V

MARKETING PROCESS
AND BEHAVIOURAL CHARATERS
MARKETING PROCESS AND BEHAVIOURAL CHARACTERS

Marketing process is a phenomenon of interaction among producers, distributors, buyers and consumers in which varied commodities obtained from the regional and supra-regional sources are finally distributed to the consumers through the market mechanism. There is a network of market channel through which the process of marketing follows.

In the peasant societies markets are normally periodic in nature, which are managed by both, mobile traders and shopkeepers. Consumers are the major participants of the periodic markets. Further the number of participants declines from higher order to lower order markets. The traveling pattern to visit periodic markets and the choice of market by consumers and traders also play an important role in the marketing process. Every market centre is having some shops of certain types, which measure the size and importance of that market centre.

The market centres are the places of sale and purchase of different types of commodities such as agricultural produce, other food articles, animal and animal products, handicrafts and manufactured goods. Every market has its base at a place located in a settlement small or large, where actually the process of marketing takes place on market days. The inhabitants of the respective villagers or Gram-Panchayat do the selection of
market site. In general the common sites selected for the market place are the main streets of the settlement, open space near Panchayat office, around temple and crossroads near bus stand. There are a large number of periodic markets in the study area, they generally start their functions in the morning and ends in the evening, but there are local variations in timing either due to accessibility or the size of the market. Both mobile-seller and shopkeepers use to perform the functions of marketing on market day.

**Review of Literature**

There are a large number of studies on the analysis of functional structure of market centres especially situated over individual urban areas (Alam, 1965, Parvathi 1976, Proudfoolm 1976, and Sami 1981). The studies on analysis of functional structure of traditional market situated in rural areas in the regional context are limited (Hugar 1982, 1984).

The functional structure refers to market mechanism that leads or initiates marketing process by which services and goods reach the consumers through various market channels and traders (Hugar 2000). There are a large number of studies on classification of markets based on different variables (Saxena 1975, Tamaskar 1966, and Dixit 1980, 1986). Hugar (2000) has made an attempt to evolve specific typologies of markets based on number of shop types in each market, and classified them as incomplete, small scale, medium scale large scale and city markets.
Over the last two decades there has been a substantial amount of geographical research on the participants in periodic markets especially in African and Latin American countries (Saxena 1988). Some of the notable geographical studies of behavioural characters have been done by Berry (1966), Barnum (1966), Hill (1963), Davies (1973), Huff (1963), Harvey (1967), Good (1975) and Hay and Smith (1979). As far as the Indian context is concerned Wanmali's work is a notable one. Wanmali (1981) in his study of Singbhum district of Bihar has discussed in detail the behavioural and movement pattern of traders and consumers. Hugar (1984) has studied the trader and consumer behavioural aspects in Dharwad district of Karnataka. Consumer behaviour varies in spatial, socio-cultural and economic contexts (Shrivastav 1979). The concept of ‘Temporal choice’ is another theme in behavioural studies on periodic markets. (Wanmali 1981, Hugar 2000).

Data Base

The study is based on both primary and secondary data. Regarding distributive trade and channels of distribution data have been collected from secondary sources available at some departments related to trade transactions. The information of commodities, which enters for marketing are collected from market management agencies. Number of shops and their types at each market centre were collected from Municipalities and
Gram-Panchayat offices. The information about the market participants and their behavioural characters were collected by field survey, of each market centre and about 20% of traders and consumers were interviewed at each market to know about their choice of market, and number of markets that they visit during a market week etc. Later on all these information were tabulated taluk-wise.

**Main objectives**

The study area is a semi-arid tract with fertile black soil. The farmers cultivate the land by dry farming and irrigation farming methods; hence both food crops and cash crops are being cultivated which need a proper marketing system. There are as many as 128 periodic markets out of which 18 are urban markets and the remaining 110 are rural periodic markets. The main objectives of this chapter are as follows.

i) To trace out the marketing process by considering sources of market commodities, distributive trade and channels of distribution.

ii) To assess the number of shops and their types, which manage trade transactions of the study area. An attempt has been made to evolve specific typologies of markets based on number of shops and their types in each market centre.

iii) The study attempts finally to analyse the behavioural character of market participants.
Observations

It is observed that the study area is a vast agrarian land and industrial backward area, where varied commodities obtained from regional and supra-regional sources are finally distributed to consumers, but due to backwardness of the area unorganised sector normally exist in rural periodic markets.

Sources of market commodities

Markets, whether rural or urban display a wide spectrum of commodities derived from the sources located at varying distances obtained from diverse kinds of regions (Mukherji 1986). They are mainly agricultural, horticultural, handicrafts and industrial which are processed or semi-processed. Many of these products tend to reflect the prevailing mode of living of the people. Mukherji (1986) has identified three levels of source regions such as local source, regional source and supra-regional source. (Figure 5.1) However, the present study intends to analyse the regional and supra-regional commodities and their role in the marketing process. Further, these commodities reach market centres by varied channels of distributive trade systems from source region.

i) Regional Commodities: These commodities are supplied from the different parts of the district, which include both perishable and non-
Figure 5.1
AN IDEALISED MODEL OF REGIONAL SOURCES AND LINKAGES OF COMMODITY STRUCTURE

After A.B. Mukerji
perishable commodities. Most of them are agricultural produce; such as jowar, wheat, bajra, pulses, cotton, groundnuts and other oil-seeds, which move towards major as well as minor periodic markets for trade transaction. The perishable commodities like vegetables, fruits, eggs, milk and milk products enter into the nearest markets. There are also some regional manufactured goods like handloom and power loom sarees, khanas, sugar, edible oil, cement, slates, earthenware etc., which move towards market centres.

ii) Supra-regional commodities: The study area is essentially producing primary commodities and imports almost all machine made goods and a few agricultural commodities from other parts of neighbouring districts as well as from distant parts of the country. The agricultural commodities are mainly those which are not abundantly grown in the study area; such as rice, dry chilly, garlic, ginger, bettlenuts, coconut etc., The forest products like logs of timber and plywood. The manufactured goods includes mainly salt, textile, garments, fertilizers, petroleum, machineries, bicycles, automobiles, electronic and electrical goods, iron and steel, colour, hardware, glassware, medicines, toys, coconut oil, dry fruits, tea, coffee and other grocery items.

Distributive Trade and Channels of distribution

Distributive trades are commonly defined as those intermediary activities, involved in the transfer of goods from producers to consumers
either through wholesale or retail channels (Davis 1976). Although these activities are generally small, collectively they form one of the major groups in commercial activities. It includes not only transfer of commodities but also monetary transactions. The organizational structure involved in distributive-trade considerably varies from wholesalers to retailers. In the field of marketing channels of distribution indicate routes or pathways through which goods and services flow or move from producers to consumers. The channel members such as wholesalers and retailers are middlemen in distribution and they perform all marking functions. (Figure 5.2)

**Wholesaling:** It is a large-scale trade transaction usually found in large market centres. Wholesaler is a bulk purchaser with the object of resale to retailers or other traders. Wholesaler gets commodities in huge quantity from producers and the same commodities will be sold to retailers. Wholesaler maintains certain facilities to store commodities for a certain period till they get a better price. Wholesaling play an important role in distributive trades, because wholesaler is a vital link in the chain of distribution. When goods are manufactured, produced or imported, the suppliers are distributed to the retailers through the agency of wholesalers under normal circumstances. The system of wholesaling differs from commodity to commodity. In case of perishable commodities like fruits, vegetables and milk etc wholesaling take place everyday in the morning
Figure 5.2
COMMON CHANNELS OF DISTRIBUTION

DIRECT CHANNEL
(PRODUCER) → CONSUMER

INDIRECT CHANNELS
PRODUCER → WHOLESALE → CONSUMER

PRODUCER → REGIONAL MARKET → RETAILER → CONSUMER

PRODUCER → AGENT → WHOLESALE → RETAILER → CONSUMER

PRODUCER → RETAILER → CONSUMER (LARGE RETAILER)
hours before retailing starts. In case of agricultural produce nearly fifty percentage of agricultural produce enter the regulated markets for wholesale transaction, whereas other goods producers distribute their products to wholesalers and also directly to retailers through direct shipment. Sometimes, wholesalers may own retail outlets in some major markets with warehouse facilities. However there are organizational groups such as independents, co-operatives, and departmental stores etc., which play a major role in the distributive channels.

**Retailing**: It is a trading activity, which is directly related to the sale of goods or services to the ultimate consumers. A retailer is the last middleman in the machinery of distribution. Retail trade is selling of varied goods in small qualities to the final consumer. In a consumer market, retailer is essential. The retailer deals in small quantities and his trade is usually local in character. Secondly retail trade always shows tendency towards variety as it has to satisfy innumerable wants of consumers and the retailer alone can offer safe and reliable goods to consumers. In every residencial locality there will be a retailer. A retailer is the connecting link between the wholesaler and the consumer. Individual sales in small quantities is the responsibility of the retailer. In the absence of retailer it would be impossible to distribute goods to ultimate consumers. Retailers are absolutely essential in meeting daily demands of consumers. In short the entire trace will be paralysed.
Retail trade covers a great variety of concerns. Itinerant retailers are hawkers, peddlers, street vendors, temporary stall holders in annual fair and exhibitions; such retailer are mobile in character who carries their goods from market to market, they are very familiar in the weekly markets of the study area.

Retailers are the traders who purchase commodities from wholesalers of major markets. Some of the retailers have developed their own system by dealing directly with producers. Generally retailers are immobile and mobile traders. A immobile retailer is having a fixed shop in a place. A small retail shop may be a general shop having a wide variety of goods or it may specialize in a particular line of goods. Grocery shops and provision stores are general retail shops, while radio, T.V. and jewellery shops are special ones.

TRADERS

Traders are the people, who buy and sell goods and services in the market place for business purpose or who display merchandise in the hope of making a sale (Bromely 1980). In the periodic markets of the study area different types of traders are found; they are grouped as a) Immobile traders and b) Mobile traders.
a) Immobile traders

Immobile traders are those who maintain permanent shops in the market site; hence they are not mobile but settled traders and known as shopkeepers. They occupy an important place in the organization of trade in rural as well as urban areas, because almost every market settlement is having some shops. The shopkeepers deal in varieties of local and non-local commodities and services at the market sites. In fact these agencies are the backbone of the market structure and deal in trade transactions of various essential goods and they treat their customers with great hospitality in order to sell their goods on retail basis. The number of shops and their types depend upon the size of market centre.

Shops and their types

The shop is an emblem of retailing. Every market centre is having some permanent shops, which attract customers from the surrounding villages. The small rural markets sell basic goods required by rural people with a few shops, while urban markets sell several goods of basic, non basic and luxury and also other type of goods. Thus the shops and their types play an important role in the distribution of goods to the consumers. The agglomeration of several shops at market centre tends to measure market size and its importance. The shop types located in market places are varied in accordance with the size of market centres. A provisional store in rural
Table 5.1
Shops and their types

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>No. of shops</th>
<th>No. of Shop types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>15-87</td>
<td>5-20</td>
</tr>
<tr>
<td>2.</td>
<td>160-210</td>
<td>24-36</td>
</tr>
<tr>
<td>3.</td>
<td>250-380</td>
<td>48-54</td>
</tr>
<tr>
<td>4.</td>
<td>569-695</td>
<td>62-65</td>
</tr>
</tbody>
</table>

Source: Field survey 1999 and Personal computation.
market tends to sell all kinds of basic goods, which are essential to rural communities. As market grows in size, the number and type of shops also increase and in due course many specialized shops tend to be established at market centres. Hence the total number of shops and their types form a suitable measure to assess the importance of each market centre. (Appendix –II)

Further it is the arrangement of shops, which is responsible for the morphology and trading activity in a periodic market centre. Generally similar type of shops such as vegetables-shops, cloth shops, jaggery shops, sweet marts, grain shops etc., are located closely so that consumers can compare goods and their prices and they can make a fair choice of the required goods. The hierarchy of market centres can be determined by the massing of shops on a particular location.

**Rank size rule curve**

The data collected from all the 128 market centres regarding total number of shops and their types have been tabulated and arranged separately as per their rank order. Rank size rule curves were drawn for total number of shops and shop-types. (Figure 5.3) The curves show breaks at 3 places. The rank size rule curve of total shops has shown break at 87, 210 and 380 while shop - types at 20, 36 and 54 respectively. Hence at least in theory it means that total shops of 15-87 tend to exhibit 5-20 shop-types
Figure 5.3

BIJAPUR DISTRICT
NUMBER OF SHOPS AGAINST THEIR RANKS

BIJAPUR DISTRICT
TYPES OF SHOPS AGAINST THEIR RANKS
while 160-210 total shops exhibit 24-36 shop-types 250-380 total shops exhibit 48-54 shop types and 569-695 shops have 62-65 shop types. Hence the results obtained are tabulated in order to arrive at specific typology of market centres. (Table 5.1) Further each set of market centres has been named as small markets, medium markets, large markets and sub regional markets as per the total shops and their types are concerned.

I) Small markets: These are small market centres of villages, located at 101 villages of the study area, which are far away from the urban centres. These market centres provide minimum basic goods and services to the people of the villages; where as the shops of professionals like carpenter, barber, tailor, blacksmith and grocery shops etc. are found in villages not necessarily at market sites. But on the market day a few traders sell grains and vegetables and other basic requirements of people by establishing temporary stalls at market sites; most of them are mobile traders. The buyers cannot have any choice of goods due to limited number of traders and hence such markets are called small markets where number of shops varies from 15 to 87 and types of shops 5 to 20.

II) Medium markets: Such markets are found in bigger settlements of the study area which are having a variety of shops like, grocery, cloth, tea stalls, sweet-marts, bakery, tailors, cycle-repairs, barber, cobbler, flour mills, blacksmiths, carpenters, goldsmiths and grain sellers. The villages, which
are having more than 10,000 populations, have such medium markets. The number of shops in their villages varies from 160 to 210 with 24 to 34 types of shops and such villages show permanent marketing system. The weekly markets are being held on selected days over open space or along roadside where large number of local sellers as well outside sellers assemble to deal in trade transaction from morning to evening. Nearly 15.63% of the markets of the study region are of this type. There are 20 such market centres in the study area; which are promising market-centres for the future developed.

III) Large markets: These markets are found at taluk headquarters as well as at urban or semi-urban centres. These markets are having large number of shops of various types and they attract a large number of people by selling various kinds of goods and services to the people of surrounding villages. Hence these markets are found to represent a wide range of functions. Villagers of surrounding regions are normally satisfied with these markets for all kinds of their requirements. The markets of taluk headquarters have an administrative status. Generally more than 48 to 54 types of shops are found in these markets and total number of shops varies from 250 to 380. These markets are having shops at market sites as well as various shops within the residential areas; particularly shops like tailor, bakery, goldsmith, flourmill, carpenter, kirana (grocer) etc are found at
various places of village streets. These markets provide permanent marketing facilities and also other facilities like Banks and at some villages the agricultural regulated markets. As they attract a large number of people from the entire taluk, which are the prospective growth centres in the study area. In all there are five large markets in the study area. Villages are normally satisfied with these markets for all kinds of their needs. Some of these markets such as Sindgi, Indi, are the most historical in their origin and the market Jamkhandi had a administrative status as headquarters of princely state of Jamkhandi and maintained the same status even today.

IV) Sub regional markets: There are two sub regional markets situated in the study area and both are district headquarters i.e. Bijapur and Bagalkot (after 1997). These markets attract people from all taluks for administrative as well as for purchasing of specialized and luxury goods such as cars, tractors, scooters, cloths, machinery etc. It is also a fact that perishable products like flowers, vegetables, fruits, fish and eggs also arrive these markets for sale at attractive prices. Thus these market centres perform large-scale wholesale transaction for agricultural as well as specialized items for the entire district area. Both Bijapur and Bagalkot are the city markets with various urban-agglomeration consisting of more than two lakh populations at Bijapur and nearly one lakh population at Bagalkot urban area and act like daily city markets. These markets represent a wide market
area of permanent shops of various specialized goods. Bijapur market had enjoyed an administrative status, during Adilshahi dynasty as well as during British period. It has maintained the same status even today. Likewise Bagalkot has much historical background and enjoyed much importance during British period as an important trade centre for southern region. Now it has become a district headquarters after 1997 and maintained the same status to deal in large-scale trade transaction of the southern region.

It becomes clear from the table 5.1 that 78.90% of market centres are small markets having 5 to 20 types of shops while 15.63% are medium market centres, which are having 24-36 shop types. 3.91% of market centres are large markets; having 48-54 types of shops and there are only 2 city markets showing 62-65 type of shops.

The above analysis of market centres shows that number and type of shops have total dependence on size of the market. There is a need for the growth of small markets not only to fulfill the needs of the daily consumable articles for the rural people but also for the disposal of their agricultural produce.

b) Mobile Traders

The mobile traders are those traders who used to move from one village to another, from one house to another in order to sale those
commodities which are often required by rural folk. (Saxena 1988) Thus mobile traders fulfill the limited needs of the rural inhabitants in the modest form. In the periodic markets of the study area two types of mobile traders are found hence they are grouped as full time mobile traders and part time mobile traders.

**Full time mobile traders:** Full time mobile traders are those, basic occupation is trading. These traders attend 5-6 markets during market week and normally follow space-time sequences of the periodic markets. These traders sell local commodities as well as non-local commodities.

Thus there are generally food grain sellers (Non-producers), grocer merchants, cloth dealers, urban consumer goods traders etc. The full time mobile traders of the study area are grouped into two different categories as i) Buying traders and ii) Selling traders.

i) **Buying traders:** The buying traders specialize in purchasing rural produce to resell them in other markets particularly in higher markets of the study area. These traders visit different markets during the week to purchase rural produce such as vegetables, butter, groundnut, fruits, grains and also cattle which have a high demand in higher markets. Thus they deal in certain commodities and attend various markets to gather those commodities from different markets to resell them in one or two major markets during the week. Though they are full time traders they do not have
stalls in the markets because they visit different markets as per availability of commodities and demand of those commodities in other markets where they resell. They also participate in the auctions held at the main or sub-regulated markets. They establish regular commercial link with both the rural and urban markets. There are also buying traders in other goods like cattle, goat and sheep. Such traders mainly attend cattle markets and fairs. They adjust their weekly movement in such a way that it remains convenient both to themselves and their customers. They have fixed and known customers at other markets to whom they resell their goods purchased.

ii) Selling Traders: The selling traders belonging to the traditional trading communities specializing themselves in selling commodities that are needed by the rural community such as grains edible oil, bettlenut, leaf, salt, spices, tea powder, garments, utensils, bangles, luxury goods etc.

These traders make their purchases from the wholesalers in the towns and cities where they get their goods on credit basis. Selling traders are usually mobile traders and they follow the space-time sequence irrespective of market size and demand. They travel in a radial pattern to attend different periodic markets of rural areas. They visit many periodic markets in order to maximize their transaction. They have a greater affinity for rural markets as compared to urban markets because in rural markets they have
fixed customers, who give them the optimum transaction. Some times they also extend credit-facilities to their permanent customers. Selling traders are further grouped as mobile sellers, shop-sellers, hawkers, who are full time sellers because trade is their main occupation. The observations made with regard to travel pattern of traders in the study area are closer to the views expressed by Wanmali (1981) Webber and Symanski (1973) as compared to the views expressed by Hay (1977).

**Part - time mobile traders:** The part - time traders are those who spend most of their time in producing goods so as to sell them in the periodic markets during the market week. These traders are selling most of the local produces. Further, the study area reveals that there are two distinct categories of mobile part - time traders such as producer sellers and farmer sellers.

**Producer sellers:** The producer sellers belong to some traditional craftsman communities who produce articles for sale in the market. Their commodities include brooms, sweets, handloom-cloth, baskets, earthenwares, ropes agricultural equipments etc., such producer sellers play a relatively dominant role in rural markets than in urban markets. Majority of them attend as many as 3 to 4 markets in a week in circuit. Most of the family members are involved in the process of making these items. Since they spend some time in producing the goods and sometime in selling them,
they are essentially part time traders. The producer sellers who make lightweight items like rope, mats and brooms, they walk the distance or use cheaper means of transportation to reach the markets. The other producer-sellers who specialize in producing items, which are heavy and bulky such as iron and stone-articles and earthen-vessels, use beasts of burden or bullock carts for transporting their items to the market. These traders attend markets as per space-time sequence of the periodic markets. They visit both rural and urban markets. They sell their commodities and also purchase their daily requirements and raw materials to produce goods for next week. As these traders are market based they travel in radial pattern as observed by Wanmali (1981).

Farmer seller: The farmer sellers are those who are farmers and attend one or two nearby markets to sell their surplus agricultural produce such as grains, vegetables, oilseeds, pulses etc. They are part-time sellers. It is observed in the study area that in most of the periodic markets the numbers of farmer-sellers are large as compared to other type of sellers. The visit of these sellers to the periodic markets is of multipurpose nature in the sense that in return they make purchase of required goods after selling their produce. Thus they have the dual role of selling and buying. These sellers generally move on foot with head loads of commodities to be sold in the market and in the evening they return to their homes with the purchased
commodities. It is also significant to note that nearly 50% of such sellers are women. Whenever they carry commodities in bulk they use bullock-carts; they even travel by bus and other vehicles. As such the question of having permanent stalls for sale does not arise, they sell their produce in open space or under shade trees. In the market areas even they do not bother about demand price for commodities, many times they sell their commodities to buying traders. Farmers sell a major quantity of the marketable surplus of food grain in their respective villages at a much lower price to middlemen or agents, or contractors than what they can obtain in the wholesale market. Thus a major portion of agricultural produce is disposed of at village level. The farmer sellers of border villages also visit market centres of neighbouring districts of the study area. The maximum distance covered by a farmer-seller is about 20 kilometers.

MOVEMENT PATTERN OF MOBILE TRADERS

The practice of mobile trading is largely found in the periodic markets of the study area. The movement pattern of mobile traders is a complex phenomenon, because these traders move in an individual capacity, with products of their own choice and the market they like best. But duration of trading, mode of travel, commodities of trade and the location of urban markets can explain movement pattern.
The field observation revels that the mobile traders go on attending different markets on different days till the end of the week. The maximum visitation of itinerant traders can be extended to six days in a week, with a day off at the home place. (Tamaskar 1966) The time involvement in mobile trading differs as per type of mobile traders. The part-time mobile traders such as farmer-sellers and producer sellers carry their products to the nearest periodic markets once or twice in a week. The part-time traders visit a small numbers of markets and spend part of the week either producing goods for sale or in other activities. (Wood 1975) The full-time mobile traders attend various periodic markets throughout the week as per their choice.

The mode of transport is an important controlling factor of mobile trading. Traders use bicycles, bullock-carts, tractors and buses, some of the mobile traders also carry goods as head-load to the nearest markets. The mobile traders of non-perishable commodities like cloths, garments, plastic goods, fancy items, etc., often have longer routes and attained many periodic markets. On the other hand traders who deals in perishable products like vegetables, fruits, fish, milk, butter etc., visit nearest markets.

The urban markets are the controlling points of mobile traders movement pattern, because most of the mobile traders have their residence in a town, from where they purchase required commodities from wholesalers on credit basis. They select their respective routes to attend periodic markets of surrounding regions. (Figure 5.4)
Figure 5.4
BIJAPUR DISTRICT
TRAVELLING PATTERN OF TRADERS

Source: Personel computation
The arrangement of periodic markets in sequential order helps the mobile traders to attend different markets on different days of the week in radial, semi circular or ring like track. Due to mechanized transportation facilities a large number of mobile traders attend periodic markets of their choice everyday and return home base every night. The distance travel by these traders in one day varies from 5 kilometers to 30 kilometers. There are some mobile traders who visit each periodic market in a cycle and return home at the end of the market week. Thus mobile traders serve the rural people in a very modest form.

CONSUMERS

The consumers are the people who buy goods or services in the market place for consumption or use rather than for subsequent re-sale (Bromely 1980). The consumers are the major participants of the market-centre, and the size of the market very much depends upon the number of consumers. Consumer behaviour is the sum total of the activities that a consumer performs by visiting market places, guided by his intellectual ability and economic status (Shrivastav 1983). Christaller has predicted four groups of factors influencing consumer movement; they are i) the importance of central place, ii) the purchasing power of the consumer iii) subjective economic distance and iv) value, quality and quantity of goods to be purchased. As secondary data are completely absent with regard
to consumer behaviour, the study is entirely based on primary data. The information has been collected from all the market centres by personal interview of the consumers who were present at markets on market days. In this context information about their village and its distance from market, mode of transport, the purpose of visit to the market, commodities purchased, number of markets that they visit, choice of market etc have been collected by interviewing consumers.

Central places are points of attraction, because they provide goods and services, which differ as per the order of markets. The higher order markets provide huge and variety of commodities than the lower order markets. Therefore the inhabitants from distant areas visit the first order markets. The purchasing power of consumer influences his behaviour. The small farmers and laborers, living in rural areas prefer to visit small rural markets; where they find their requirements, where as high income group people and other service holders prefer higher order markets to get their requirements. The consumers have to visit different orders of markets on foot, bicycles, carts, tractors, buses, trucks and rail to reach the market centres, as per market distance and facility of transportation.

The consumers always prefer the nearest market centre to fulfill their day-to-day requirements; but for ceremonial purchases and higher order goods the restrictive effect of distance is ignored. The value, quality and
quantity of goods are other factors, which influence consumer behaviour. Large variety of better quality commodities are found in the higher order markets, where the consumers have a choice to purchase their requirements. Hence for better quality and large quantity of goods consumers prefer to visit higher order markets, irrespective of distance.

It has been observed that the consumers are aware of the market days, market location and its distance. They make their market choice according to their level of knowledge, and their requirements of commodities. Generally they visit the nearest market to purchase their day-to-day requirements like vegetables, cereals, salt, oil, grocery etc., only on special occasions they travel to distant market centres of higher order. Nearly 2/3 of the total consumers visit the market centre on foot from their villages, which are at a distance of less than 5 kms. The consumers use bicycles or tractors to travel more than 5 kilometers distance. Both male and female consumers are found in the market centres. Moreover, the majority of market participants in the markets of the study area are young groups between 15 and 45 years because they can travel and carry the load from the markets easily.
TEMPORAL CHOICE OF CONSUMERS

In this study the main theme of the investigation is based on overlapping of market areas of different periodic markets on different days during market week. This is supposed to be an area of temporal choice. For example, when there is an overlap of the market areas of three markets then the settlements in the area will have a temporal choice of 3 markets. Hence, the temporal choice depends on the overlap of the number of markets. At least in theory, the market areas of 7 markets of different days overlap and hence the maximum temporal choice of 7 markets during market week. The topographical constraints and other socio-economic causes related to the study area, limits such temporal choices of markets.

In the present study, the market area of all 128 markets was delimited in order to evolve the areas of temporal choice (Figure 5.5) and information tabulated for each taluk. (Table 5.2) This investigation intends to make use of concept of temporal choice of marketing during market week to access the behavioural pattern of consumers.

It is observed that more than 2/3 of the settlements are found satisfied by a single market. There are some big markets situated at each taluk headquarters, which tended to influence quite a large area and provide a wide range of goods and services to the consumers of surrounding settlements. There are 13.68% other settlements, which are facilitated by
Figure 5.5
BIJAPUR DISTRICT
CHOICE OF MARKET BY CONSUMERS
Table 5.2
Temporal Choice of Markets during Market - week

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of Taluk</th>
<th>One market choice</th>
<th>Two market choice</th>
<th>Three market choice</th>
<th>Settlemet interact outside the district</th>
<th>Total No. of settlements in each taluk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Badami</td>
<td>120 (80.54)</td>
<td>20 (13.42)</td>
<td>04 (2.68)</td>
<td>05 (3.56)</td>
<td>149</td>
<td></td>
</tr>
<tr>
<td>2. Bagalkot</td>
<td>081 (90.00)</td>
<td>09 (10.00)</td>
<td>-</td>
<td>-</td>
<td>090</td>
<td></td>
</tr>
<tr>
<td>3. B.Bagewadi</td>
<td>094 (77.69)</td>
<td>27 (22.31)</td>
<td>-</td>
<td>-</td>
<td>121</td>
<td></td>
</tr>
<tr>
<td>4. Bijapur</td>
<td>085 (78.70)</td>
<td>15 (13.89)</td>
<td>03 (2.78)</td>
<td>05 (4.63)</td>
<td>108</td>
<td></td>
</tr>
<tr>
<td>5. Bilgi</td>
<td>062 (95.38)</td>
<td>03 (4.62)</td>
<td>-</td>
<td>-</td>
<td>065</td>
<td></td>
</tr>
<tr>
<td>6. Hungund</td>
<td>130 (80.25)</td>
<td>26 (16.05)</td>
<td>03 (1.85)</td>
<td>02 (1.85)</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>7. Indi</td>
<td>103 (83.74)</td>
<td>15 (12.19)</td>
<td>03 (2.44)</td>
<td>02 (1.63)</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>8. Jamkhandi</td>
<td>59 (79.73)</td>
<td>13 (17.57)</td>
<td>02 (2.70)</td>
<td>-</td>
<td>074</td>
<td></td>
</tr>
<tr>
<td>9. Muddebihal</td>
<td>124 (82.12)</td>
<td>19 (12.58)</td>
<td>08 (5.30)</td>
<td>08 (5.30)</td>
<td>151</td>
<td></td>
</tr>
<tr>
<td>10. Mudhol</td>
<td>67 (84.81)</td>
<td>07 (8.86)</td>
<td>-</td>
<td>-</td>
<td>079</td>
<td></td>
</tr>
<tr>
<td>11. Sindgi</td>
<td>110 (76.92)</td>
<td>19 (13.29)</td>
<td>14 (9.79)</td>
<td>14 (9.79)</td>
<td>143</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1035 (81.82)</td>
<td>173 (13.68)</td>
<td>42 (1.18)</td>
<td>42 (3.32)</td>
<td>1265 (100.00)</td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in bracket indicate respective percentages.
Source: Field survey 1999.
choice of two markets in the study area and about 1.18% settlements with a temporal choice of three markets during market week. Apart from this there are 3.32% of settlements, which interact with outside market of neighbouring districts.

The taluk level analysis reveals that the consumers of different settlements around taluk headquarters mostly depend on single market of taluk headquarters and similar situation is also found around bigger town market centres. Due to better transportation and other marketing facilities, bigger markets of urban characters have not allowed the growth of any other markets around a definite territory. The visit of consumers to headquarters market is of multipurpose; hence huge crowd could be observed on market day. The maximum percentage of settlements, which are facilitated, with temporal choice of 2 markets is observed in taluk B.Bagewadi (22.31%) followed by Jamkhandi (17.57%), Bijapur (13.89%). The settlements with temporal choice of 3 markets are not high. There are 42 settlements, which interact with the markets of neighbouring districts, maximum being in Sindgi taluk (14 villages) followed by Muddebihal (8 villages).