INTRODUCTION
The history of human civilization reveals the fact that man relied very heavily upon nature for the satisfaction of all his wants. With the advent of human civilization gradually he began to be free from the clutches of nature. To begin with, human needs were very limited and man was contented with whatever he had. As days advanced human wants increased there by the scarcity began to exist. This paved the way for exchange of goods and services between different societies. Accordingly, a system called 'barter system' came into existence gradually. As a result, there developed the surplus and deficit areas in the society. As a measure to maintain a balance between the surplus and deficit areas of particular commodities specific market system evolved. In due course of time when human wants increased remarkably there existed an acute shortage of commodities. This resulted into exchange of goods and services between the societies through a media called 'money'. Today, money has become the major medium of exchange to facilitate exchange of goods and services between the surplus and deficit areas. The deficiency and sufficiency have paved the way for the emergence of markets. Today, markets have been the centres of exchange. The sphere of this exchange which was confined to smaller areas has covered the entire globe today. As a result markets are integrated globally, as one can speak of global markets, global exchange etc.

The term 'market' is derived from the Latin language 'mercatus' which refers to the place or method of contact between buyer and seller. A 'market to an economist is a specific institution with rules of its own, upon which he
builds up a powerful analytical structure (Bromley, 1971 and 1976, Arunachalam, 1983). To the historian, the sociologist and the geographers the market is a place of exchange of goods and services dealing not only with the activities of economic aspects but also the socio-cultural-political and religious activities. In view of this fact such market plays an important role in the economic and social life of the people of their day to day activities of life.

In common usage the elements of a market are buyers, sellers, merchandise and a fixed place and time for exchange. Each market has two functions. They are the distribution of local products and the exchange of rural surplus for urban goods.

Since the market is a place of exchange, it indicates the process of functions of the market. Such process of functions could be called as marketing. Marketing includes all the activities involved in the flow of goods and services from production to consumption (Abbott, 1958). Yeung (1973) opined that marketing is a common every day activity which involves the exchange of goods and services from producers to consumers. Marketing is concerned with the identification of the demand for various goods and services and with the arrangement for the supply of these through efficient distribution channels. Although marketing is essentially a function of management that oversees the buying and selling, the strategies and policies involved in marketing are inevitably manifested in some ‘spatial mobility. It is observed that there is a considerable movement of men and materials from one part to another part.
The cost of goods is affected by the distance travelled to reach the place of destiny. The distance travelled and the mode of transport have a bearing on the determination of price of commodities. Hence, marketing is a geographical element. This view has paved the way for the emergence of marketing geography.

William Applebaum (1954) is widely regarded as the chief architect of marketing geography as a distinct field of study in the United States. Applebaum (1954) defines, marketing geography as a branch of knowledge concerned with the delimitation and measurement of markets as well as the channels of distribution through which goods move from producer to consumer. Berry (1967) has opined that the marketing geography has put the retail interests of geographers into practice within metropolitan areas in the service of private business enterprises and of late the term marketing geography has been taken to describe that aspect of geography which is concerned with tertiary economic activities and particularly the distributive trade (Davis, 1977).

MARKET PLACE

A market is a place with fixed location in which exchange of commodities takes place. As Hodder (1965a, 1965b) defines 'market place is an authorised public gathering of buyers and sellers at a fixed place at the appointed hours in which exchange of commodities takes place'. A specific typology of market places can be evolved based on the physico-socio-economic and administrative factors prevailing in the area. The market can be categorised on the basis of
time duration. If the marketing function is observed on all the days of a week, it is a regular or daily market and if it is observed once a week it is called weekly market. There are countries where the transaction of agricultural produce is controlled by the government, it is said to be the regulated market. As far as Raichur district is concerned all the three categories of markets namely the daily, weekly and regulated are observed.

PERIODIC MARKETS

Normally, the periodic markets are the age old traditional markets and are found in urban as well as in rural areas. Periodic markets are basically places of exchange of goods and services to the residents of a given geographical area at a fixed interval of time (Hugar, 1982, 1984). As Bromley (1975) opined the periodic markets are authorised gatherings of buyers and sellers of commodities meeting at an appointed place at least once a week, but not as frequently as daily. Further, these are not just places of exchange of goods but also places of social assembly, political meetings and above all venues of agricultural and other innovative exchanges. Hence, these markets are treated as nodes or nerve centres of economic, social, political, religious and cultural activities of rural folk. These are the immediate available contact places of the rural masses and specialised in retail transactions of all commodities. Such places are locally called as 'santhis' or 'shandies' or 'hats'.

NON-PERIODIC MARKETS

The regulated markets are the administrative creations by the state
government in order to manage the wholesale transactions of agricultural produce. These markets have been introduced at a certain distance norm as recommended by Prof. E.A.J. Johnson (1965) on Indian rural scenario with spatial perspectives. The sole intention of establishing the regulated markets is to minimise the role of middlemen in the agricultural transactions and also to provide regulations to the commodities, better prices, standard weights and measures etc. These are not only the outcome of the non-traditional system but also play an important role in the wholesale transactions of agricultural produce in the interest of farmers effectively. Regulated markets are proposed at the urban settlements where the adequate infrastructural facilities are available. These are open for sale transactions of agricultural produce on all days of the week. Further, such markets have not been evolved out of the traditional market periodicity (Hugar, 1984 and 2000).

The main function of the market is to provide better prices for goods and services to be exchanged. There are no intermediaries observed in the rural transactions. While the wholesale transaction of agricultural produce depends upon several categories of intermediaries. The wholesale transactions of agricultural produce undergo the sale process of market functionaries, such as, Traders, Commission agents, Dalals, Hamals, Weightman, Graders etc., for the smooth and efficient functions of the wholesale transaction. Further, the prices of the sold commodities are governed by the efficient participation of the traders, dalals and administrators.
An attempt is made here to review the overall literature of marketing geography in brief. William Applebaum (1954), the noted scholar who is instrumental to motivate and pursue the studies in the field of marketing geography as a distinct branch in the field of economic geography in the United States. His studies aims at delimitation of market area and measurement of markets with various channels of distribution of goods from producers to consumers from the geographical point of view. He initiated a group of scholars to pursue their study in the field of marketing geography, in order to make it more applied nature. This view has encouraged a number of scholars for carrying out the research effectively. In view of these outstanding efforts, the geographers have recognized him as the chief architect of marketing geography. Murphy (1961), substantiated the same view of Applebaum (1954) had laid great emphasis on the fact that marketing geography is one of the oldest branches of geography and more emphasis is given to study the metropolitan markets of the United States. Berry (1967), Bromely (1974), Hodder (1965), Smith (1972) and others were supporting pillars for the emergence of marketing geography. A strong foundation was laid by the pioneers like, Applebaum (1954) and other scholars for a strong structure of marketing geography. Berry (1967) made a pioneer attempt to put marketing geography in a theoretical framework for continuing further research. He published a book entitled 'Geography of Market Centres and Retail Distribution' which is first of its kind in the history of marketing geography and laid down principles concerning the spatial distribution, organization and behavioural characters of markets of the United States and cited many examples of
developing economies also. Bromely (1971) has also done an extensive work in marketing geography by publishing an exhaustive bibliography of market place studies, periodic markets, daily markets and fairs. Credit goes to R.H.T. Smith (1971), who has identified marketing geography as one of the distinct fields of research and suggested a distinct approach in geographic research by considering the spatio-temporal characters of markets. Another important pioneer Hodder (1965), has contributed significantly to the field of marketing geography by citing examples of developing economies of Africa and the Middle East countries. Carol A. Smith (1976), an anthropologist, carried out an exhaustive review of marketing geography in the light of Central Place Theory by considering the various schools of thoughts. E.A.J. Johnson (1965), an American economist, has recommended the regulated markets on Indian rural scenario based on central place model to manage the wholesale transactions of agricultural produce effectively.

In India, few attempts have been made by geographers to study the markets. As early as 1940 C.D.Deshpande and Krishnan have made a pioneering efforts to study the market. Bhat (1976), Misra (1965), Rao (1965), Sundram (1965) and Tamaskar (1966) have made outstanding efforts and studied the various aspects of marketing geography. Alam (1963) also started studying the markets from a different point of view by considering both retail and wholesale markets is a metropolitan environment.

A new welcoming aspect in modern marketing research has been carried out by considering the system of markets in different economies. In this regard,
Wanmali's (1981) work on tribal economies, Dixit's (1984) on Ganga Plain, Hugar's (2000) study on drought-prone economy and Srivastava's (1987), study on terai region economy are worth mentioning. Further, indepth studies have been carried out by these scholars either on physical or administrative levels in India. Recently, the marketing geography has been further streamlined and bifurcated into geography of retailing and wholesaling.

**SELECTION OF THE STUDY AREA AND TITLE**

The study area is a semi-arid region characterised by low rainfall and excessive evaporation, which is generally identified as drought prone and the agricultural produce are not up to the expected level. However, it is an administrative unit with a rich historical past as it was the capital and sub-capital of mighty rulers of the Deccan. Raichur district is the most backward and typically rural one and economically poor, indicating the low level of literacy, per capita productivity and income in the entire state. The extreme climatic conditions, which have been responsible for recurring droughts have resulted into lower densities of population in the region.

The area under study has contrasting economic characteristics of drought prone and irrigated areas. It is also traditionally known for recurring droughts. However, of late a part of the study area is brought under irrigation by Tungabhadra project in 1953. Owing to these diverse conditions the region is known for raising a variety of food, fibre and cash crops. It is observed that the unorganised rural trade and shandy trade are common in rural areas for
retail transactions. Since, the market structure is weak, it is dominated by monopolistic agencies in both wholesale and retail markets. In view of this the commodities are not fetching attractive prices in both retail and wholesale transactions. Hence, an attempt is made in the present study to know how best the marketing facilities could be improved for transacting the agricultural produce in both retail and wholesale markets, which will streamline the economy on modern lines. In order to achieve this goal, the present study has used the research title as "Spatial Analysis of Traditional and Non-Traditional Market Place Exchange: A Case Study of Raichur District".

PROBLEM IDENTIFIED

Marketing itself is a problem in the developing and underdeveloped countries, India is not an exception to this. The markets are not fare in the Indian economy, because the farmers have been exploited since centuries together by the middle men, this study area is not an exception to this rule. Despite the hard efforts made by the farmers they are not in a position to get better prices for their commodities. As a result, they have remained poor, which affected the Indian economy in general and the study area in particular. It is due to the implications of the policy decisions of the State Government. The state government is not made sincere efforts to help the farmers and to raise their standard. Although, the regulated markets have been created to protect the interest of the farmers and relieved from the clutches of the mediaries. On the other hand, the monopolistic attitude of trading communities are still prevailing in both wholesale and retailing transactions of agricultural produce.
Hence, it has become a problem for planners to frame the relevant policy to promote the welfare of the farming community from the monopolistic setup built against the farmers.

OBJECTIVES

The present study is based on the following objectives.

1. To study the general characteristics of the market centres in the study region.

2. To trace out the origin and evolutionary process of market centres.

3. To know the spatial distributional pattern and spatio-temporal relationships of periodic markets.

4. To know the location of wholesale markets and the functions of regulated markets.

5. To study the hierarchy and functions of market centres in the study area.

6. To suggest a comprehensive planning strategy for integrated spatial development in the area under study.
HYPOTHESES

In the present study it is hypothesised that,

1. The location of market is based not only on the physico-climatic and cultural factors but also on the socio-economic needs of the people,

2. The markets have emerged not only on the basis of long distance trade and local trade but also on the basis of the historical reasons,

3. The market day celebrations are the outcome of the socio-religious causes rather than the physical locations,

4. The periodic markets have been evolved in order to provide the sale transactions to serve the rural communities,

5. The market duration is in proportional to the number of participants and

6. The location of regulated market is governed by the administrative conveniences rather than locational considerations.

DATA BASE

The present investigation depends upon both primary as well as secondary source of information / data. The secondary information /data is collected from the Census reports, Gazetteers, Census hand books, District at a glance, published works from Agricultural Produce Marketing Committee, Government reports etc. In order to have the idea of the study region, the topographic map
drawn on the scale of 1:250,000 has been observed and identified the market centres in the study region and prepared the base map accordingly. In order to substantiate data is also collected to arrive at meaningful conclusions. The secondary and the primary data has been collected through questionnaire, interview method etc. In this connection the researcher has personally visited all the 83 markets including eight regulated markets, on their market days, collected the required information pertaining to the number of shops, market attendance, market duration, area served by the markets, size of the people served by the market, the various commodities provided markets and all other amenities such as transport, public places, hotels of various kind, communication, administrative etc., available in these markets from the people participated in the markets as well as the authority of the market places. To know the functional structure of markets relevant photos have been taken and shown in respective chapters.

METHODOLOGY

Both quantitative as well as qualitative methods have been employed in the study to arrive at meaningful conclusions. Techniques that are developed by quantitative geographers and other scientists have been used with suitable modifications to suit the nature of the conditions that are existing in the study region.

The present investigation has considered each taluka as a unit of analysis in general. However, an attempt is also made to considered the village level
data for specific analytical purposes. In order to frame the hierarchical scale, village level data with periodic market is also taken into account. The spatial pattern of market centres have been analysed by using the nearest Neighbour method. The Space-Time synchronization of market has been analysed by the method as proposed by R.T.H.Smith (1971). The market area has been calculated by using the empirical method and to determine the hierarchical order of market centres, the composite centrality index has been calculated. The details of the tools used in the present investigation have been discussed in the respective chapters. Suitable cartographic and statistical methods have been employed in preparing maps and diagrams.

ORGANIZATION OF THESIS

In order to bring clarity, continuity and a logical sequence the present study is divided into five chapters. The introductory chapter, which is not considered as one of the chapters provides a birds eye view of the study making a reference to the design and execution aspects. The concluding remarks at the end are also not considered as a chapter, as it is meant for providing the gist of the conclusions that have been derived from the study.

An attempt has also been made to highlight the introduction, definition, concept of marketing geography, review of literature, selection of the study area, objectives, hypothesis, database, methodology and organisation of the thesis in the introductory part of the research.
The first chapter begins with the geographical exposition of the study area pertaining to location and extent, the physical factors, demographic character, economic character and settlement characters are also dealt in this chapter.

The second chapter deals with the origin and evolutionary process of market centres and the emergence of traditional and non-traditional market exchange.

The third chapter aims at providing detailed information in respect of the distributional characters of market centres and their relation to locational characters, spatial pattern, temporal distribution and Spatio-Temporal aspects.

An attempt is made in the fourth chapter to know the functions and characteristics of regulated markets in the study region, in order to know the suitability of application of Johnson's model is used in this chapter.

The fifth chapter deals with the hierarchical organization of market centres on the basis of hierarchy by considering both retailing and wholeselling systems. The study also highlights the nature of hierarchy and its validity in the planning process. The trade areas of all hierarchical groups and their importances are also discussed here in detail.

Lastly, an attempt is made to present the gist of all chapters and to list out existing drawbacks in order to suggest suitable planning process with a view to achieve spatial development in the study region.