalization of agricultural knowledge and consulting networks". The findings of this survey show that due to the convergence of new digital technologies, important changes have been predicted in agricultural systems and the presence of big data in the field of marketing of agricultural products has caused extensive changes. Agricultural innovation systems therefore acknowledge that innovation is simply the adoption of new technologies, and underpinning the study of agricultural innovation systems is the understanding that there is a relationship between the contexts of agricultural systems and the success of any given innovation, and that there are broader implications from the digitization of agricultural innovation systems. which includes; Knowledge networks and consulting agricultural marketing, and digitalization is widely seen as having the potential to provide productivity and sustainable profits for the agricultural sector.

Sher et al. (2014) studied in a research entitled "Economic benefits of high-value medicinal plants for Pakistani communities: analysis of current performance and potential" and it was observed that wild collection is almost the only source of raw materials of medicinal plants in the country. and almost no agriculture is done. Collecting is mostly done by women and children of nomadic hill tribes who earn extra income through this activity, then the plants are brought to the market by collectors who are usually local farmers. People involved in collection and gathering

do not have much training about the collected materials before and after harvest. Most of the collected materials are sold to local intermediaries. After that, the business model is complex and heterogeneous and involves many players and proper marketing is not done.

Bosman et al. (2018) studied in a research titled "Amazing Diversity - Medicinal Plants of the Markets of Bogotá, Colombia", the said study showed very large species that use the diversity of medicinal plants in the markets of Bogotá, deep differences There are even markets in the vicinity. This may be explained by the great differences in the origin of the population in Bogotá, the variety of flowers in their regions of origin and their well-defined plants from the knowledge and preferences that are transmitted to the markets through customer demand. The above study clearly showed that studies in individual markets cannot have a general overview of the supply and use of plants in metropolitan cities.

6.2.2. Internal research background

Behzad Nia and Sanobar (2018) in a research entitled "Investigating the impact of marketing capabilities on export performance (case study: entrepreneurial companies exporting agricultural products in Iran)" with the aim of investigating the impact of marketing capabilities on the export performance of entrepreneurial companies Exporters of Iran's agricultural products have been studied directly and indirectly with the mediating role of competitive advantages. The general review of the results shows that the variable of marketing capabilities indirectly through the creation of competitive advantages explains 45% of the changes in the export performance variable, which indicates the importance of marketing capabilities of market measurement, interaction with customers and communication with

colleagues) in reaching Export performance is superior.

Salehi and Nadaf (2016) in a research entitled "Walnut marketing margin of Hamedan province (case study of Toisarkan city)" considering the importance of walnut product production in Hamedan province, this research investigates the issues of margin and efficiency of walnut market in Hamedan province (case study of the city) Toisarkan) have paid. In this regard, the values of retail margin, wholesale margin, total margin, share of marketing factors, marketing cost factor and efficiency value have been calculated for the walnut product market.

Kamali et al.(2013) in research titled "Evaluation of people's awareness, belief and performance towards medicinal plants (case study: Bojnord city)" reached results that show that the factors that play the biggest role in people's lack of tendency to use of herbal medicines, respectively, people's lack of familiarity with the properties of medicinal plants, lack of doctors and physicians specializing in herbal medicines, lack of insurance support for herbal medicines and the unavailability of herbal medicines compared to chemical medicines are the factors mentioned. Like the connected links of a chain, the necessary infrastructures are necessary to motivate people to use herbal medicines, which should be done as soon as possible to solve these problems.

Mahboubi et al.(2019) have studied in a research entitled "Factors inhibiting business distribution of products and medicinal plant products in Golestan province" in this research, to identify the factors inhibiting the development of business distribution of medicinal plant products and products. It was done in Golestan province. For this purpose, a survey and descriptive research was used. The statistical population of the research was 150 medicinal plant business owners in Golestan province, of which 109 were

selected by simple random sampling. The tool of data collection was a questionnaire, which was used to determine its validity from the opinions of experts. Cronbach's alpha coefficient was used to determine the reliability of the research tool. The results of the research showed the lack of proper support for workers and activists with medicinal plants business, the non-acceptance of medicinal plants by doctors, the increase in the cost of producing medicinal plants and its high cost, the high cost of herbal medicinal products and as a result, the low willingness of people to consume them and The expansion of new medical treatment methods and neglecting the importance of medicinal plants are the most important obstacles to medicinal plant businesses.

3. Methodology

This research aims to discover and formulate a local pattern of agricultural marketing development, qualitative method with grounded theory strategy seems suitable for doing it, and the researcher's intention can be to discover the research topic with the opinion of the participants in the research. The reason for choosing grounded theory is because of deriving a new theoretical approach in this field, although there may be theories in this approach, but grounded theory can also expand existing theories. So, at first, the researcher conducted in-depth interviews among 15 elites, professors and senior managers in the field of agriculture and marketing to formulate the local model of agricultural marketing development in Iran. The statistical population of the research includes elites, professors and senior managers in the fields of agriculture and marketing in Iran, who were purposefully selected as the statistical population. The selection of participants in qualitative research is done with the aim of obtaining the most information about the investigated phenomenon, and therefore they have the

most information in this field. Also, the elites, professors and senior managers of the field of agriculture and marketing in Iran are mainly key informants who have been in the positions of the general management of agriculture, the Ministry of Agriculture and the Chamber of Commerce as influential managers or researchers and lecturers in this field, which are identified in a targeted manner and with very time-consuming coordination. have been selected to conduct an interview.

These managers are much more difficult to come to the interview due to their busy schedules, but the attractiveness of the topic for most of them has been one of the incentives for their participation in the research process. The sampling method is theoretical sampling, and in theoretical sampling, the selection of samples is identified according to the analysis of previously collected data. With time, the depth and focus of sampling increases, because in the early stages, the discovery of new concepts and categories are considered, and in the later stages, the depth and richness of these categories are considered. Sampling ends when the researcher has reached theoretical saturation, and theoretical saturation is achieved when additional data does not help to complete and specify a theoretical category, and the samples then look similar. Therefore, the sampling of elites, professors and senior managers in the field of agriculture and marketing continues until the researcher concludes that they all have a single opinion regarding the agricultural marketing development model in Iran. In general, the data collection of this research was done using in-depth interviews and the process of interpretation and analysis of the interviews was done according to the coding method.

4. Findings and results

1.4. Presenting the agricultural marketing model in Iran

There are various theories for the category of marketing, and considering the different platforms of businesses alone, a specific model cannot be considered as a theoretical framework for this research. Therefore, the current research aims to provide a theoretical framework and a paradigm model of the personal constructions of elites, professors and senior managers in the field of agriculture and marketing, and seeks to provide a native theory in this field. The beginning of work in grounded theory is done by conducting in-depth interviews. The model presented in this research is the result of an in-depth analysis of 15 interviews with elites, professors and senior managers in the field of agriculture and marketing who are involved in the development process of marketing agricultural products. The length of the interviews varied between 40 and 93 minutes, and a total of 834 minutes of interviews were conducted, and the average of each interview for each person was more than 55 minutes. The results of data analysis were presented based on three stages of coding, and in the stage of open coding, more than 108 meaningful propositions and 211 corresponding concepts were extracted. These corresponding concepts are conceptually related to each other and can be easily categorized.

Of course, it can be said that many of these concepts are repetitive or have a high overlap. For example, concepts like; Paying attention to customers, knowing customers, identifying customers' interests, customer orientation, knowing customer sentiments, customerism, etc. are all defined in a subcategory such as "customer orientation". Therefore, in the continuation of the coding process, 23 subcategories were extracted

from the 211 corresponding concepts, which are conceptually related to each other. This process is depicted in Table 1-. As mentioned, the corresponding concepts extracted in the text of the interviews have several basic features. Firstly, these concepts are many and diverse, secondly, while some concepts are repetitive, a high overlap is observed in some of them. Accordingly, they can be easily transformed into a more abstract concept that includes all concepts that are close to each other. Therefore, in this stage of coding, which is known as axial coding, 211 corresponding concepts have been converted into 23 subcategories, and finally, the axial subcategories have been converted into 9 axial categories in the axial coding stage.

Finally, after a more detailed examination and the link between subcategory concepts, 9 core categories were obtained, which are: skill development, market understanding, managers' commitment and tendency to marketing, trade liberalization, synergy in marketing, market orientation, sustainable agricultural development, Globalization of markets and promotion of agriculture, which by abstracting more of these categories in the selective coding stage, a core category described as "Iran's agricultural marketing development due to skill development and understanding of the market in the context of managers' commitment and tendency to marketing with the intervention of trade liberalization in two important strategies Synergy in marketing and market orientation leads to favorable consequences of sustainable agricultural development, globalization of markets and

Table 1- The output of the central and selective coding stages

The final core category	Core categories	Subcategories
Development of agricultural marketing in Iran	Commitment and orientation of managers to marketing	Ethical commitment to marketing
		Management's positive attitude towards marketing
	Understanding the market	Optimal sales management
		Adding value to the market and product
	Sustainable development of agriculture	Improving the farmer's livelihood
		Empowerment of farmers
		Sustainable rural development
	Synergy in marketing	Integrated Marketing Communications
		Local marketing
		Green marketing
	Globalization of markets	Agricultural Economics
		Management of supply and demand of agricultural products
		Eliminate the distance between the harvest and the final consumer
	Agriculture emitting	Technology transfer and agricultural mechanization
		Quantitative and qualitative development of agriculture
	Trade liberalization	Competitiveness
		Privatization
	skill development	Marketing skills
		Sales skills
	market orientation	Customer orientation
Market identification		
Export performance		
External communications		

agricultural promotion" appeared, which can cover all other categories. Table 1 shows the results of data analysis in the stages of central and selective coding. Here first all nine categories are discussed along with the quotes of the participants. After designing the categories, the core category and finally the paradigm model are depicted.

2.4. Drawing a paradigmatic model

In general, the findings of the present study showed that the presentation of the optimal model of agricultural marketing in Iran happens in different conditions. The elites, professors and senior managers in the field of agriculture and marketing in Iran have expressed different approaches to the development of agricultural marketing. All of them agree on the issue that marketing development is possible in the field of

agriculture, especially in the field of medicinal plants, but each of them looked at this category from a different approach and gave different answers to the main research question. In a general approach, all findings can be drawn in a paradigm model for better understanding. As can be seen in the model, this model has sections of causal conditions, phenomenon, context, intervening conditions, strategy and consequence. The central phenomenon of this model is the development of agricultural marketing in Iran, which was the focus of qualitative interview questions and theoretical and conceptual information of elites, professors and senior managers in the field of agriculture and marketing in Iran. Also, in this model, the causal conditions include two main components, skill development and market understanding. The skill development component itself consists of

two sub-categories, sales skills and marketing skills, and the main category of market understanding is also composed of two sub-categories, optimal sales management and adding value to the market and product. Based on the existing paradigm framework, skill development and market understanding are the direct and main cause of agricultural marketing development in Iran.

In addition to the causal conditions in the existing model, there is a background influencing the development of agricultural marketing in Iran. Based on this, the existing platform includes the main component of managers' commitment and orientation towards marketing. This component is also from two categories; Ethical commitment to marketing and management's positive attitude to marketing. This causal condition directly affects the development strategies of agricultural marketing in Iran. Among the other components that are referred to as intervening conditions, the main category of trade liberalization can be mentioned. The main category of trade liberalization consists of two sub-categories, competitiveness and privatization, and this intervening condition directly affects the development strategies of agricultural marketing in Iran. An important part of this paradigm model, which plays an important role in the development of agricultural marketing in Iran, are strategies for this phenomenon. What emerges from the core of some interviews, there are strategies or strategies for the development of agricultural marketing in Iran among elites, professors and senior managers in the field of agriculture and marketing in Iran. These strategies include two main categories; Synergy in marketing and market orientation, the main category of synergy in

marketing has three subcategories, integrated marketing communications, local marketing and green marketing. The main category of market orientation has four subcategories; Customer orientation is market identification, export performance and external communication. These two important strategies play a major role in the paradigm model and directly affect the consequences of agricultural marketing development in Iran. At the same time, it is affected by intervening conditions and substrates. Finally, the research paradigm model should have consequences in line with the central phenomenon of the research. The most important consequences expected in explaining the development of agricultural marketing in Iran are the three main categories, sustainable development of agriculture, globalization of markets and agricultural promotion. The main category of sustainable agricultural development consists of three subcategories; Promotion of farmer's livelihood, empowerment of farmers and sustainable rural development. Globalization of markets from three subcategories; Agricultural economics, management of supply and demand of agricultural products and elimination of the distance between harvesting and the final consumer are formed. Finally, promoting agriculture from two sub-categories; Technology transfer and mechanization of agriculture and quantitative and qualitative development of agriculture are formed. Although these results are desirable in themselves, they have a direct effect on the development of agricultural marketing in Iran. Finally, the formulation of this model was based on the Strauss and Corbin style of qualitative analysis, based on which the framework of the model is predetermined, but the categories in it will be discovered in the process of qualitative analysis.

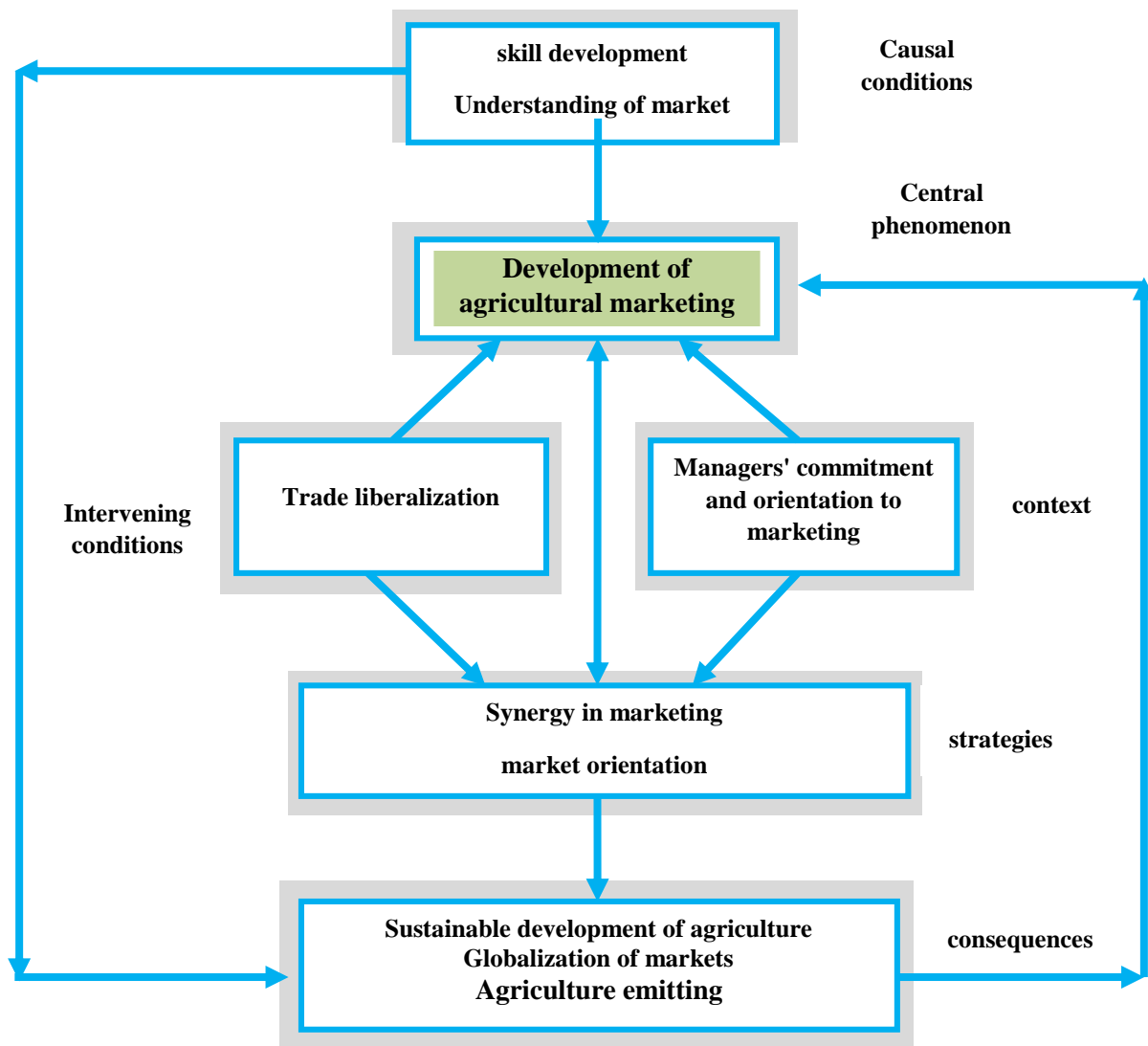


Fig. 1. Research paradigm model.

Discussion & Conclusion

Today, marketing has become one of the most important subjects of management science, especially business management, and marketing management science is of interest to many commercial companies, enterprises and even individuals due to the provision of innovations in the market. In today's world, most countries in the world are seeking to increase productivity and improve their economic situation by relying on marketing innovation. In the field of marketing of agricultural products, especially medicinal plants, more productivity and market dominance is one of the important goals of the country's agricultural economy. Considering the

existence of many marketing theories in this field, it seems that the development of marketing of agricultural products in Iran will be different and the market of medicinal plants in this field can create a competitive advantage. Based on this, "the development of Iran's agricultural marketing due to skill development and understanding of the market in the context of managers' commitment and tendency to marketing with the intervention of commercial liberalization in two important strategies of synergy in marketing and market orientation leads to favorable consequences of sustainable agricultural development, globalization of markets and agricultural promotion. ». In the last stage

of coding and analyzing the interviews of this research, the obtained codes continue at a more abstract level. The purpose of this work is to integrate and refine the categories obtained in the axial coding stage. It is at this stage that the formation and connection of each category with other categories is described and the final core category is obtained, which includes all concepts and categories. By combining 9 main research categories (skill training, market understanding, managers' commitment and orientation to marketing, trade liberalization, synergy in marketing, market orientation, sustainable agricultural development, globalization of markets and agricultural promotion), the final core category emerged in the selective coding stage. According to the main categories and the above explanations, it can be said that the category; The development of Iran's agricultural marketing due to skill development and understanding of the market in the context of managers' commitment and tendency to marketing with the intervention of commercial liberalization in two important strategies of synergy in marketing and market orientation leads to favorable consequences of sustainable agricultural development, globalization of markets and agricultural promotion. It can cover all the topics of elites, professors and senior managers in the field of agriculture and marketing about the development of marketing of medicinal plants and also have an analytical aspect. Based on the final core category, which is derived and abstracted from other major categories, elites, professors and senior managers in the field of agriculture and marketing experience the causal conditions, background, interventionists, strategies and consequences of the development of agricultural marketing in Iran. , understand, or imagine. They have explained the development of agricultural marketing in a specific interactive context that if these conditions are provided in any area of the

economy, it would be reasonable to expect the development of marketing. As the text of the in-depth interviews shows, elites, professors and senior managers in the fields of agriculture and marketing have stated several reasons for the development of agricultural marketing, which the researcher in several stages of careful focus and deep study of the text of the interviews from the total of 15 interviews conducted in the first stage more than He extracted 108 meaningful propositions, which in the second stage brought this number to 211 concepts by extracting the corresponding concepts. Finally, with further analysis and deepening on the concepts in the central coding stage, all the corresponding concepts were transformed into 23 important and comprehensive sub-categories, and then with a final classification of all the categories into 9 central categories which were the main essence of the extractive theory.

Recommendations

According to the results of qualitative research and the identification of the components of the paradigmatic model of agricultural marketing (medicinal plants) in Iran according to the objectives of the research in the paradigmatic model, such as background conditions (commitment and orientation of managers to marketing), causal conditions (skill cultivation and understanding of the market) Intervening conditions (trade liberalization) and strategies (synergy in marketing and market orientation) and consequences (sustainable development of agriculture, globalization of markets and promotion of agriculture) and to better use the components in business and marketing of agricultural products and Medicinal plants, the following application suggestions are provided. It is necessary to explain that the suggestions are based on the results of qualitative research and based on the main, sub-objectives and identified components of the agricultural marketing

model.

According to the identification of the background conditions of the optimal model of agricultural marketing in Iran under the title of commitment and orientation of managers to marketing, it is suggested that in the organizations in charge of agriculture and production of products such as the Ministry of Jihad, Agriculture and Peace, senior managers should be persistent in marketing policies and a set of activities To lead the sale of products. Since farmers alone cannot follow the policies of product introduction to the market, the relevant managers must be committed to this field. "Ethical commitment to marketing" requires senior managers to be directly involved in the marketing of agricultural products and medicinal plants. It is also suggested that the managers consider the policies of sale and supply of agricultural products as an inherent duty and in this way fulfill their moral duty towards the farmers. Ethical principles of managers based on their commitment to them mutually cause the sacrifice of farmers and their high performance. The presence of such committed and responsible approaches in the Ministry of Agricultural Jihad, which seeks both organizational and extra-organizational support, creates a "positive attitude of managers towards marketing". In addition to having a positive attitude in managers, a marketer should also have a positive attitude towards his profession. Accordingly, the first step to success in business and marketing is to have a positive attitude towards marketing. As a professional marketer, a person should have a positive attitude in three areas; To have a positive attitude towards himself, his customers and a positive attitude towards his business conditions.

Considering the identification of the causal conditions of the optimal model of agricultural marketing in Iran, it is proposed under the title of skill development and

market understanding, the training of skilled, expert and efficient human resources should be done in all fields of agriculture and marketing by specialists and senior managers. "Marketing skills" are specified to identify and differentiate the professional marketer from the non-professional marketer. Undoubtedly, marketing skills are among the most important success factors of economic enterprises. Marketing skills are considered as the most important reason for the development of agricultural marketing. Because most small businesses in the field of agricultural production usually lack marketing skills. In the field of understanding the market, which is another component of the causal conditions for the success of agricultural marketing, especially the marketing of medicinal plants. It is suggested that the managers of marketing and agriculture have more importance to understand the market. Because the market consists of a set of actors and participants who have common needs and desires, the assumption of marketing is that these common desires can be fulfilled through and solved the problem. Therefore, understanding the market and looking realistically at the conditions is the easiest way to develop the marketing of agricultural products and medicinal plants. It is also suggested that the understanding of the market, which is of particular importance in the field of "optimal sales management" and "valuing the market and the product", should be taken into consideration by marketing managers, because the sale of agricultural products is the key to the survival of sustainable agricultural development, and the agricultural market can only be sold with sales. The products in it are meaningful, according to the identification of the strategies of the agricultural marketing model in Iran under the title of synergy in marketing and market orientation, it is suggested that synergy be done as a group

work instead of individual work by senior managers in the field of agricultural marketing and medicinal plants. Due to the combination of marketing methods, the attention to create synergy in marketing is increasing. Marketing synergy refers to the marketing mix working for overall effectiveness. It is also suggested to give more importance to the synergy in marketing activities that create value for customers and increase the maximum quality in business. In a marketing system, several factors can synergistically develop the marketing of agricultural products, especially medicinal plants. Also, regarding synergy in marketing, it is suggested to use "integrated marketing communications", "local marketing" and "green marketing" to be more effective in the marketing activities of agricultural products and medicinal plants. Regarding market orientation as another strategy, it is suggested that in the field of marketing and sales and production of agricultural products and medicinal plants as an important and practical principle, it should be given great importance by senior managers of organizations related to agriculture. In this way, market-oriented businesses have more capabilities in accessing business performance, such as market share and sales share, compared to less market-oriented businesses.

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