INTRODUCTION
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Human habitant is not a self sufficient and self-contained entity, but an interdependent unit that must exchange ideas and products with other human habitants (Ramachandran 1981). The society is not self sufficient in the production of all the commodities which are needed by the inhabitants. So the exchange of commodities becomes one of the important functions that the societies of the region perform for meeting their demands. It will not be wrong to presume that all the human activities, including the activities of exchange of goods and services are the most prime ones and whenever such exchange process occurs as an economic activity then it can be called as ‘marketing’. Thus marketing is a common and essential activity, which involves the movement of commodities and services from producers to consumers.

Marketing Geography

The need for marketing geography was first pointed out by William Applebaum (1954), an American geographer. He states that, “marketing geography is concerned with the channels of distribution through which goods move from producer to consumer”.

The marketing geography is relatively a new offshoot from the trunk of geographical science. It is a geographical phenomenon in the sense that
the exchange of goods and services does manifest spatial dimensions, which provide a raison d'être for a geographical study of marketing (Dixit 1981).

A Geographer is concerned with the whole phenomenon in spatial context, in which the study deals with the relationship that occurs during the interplay of the factors relating to marketing. According to Davies (1976) “It is the areal expression which is given to the source of demand and area structure of the systems of supply that provide the foundation for a geographic study of marketing”.

In brief, marketing geography is concerned with the location and distribution of markets, their infra-structural pattern, measure and extent of marketing activity, movement of commodities, consumer behaviour and perception and determination of market hierarchy in order to prepare a systematic plan for regional development.

Studies on marketing Geography

Since 1960 marketing geography has received considerable attention from geographers and it is a rapidly growing field of geographical study with a short history and a long future. William Applebaum of the United States is widely known as the architect of marketing geography. Some of the foreign scholars who contributed to the literature on marketing geography are Berry, Bohannan, Bromely, Hodder, Wood, Mc. Kim, Skinner, Smith, Huff and symanski Yeung. These scholars have studied
various aspects of marketing. A few Geographers in India took interest in this field of geography and contributed some of their works relating to the origin, evolution, development, location, spatial distribution, typology, centrality, hierarchy, trade area, consumer and trader behaviour, regulated markets and planning perspectives of market centres.

The literature on Indian market studies is very much limited and there is a lack of clear design in approach to the periodic markets. Some of the studies have focused their attention on the broad distributional characters of markets centres in the regional frame (Singh 1967, Saxena 1975, Tamaskar 1977, Wanmali 1981, Dixit 1984, 1986; Shrivastava 1987, Hugar 1994 and 2000). While others concentrated their attention on in-depth studies of an individual market (Agarwal 1968, Parvati C. 1975, Nizamuddin 1989). There is still much scope for systematic and planned approach. The newly introduced regulated market system is growing at the cost of periodic markets. A few geographers, (Wanmali 1982, Hugar 1982, 1984, 2000.) have made attempts to consider locational and functional aspects of regulated markets. The agricultural marketing study is also made by geographers (Amani and Nizamudhin Khan 1989). The regulated marketing authorities have realized the importance of traditional markets over the Indian rural scenario and identified them as primary markets. The National Council of Applied Economic Research (NCAER) has taken a major step in promoting the study of market centres and development
process. The council was of the view that market towns could accelerate the process of spatial development in India and hence the study and planning of market towns was given high priority since 1966.

**Market place and marketing**

The root of marketing geography is the market place. The word market is derived from the Latin word Mercatus which refers to a place where buyers and sellers meet. Markets are spatial units and hence their location sites, situation, physical extent, morphology and areal combination etc. are of special significance to geographers (Saxena 1984).

According to Hodder; (1965) “A market is an authorised public gathering of buyers and sellers of commodities at an appointed place at regular interval”. As Berry (1967) has put it “Market centres are the places to which consumers travel to complete process of exchange.” Markets as defined by Belshaw (1965) are sites with social, economic, cultural and other reference marks, where there are a number of buyers and sellers, where the price offered and paid by each is affected by the decisions of others. The market place is based upon a large number of simultaneous person-to-person transactions. Ideally, it is atomistic, open, free, and rational and therefore corresponds to the economists “perfect market” (Tax 1953) “Atomistic” implies that there are large numbers of independent, small-scale buyers and sellers with no monopolistic associations. “Open” indicates that as many buyers and sellers as wish to do so may attend the
market. "Free" means that prices are fixed by supply and demand forces and not by any external authority. "Rational" implies that all participants have one basic aim in view, i.e. profit maximization. Markets may be compared to organisms with fixed functions behavioural patterns and growth processes depending upon the nature and extend of the region. The common usage defines the elements of a market as buyers, sellers, merchandise and a fixed place and time of exchange. Each market has four main functions, namely distribution of local products, exchange of rural surplus for urban goods, circulation of articles from some places within the country and dissemination of foreign imports. In brief the market may be defined as a place where buyers and sellers gather for marketing at regular intervals for the people of surrounding areas.

Marketing is a process or phenomenon of interaction among producers, distributors, buyers and users or in other words, it includes all processes and services a commodity goes through as it travels from producers to the consumers. The fundamental bases of marketing are the three 'ds' viz. difference, desire and distance (Garnier and Delobez 1979). Thus the exchange process at a fixed location (settlement) takes place during specified time duration, either on weekly or biweekly or daily basis depending upon the quantum of transaction (Hugar 1984).
The origin and evolutionary process

Several geographical studies have been carried out regarding the origin and growth of periodic markets and marketing, but most of the work is still tentative and subject to modification (Saxena 1984). When men started living in groups, they began to exchange commodities. Thus Barter system was developed in order to exchange commodities. It is still prevalent in African, Asian and south American tribal markets (Berry 1970,89). A change from primitive society to present society is the cause of the beginning of exchange at some fixed places with passage of time. Due to division of labour, specialization of economic activities took place. Consequently markets at particular locations and at a fixed times came into being specially in the form of periodic markets. Religious places, bigger settlements, crossing of roads and places of administrative uses were selected as the sites of markets to meet the local demand. With the urbanization and development of roads and easy accessibility, some periodic markets, have been changed in to permanent daily markets. Moreover, the number of periodic markets has been increasing at a faster rate, as they provide facilities to local producers and also generate employment opportunities in trading activities. The present pattern of marketing system has become complex due to geo-economic and socio-political factors of the region.
Daily markets are usually urban. The periodic market becomes a daily market as population density, urbanization and accessibility increases but its trend from periodic to daily marketing is a gradual one. Such daily markets attract people from longer distances because they deal both in retail and wholesale transactions of various commodities every day.

The regulated markets are recent administrative creations for the benefit of the farmer. They are non-traditional markets. The regulated markets deal in wholesale transactions of agriculture produce on daily basis. So they are non-periodic markets. Such markets are located in bigger urban settlements where adequate infrastructural facilities are available.

**Market participants**

The main participants in periodic markets are consumers and traders (Hodder 1965, Hill and Smith 1972 and Wanmali 1981). The consumers are either local or non-local people who visit the periodic markets either to sell or purchase or both. The consumer always visits the nearest markets and occasionally visits farthest markets to purchase higher order goods. All the consumers return to their home base after the marketing function for the day is over.

Traders are the people who buy and sell goods in the market place for business purpose. There are two types of traders such as full-time and part-time traders. Some of the traders are fixed at some important market
The main participants in the regulated markets are farmers, traders and other intermediaries (Misra and Jayasankar 1976). The farmers are local or non-local sellers of agricultural produces. The traders are purchasers, who are specialized in purchasing selected agricultural produce. Like sellers the traders may also be local and non-local. The produce is auctioned in the regulated markets; the prices may vary, depending on the number of traders and the arrival of goods in to the market.

The trader will not visit a market centre unless it supports him as a profit exists while the consumer is assumed to make economic rational journeys to the nearest centres, within whose range he happens to live in order to minimise the time and travel cost (Pred 1967). Thus the study of behaviour of spatial movement of an individual with reference to periodic markets is of great importance because it may be more helpful in grass root level planning of market centres for rural development in a particular region.

**Market week**

The length of market week is one of the important considerations to understand the nature of functioning of the markets. Market weeks of different length are observed in different parts of the world depending upon
the socio-economic and administrative conditions prevailing in that area. However, the seven day market week is common in India. (Tamskar 1964, Alam and Khan 1972, Shrivastava 1977, Wanmali 1981 and Hugar 1984). It is observed that, wherever there are regulated markets, the transaction takes place almost daily, but it is of periodic character in traditional markets, where wholesale transactions take place one day prior to the main market day of that market. Wanmali (1981) observed the same in his study of markets in Singbhum district.

The spacio-temporal organization of markets in geographical space is of great significance in the market study. Within a region the periodic markets which meet on the same day are located at longer distances while the markets meeting on other days are located at shorter distances (Smith 1971, Hill and Smith 1972, Hugar 2000). Hence many researchers have made efforts to seek an explanation with regard to the linkages between temporal periodicity and locational spacing of markets. Such relationship between the two categories of periodic markets evidently confirms the integration of markets (Wanmali 1981). The basic principle of space-time relationship has to be taken into account while fixing the market day and its location (Hugar 1984) because market is to be made to function on a day in such a way as it should not clash with the neighbouring markets. It helps both traders and consumers to visit markets.
Typology of markets

A specific typology of market places can be evolved based on the physico-socio-economic and administrative factors prevailing in the area. They can be categorized on the basis of the time duration. If the marketing function takes place on all the days of a week, it is a regular or daily market, like city market and if it is for a specific period, it becomes a periodic market. If the marketing function is regulated by an administrative agency created for the purpose, it is called a regulated market. In the study area all the three types of markets namely daily, periodic and regulated markets are observed.

Periodic markets are the age-old traditional markets, which are found both in urban and rural areas. They are specialized in retail transactions of various commodities. Traditional markets are basically places of exchange of goods and services to the residents of a given geographical area in a fixed interval of time (Hugar 1994). Further, these markets are not only places of exchange of goods but also places of social assembly and political meetings. Hence, these markets are treated as nodes or nerve centres of economic, political, social and cultural activities of rural folk. India has a strong rural base and a large number of market centres are periodic in nature. They are traditional and are locally called as 'Santhe' or 'Bazaar'.

Market as Central place

The central place theory was developed by Christaller (1933). He pointed out that the role of settlement, as market centre is the chief characteristic of the theory. According to him the markets are fixed in space and time. The function of a central place is to provide a wide range of goods and services to the population surrounding it but the existence of a central place is dependent upon its access to a minimum or threshold level of demand that is able to support the service of distribution offered by the centre. (Hudder and Rog 1974). Central places vary in importance. Higher order centres stock a wide array of goods and services, whereas lower order centres stock a smaller range of goods and services. (Peter Haggett 1972)

Each and every market centre has a trade area around it. The existence of markets and the extent of their functions do affect the utilization of resources, induce productivity and create employment opportunities and activate the no farm sectors. A market place attracts people from the surrounding areas to its central point of trading, which is generally found close to a central place such as centre of worship or administration. (Bromley 1976).
Hierarchy of market centres

Hierarchy of markets exists in a regional market system, since all the market centres are not of equal importance (Bromely 1971). It is a universal phenomenon due to variation in size and functions. The gradation and regrouping the market centres into size of classes is termed as hierarchy, which is common in geographical study. There are a large number of such studies and different levels of orders of markets have been identified in different parts of the world. Studies on the centrality and hierarchy of market centres are very important since they aid in the investigation of the significance of a market within its region (Dixit 1988).

It is a fact that the importance of each market centre is governed by several factors such as population, market status, market area, market duration, shop opening days, transportation facilities, market attendance etc. Further the influence of each factor cannot be the same. Hence the degree of correlation that each variable tends to establish varies from one market to another. This forms a sound theoretical base for identification of market hierarchy. The composite index method can be used to measure market hierarchy. Further, the hierarchy can be used as a tool for regional planning and development.
Development of marketing system in India

Marketing in India may be traced back to dim antiquities of the country. Its development has passed through various periods from ancient to modern to attain the present pattern. Although market place system in India is as old as its civilization, no systematic account is available. There is a reference to barter during Vedic age and Visyas class was engaged in trade and commerce. The system of coinage was also in vogue, but most of the trade was of barter system (Mujumdar 1957). The external commercial links with adjacent countries and southern India had been forged by the panis in the Vedic times. The ship building panis were merchants on land and sea. (Billmoria 1940)

During the first and second century A.D. trade among distant parts of the country was in the hands of adventurous-merchants, who used to move in caravans. The halting places of these caravans seem to have been marts of exchange. In early days, scarce non-indigenous goods were occasionally brought and the exchange of commodities took place without market places. In historical period, such exchange prevailed over a larger part of the country where communications were limited. Further with the introduction of mechanized transport, the traditional markets lost their importance. In the Indian rural sanerio traditional market centres still serve more people at less cost. The rural people cannot afford to visit markets daily because of their busy schedule of agriculture. Thus they prefer to visit
markets on specific days and thus they become important periodic or weekly markets.

Traditional markets are basically places of exchange of goods and services to residents of a given geographical area in a fixed interval of time. (Hugar 1982, 1984) Further these are not just places of exchange but also nodes of economic, social, political, religious and cultural activities of rural folk where the periodicity is an essential element of market.

Britishers introduced modern administration into the trade transaction of certain goods over the traditional market exchange. In fact they gave a new orientation to Indian market place exchange system not only in the field of agricultural marketing but also in marketing of other products as a result of which both wholesale and retail marketing have developed.

After independence there was an urgent need to formulate a new economic policy for the country as a whole. The Government of India set up the planning commission in 1950. In the area of development of marketing, especially of agricultural products a directive was issued to the states to develop regulated markets. The most characteristic feature of the Indian market place exchange system is the existence of many rural periodic markets in various villages, which play an important role in the Indian rural economy. A few urban markets at taluk headquarters and other places, which are still weekly and bi-weekly in character and attract both urban and
rural consumers on market days. Daily markets are very few, and are found mainly in city areas of the district headquarters and they acts as major wholesale markets of the entire region.

In brief, the Indian market place exchange is a very complex one because both traditional and modern systems have been mixed with each other in such a way, as no one can understand it without a historical perspective. (Saxena 1984).

**Market system and regional development**

An insight into the origin and evolution of market and marketing system of a region will provide a base for understanding the spatial characteristics of geographical phenomena of the region in which market systems are located. It is generally felt that the markets and market systems tend to originate due to the interplay of various factors of physico-socio-economic scenario and (Smith 1976 and Hodder 1965) have observed that markets originate when two contrasting ethno-economic cultures are brought together through long distance trade. Carol A Smith (1976) opined that there was a possibility for the origin of market systems when the demand for local produce in urban areas progressively increased. The other factors that can help the emergence of market systems are increase in population, urbanization and improvement in the transportation system.
The markets are hierarchically organised in each market system. It is observed that the boundaries of market systems are not very rigid; hence the lower order market of one system can be linked with the higher order market of another systems. Since market system are concerned with the settlement systems, the regional development to a considerable extent can be achieved by strengthening the market system (Tamaskar 1964, Shrivastav 1977, Wanmali 1981, Hugar 1984).

The need for the study

In developing countries, Hodder (1965) remarks that markets are the most important elements of the social and economic landscape. He argues that the study of markets is essential for the real understanding of life of the communities. He also contended that markets reflect the economic and social tradition of the people. Webber and symanki (1973) observe that periodic markets help the people not just for exchange of goods, rather it is closely related to the needs of the society.

India is a land of villages, where periodic markets and fairs play an important role in the economy and life of rural people because the economic organization of the society depends fundamentally on the pattern of market centres and periodic fairs, which are common and convenient channels through which the commodities are distributed to consumers and services of artisans or craftsmen are made available to the rural people (Tamaskar 1966) Indian market centres mostly exhibit pictures of rural life as they
provide a base for collection and subsequent distribution of various agricultural products of the surrounding areas. It is actually these characteristics of market centres that link it with the countryside and as such the bulk of the market centres of India has a strong rural base (Dixit 1981). It is a well-known fact that market centres are the foci of multi functional activities such as commercial, religious, political, social, etc. The markets therefore reflect the picture of economy and life of the people.

Thus, the present study intends to give a detailed account of the periodic markets, regulated markets and the marketing systems within the regional context of a developing agrarian economy of the Bijapur district of Karnataka State.

Selection of study Area and Title

The selection of the drought prone area of Bijapur district in the northern part of Karnataka state is not arbitrary but is based on sound reasons.

Firstly, the study area has a glorious past during the pre-historic period and many kingdoms ruled it since early century, where one can find the origin and evolutionary processes of marketing system. Secondly, the entire study area lies in the arid tracts of the Deccan Plateau and is subjected to frequent major droughts and famines. Drought is a natural hazard caused by insufficient rainfall resulting in the deficiency of soil moisture. The area has unique geographical characteristics with regard to climate, soils,
drainage and landforms. This region is normally characterised by low rainfall because it is located in the rain shadow area of western ghats in the interior parts of peninsular India. It is often described as a dry farming region where the areas are drought prone. Prevailing drought conditions every now and then have affected the development of the region.

The study area is a part of Deccan-plateau and is intersected by the main rivers such as Bhima, Dhone, Krishna, Malaprabha and Ghataprabha. The black-soil conditions are so flexible that any crop can be cultivated. Some of the area is also irrigated; hence varied agricultural and horticultural crops are raised. Most of the area is still economically backward, unorganised rural trade is in practice in backward rural areas and organised market structures are not within the reach of average farmers. There is an imperative need to attend to such areas.

The integrated area development and rural area development programmes are futile without laying proper emphasis on development of market centres as they serve as the most important service centres of the region in which they are located. Hence marketing facilities need to be improved by developing some primary market centres to higher level market centres which will stimulate the rural economy to function on modern lines. This is the main objective of the present investigation and hence the drought-prone area of Bijapur district has been selected for the research work and the present work is entitled “Spatial analysis of market centres in drought prone area” a case study of Bijapur district.
Problems identified

The area selected for research work is essentially an area of agrarian economy, of a drought prone region. It is climatically and economically marginal in nature where periodic marketing system is still in a traditional form and non-periodic regulated market centres are not fully developed, leaving large areas un-served. Although the location of the markets have taken place in appropriate places of the region, they are not endowed with adequate infrastructural facilities. There are large numbers of lower order periodic markets and it is clear that the periodic markets are the main outlets for the agricultural produces in the peasant economy. They cannot keep spatial and functional parity with the higher order markets. The inhabitants of the settlements, who reside close to such lower order market centres, thus have to satisfy their needs with the limited advantages that they receive from the lower order markets. There is a need to develop periodic markets for the development of the agrarian economy.

The farmers are not in a position to get better price for their commodities, as a result of which they have remained poor and have affected the Indian economy in general and the study area in particular. The state government has not made any sincere effort to help the farmers and to raise their standard of life. Although the regulated markets are intended to protect the interests of the farmers and to release them from the clutches of the intermediaries, the monopolistic attitude of the trading community is
still prevailing in wholesale and retail transactions of agricultural produces. Hence it is a problem to frame a relevant policy to protect the farming community from the monopolistic set-up built against the farmers.

To analyse these problems an attempt is made in the present study and based on the empirical evidence of the study area an attempt is also made to suggest some improvements in the existing marketing system for the proper distribution of goods and services. Any measure evaluated for the spatial planning and development of the region as a whole should take into consideration the integrated development of the markets, which acts as growth centres.

**Main Objectives**

The present study is primarily concerned with a comprehensive analysis of the backward economy of the drought prone area of Bijapur district in which a large number of periodic and non-periodic markets exist in traditional form. The following are the main objectives of the study.

i) To trace out the origin and evolutionary process of market centres in the study area since ancient period.

ii) To study the physico-location basis for identifying specific typologies of market.

iii) To make a detailed analysis of the space-time sequence of periodic markets and market-cycles in the study area.
iv) To study the marketing process and behavioural character of market-participants.

v) To understand the spatial and functional character of regulated markets of the study area.

vi) To assess the hierarchy of the market centres in the study area.

vii) To plan and suggest a new strategy for the development of economy of drought prone area.

**Data Base**

The present study is based on the data collected from both primary and secondary sources.

**Primary data:** Primary data are necessary to the present study and hence they are collected through questionnaires and interviews. Shop-owners, traders and consumers were interviewed by asking relevant questions with regard to marketing activities, commodities traded and distance traveled, the choice of market centres etc. A similar procedure was followed for collecting primary data from regulated markets and cattle fairs.

**Secondary data:** To get certain basic and preliminary information about the research work, the District census handbooks (1961, 1971, 1981, 1991) of Bijapur and District Gazetteer of Bombay Presidency (1884), Bijapur District Gazetteer of Mysore state (1966) and also the Bijapur District Gazetteer of Karnataka state published recently during 1999 were referred.

To examine the physico-location of market centres topographical maps of
1:50,000 have been used. The required secondary data were also collected from the various, office records maintained by village Panchayat, taluk Panchayat, zilla Panchayat and municipalities. Annual reports of regulated markets of different years and the recent provisional population census 2001 figures published by Govt. of Karnataka, Bangalore were also used. Some archaeological and historical references were used to study the evolutionary aspect of market centres.

Unit of analysis

In India the Planning commission has treated the entire district as a main unit of planning and its each taluk as a sub unit. Hence in the present study the entire district of Bijapur has been taken as a unit, to study the distributional pattern of market centres and taluks have been taken as sub units. Further, the market centres of these taluks were considered for further analysis by considering market villages and all other villages served by them, which form the base for the analysis of the present study. There are 11 taluks in the district with 18 urban centres and 1247 villages.

Methodology

The collection and compilation of data were followed by tabulation and computation of the same. The interpretation of the analysed data was done with empirical and theoretical perspectives. Certain research methods and cartographic techniques have been used in preparing maps and
diagrams. The nearest neighbour analysis has been used for finding the spatial pattern. In order to calculate the space-time sequence of periodic markets, R.H.T. Smith's method has been employed. The centrality index has been calculated in order to understand locational characteristics of regulated markets. Theoretical zones have designed around regulated market as per Johnson's method to find out the fully served, partially served and un-served areas. Centrality index has been calculated by selected variables to find out hierarchy of market centres. To find out trade area of each order of market empirical method has been used and maps prepared. Thus various geographical techniques and statistical methods have been used in the present research work.

Hypotheses

In this research some important hypotheses are formulated to make the research more meaningful. The hypotheses -

i) that “The existing periodic market centres have their roots in the past and altered with changing socio-economic variable”.

ii) that “The location of market centre is largely governed by physico-climatic causes rather than socio-economic needs of the society”.

iii) that “The consumer will always visit the nearest market centre”.

iv) that “The importance of each market lies in the number of shops and their Types”.

Research Design

The present study is a modest effort to bring to light the manifold perspectives of spatial analysis of market centres in Bijapur district of Karnataka.

The first chapter seeks to present the foundation work relating to the spatial characters of the study region. The salient features of the study region are clearly brought out in brief.

The second chapter intends to trace out the origin and evolutionary process of market centres since pre-historic period.

The third chapter highlights the spatial distributional aspect wherein an attempt is made to analyse the taxonomy of market centres on the basis of physiography.

The fourth chapter presents an exhaustive analysis of distributional relationships of markets, periodicity, spatio-temporal synchronization and market cycle.

The fifth chapter discusses the marketing processes and the behavioural character of market participants.

The sixth chapter concentrates on non-traditional markets namely the regulated markets, where in an in-depth analysis is made with regard to the spatial and functional characters of regulated markets.
The seventh chapter attempts to analyse the hierarchical organization of market centres. In this part of the work, main and effective parameters, which affect aggregate size of market centre, are used.

Lastly, an attempt is also made to present the gist of all the chapters and regional weaknesses in order to suggest suitable planning processes with a view to achieve regional development at grass root level through the integrated development of the markets which acts as growth centres in the study area.

All the seven chapters, in one way or the other are concerned with and centred on the problem of market centres and their role and perspectives.