

Research Article

The Analysis of Expanding Domestic Demand in Rural Marketization-based on FoShan City in Guangdong Province

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Abstract: This study analyze the extension domestic demand in rural marketization-based on FoShan city in Guangdong province. The urban market is an important part of the country to expand domestic demand strategy, rural marketization is an important part in economic transformation and upgrading; right now people want to make rural market better, which is related to the continuous development of local economy and the construction of the harmonious society; this study analyzed the feasibility of the rural market to expand domestic demand, to provide evidence for concreteness of countermeasures from various angles in Brilliant district, Foshan city.

Keywords: Countermeasures, expanding domestic demand, rural marketization

INTRODUCTION

After the financial tsunami in 2008, the state puts forward the policy of expanding domestic demand. The development of the rural market is also a very important part for expanding domestic demand. According to the statistics of relevant departments in 2009, China has a population of nearly nine hundred million or so in the countryside. The base of rural population is big; the growth in farmers' income has reflected the great potential of rural market. Even so, most of the enterprise's market development center will be in cities and enterprise overlooks the rural market in the long run, which has huge potential. Once we put forward strategies for the rural market especially, they will be effective. JiKun (2007) analyze the theory of rural social security relationship with the expansion of domestic demand. Zhao and He (2010) study the greatest potential for expanding domestic demand in the countryside. Shengzu *et al.* (2010) expand domestic demand to realize the sustainable development of the economic engine. Xie and Wang (2008) have a research of the agriculture in rural market system mechanism of a preliminary study on the industrial cluster. Hanwen (2007) present situation and reform train of thought of China's rural market system. Zhenrui (2007) have a study of the building modern rural market system.

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THE ANALYSIS OF CAUSES FOR RURAL MARKETIZATION

The income is the basis to expand needs: According to official data released in 2011, the growth of farmers' income has overrun the urban residents for the first time in 27 years a year before. Although the farmer average income is still relatively low, but its growth rate shows farmers' spending power increased with the increase of income. This consumption potential is enough to attract the attention of the whole society. Take "Pond ecological garden" as an example, as the first batch of one of the new rural construction pilot tong gang village in brilliant district, foshan city, which combined with the local natural ecological environment, developing farm ecological tourism industry. they use leisure entertainment, peasant food items to attract tourist, which is able to implement the new rural construction successfully, improving the income of peasants further, expanding the needs of the rural market's demand.

The life concepts, consumption ideas and consumption patterns of rural farmers have changed. What do the rising incomes mean? That means that the material resources elements, including cash that can allocate has increased. When the material basic life can

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be satisfied, we begin to take spiritual life seriously. For example, once you own a humble room and then you would like to have a gorgeous house; as the same way. Once we have clothes to cover up our body. Then we begin to pursue in the appearance of clothing design. The changes in demand for all aspects of food, clothing life-style bring about new life concepts and new consumption concepts, consumption methods.

The basic quality of people has improved: The farmers hope to improve the basic expected quality. The development of agricultural, as the first industry, is the farmers' burden, their quality need to be improved with the social development at the same time. As farmers, they no longer have to humble in their own identity, farmers also have broad ideal and pursuit. They will be looking forward to a higher degree, they are willing to spend more money for their children for school when their expectations increase. The changes in concept are all sorts of reason for the rural market development.

Transportation increases: The coast is clear. Nowadays with high-speed developing economy, we have to admire the development of automobile industry. A growing number of cars on the road and almost every household own a car in cities and towns, even some families have several. The car penetration rate is very high in the countryside, many households are with the car; Cars, as a way of traveling, instead of walking, have changed people's traveling habits, which greatly shorten the travel time of farmers. As the local government invests in road construction, the traffic in urban and rural become more convenient, which can be improved by way of large vehicles, traffic becomes smooth. For example, recently a bus coverage are interlinked in Brilliant district, foshan city, enabling buses to reach every village, the villagers don't have to waste too much time waiting for a car travel. These development will become the impetus of farmers to go out and do some shopping, motivate them out for consumption, thus laying the foundation for expanding domestic demand.

The disadvantages of rural market: According to the consumption situation in daily life reflected by farmers, the prices of commodities in shopping malls in the downtown are sort of high for them, the variety of commodity failed to meet the diverse needs of farmers. On the contrary, some necessities are practical and of low price in ShiDuo store or small stores in the country, which can attract a large part of people to consume there and this part of customers is the customer source of the big city stores. Rural people's lack of brand consciousness, they have no requirement on brand choices when shopping, what they pursue is the practicality of the goods. This survey results of the

study found two main drawbacks of the rural market: on the one hand, the prices and practicability of goods of the enterprises disagree with the farmers' expectations and income discrepancy; General enterprise attaching too much importance to the city center consumption and thus ignore the rural market in the process of market-developing. On the other hand, the rural consumption market is occupied with a lot of fake inferior commodities; The farmers' income is lower than urban residents' income; The idea of loan consumer consumption is not so popular in the rural market, most farmers will choose monetary savings; This part of the deposit balance is called purchasing power, what accounts for the existence of the farmers' purchasing power balance is the imperfect social security system, The savings will be used for children education and the elderly health for most people.

THE WAY TO EXPAND DOMESTIC DEMAND IN RURAL MARKETS

To further increase the farmers' income: Consumption depends on the size of income only their income increases, we may promote the consumption fundamentally. To solve villagers' employment problem, we needs the joint efforts of government and enterprises. The government should vigorously to promote the villagers' quality and offer more jobs; and domestic enterprises should provide corresponding villagers training courses, increasing people's income through various channels stably and ensure the spending power of that part. In addition, the government or relevant agricultural experts should provide guidance for the villagers, implement scientific farming to ensure crop harvest, which is also a significant step in expanding rural market demand. Moreover, with steadily pushing forward rural urbanization construction, local governments implement the policies of land expropriation compensation, rural registered permanent residence of people's basic compensation can be acquired through land expropriation, the part of the compensation should be guaranteed, which relies on the government to perfect the land income distribution system and to ensure that the land portion of the earnings, thus it brings the overall increase in the income of the villagers. Besides migrant workers, the income of the left-behind villagers for farming should be guaranteed.

For example, the government and enterprises could sign an agreement for searching market for the harvest of crops and providing enough buyers for the agricultural products; the government also needs to strictly prevent businessman from hoarding crops, control the normal market price of agricultural products, to ensure that agricultural prices can meet the level of farmers' satisfaction. Only with higher income, people will expand their demand, thus bringing

domestic demand expanding in rural markets. Furthermore, we must depend on the government's ability to control the product quality through strict regulation, to prevent counterfeit goods from entering the farmer's market, so as to protect consumer's rights and interests whose brand concept is relatively weak. Only after we build a consumer environment which is relatively good, then we can guide people to buy the regular products and attract each enterprise products to enter the rural market.

To strengthen the construction of infrastructure:

When it comes to the industry, many enterprises' development in the rural market is not strong enough for a long time although some company has strong financial and technical support, but they have not been able to open the market gap, this can be ascribed to the shortage of rural infrastructure. First of all, most of the rural road construction network is imperfect, which greatly reduces the convenience of transportation; In addition, the main factors of restricting the development of rural industry is inadequate electricity supply facilities. There is inadequate power (voltage) phenomenon in rural areas, resulting in some high-power electric equipment cannot be used, which reduces the villagers' demand for electric appliances.

Moreover, the platforms like "we chat" and "micro letter" which can quickly spread information of e-commerce are restricted by Internet coverage in rural market, they can't cause a wave of online shopping. Although rural market should make full use of the power of the network shopping, stimulating rural consumption; but we must be aware of the limitations of rural network construction and we should attach enough attention to information network infrastructure. In addition, we need to further improve communications network equipment requirements.

CONCLUSION

In today's society, with the developed communication, SMS mobile phone business, business phone are symbols of hot products. Once the network signal of rural communication is guaranteed, it can strengthen the contact of rural social with the outside world and it contributes to the rural market' rapid development. Of course, to set up the rural circulation network is also a desirable way. Two key elements of Marketing discipline are the flow and the information flow, the principle shows that when we improve the rural population agglomeration degree, construct the rural production and prices which are completely

conform to the needs of farmers, then customers must be attract to patronize. Therefore, strengthening the construction of infrastructure can improve the rural culture and can stimulate domestic demand, killing two birds with one stone. In addition, the national policy vigorously implement electrical appliances to the countryside, it is conducive to stimulate the home appliance industry market of domestic demand in the country. "The old exchange for new, electrical home appliances come to the countryside" in recent years has become a new mode of promotion for stores, shops and so on; Apart from home appliances, car companies have joined the wave to the countryside, it depends on the country's fiscal subsidy. All in all, we need to insist on preferential policies of the state to expand the rural market domestic demand. Good on-site installation services and maintenance services and more perfect after-sales service will make industry popular in farmers' heart, which is conducive to the stability and sustainability of expanding domestic demand in the rural market.

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