CHAPTER - I

INTRODUCTION

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CHAPTER - I

INTRODUCTION

1.1 INTRODUCTION :-

Now a days geography is the study of spatial variation on the earth surface. Space and time are the two fundamental realities which constitute the core of the geography. Among the various fields of geography, economic geography has experienced remarkable changes with the past forty years, resulting in diverse specialized branches viz, geography of agriculture, industry, transportation, marketing etc. All these branches are related to the study of areal variations on the earth surface in man’s economic activities.

Since the human population is not distributed equally on the surface of the earth and also since all human needs cannot be met by the goods and services produced. Locally marketing becomes indispensable for the survial and development of any society. Increasing inter-dependance is the hall-mark of modern society. Greater the specialization and division of labour, more the inter-dependence which in turn leads to greater spatial interaction. Geographers have therfore been taking increasing interest in marketing geography. In fact the field has now expanded to such an extent that other relevant social science disciplines have started relying on its reaserch results to a considerable extent.¹

1.2 SIGNIFICANCE OF MARKETING :-

Marketing geography a branch of economic geography is relatively a new offshoot that studies mainly different aspects of market centres and
marketing system there in. It deals with the application of the geographical principles, methods and techniques to the practical problems of consumer related to the marketing phenomenon². According to the William Applebaum (P.246, Applebaum-1954), the chief architect of marketing geography, “Marketing geography is concerned with the channels of distribution through which goods move from producer to consumer.” In fact the primary objective of marketing is to study the market places as units of space and various kinds of activities associated with the distribution of goods required by consumers. There exists a wide range of geographical environment, regional economy as well as social, historical and cultural aspects of the region³.

In brief marketing is concerned with the location and distribution of markets, their infrastructural pattern, measure and extent of marketing activity, movement of commodities, consumer behaviour, perception and the determination of hierarchy in order to prepare a systematic plan for regional development. During the past one decade, geographers have given much attention to the study of periodic markets because, Periodic markets play a key role in the internal trading process, mediating exchanges between Farmers, Craft manufacturers, fore-stollers and intinerant traders on the one hand, and urban whole-salers on the other hand⁴. Marketing geography is a branch of knowledge concerned with the location and the spatial distribution of market centres their infra-structural pattern, measure and extent of marketing activities, delimiting, defining and mapping of the market areas, movement of commodities, identification of their hierarchic orders for the purpose to prepare a systematic plan for regional development.

The root of marketing geography is the market-centre. The word
'market' is divided from the latin word 'Marcatus' that refers to a place where buyears and sellers meet. Thus for geographers market centres are spatial units, and their location, site, situation, physical extent, regional distritional pattern, types and interaction etc. are of most important.

Market and marketing is the core of marketing geography. Generally market is location and marketing is an economic process. Infant market and marketing are the two sides of a coin. Marketing is a process of phenomenon of interaction among producers, distributors, buyers, sellers and consumers. While the market may be defined as a place where goods and services are being exchanged and their values are determined in terms of money, where buyers and sellers gather for marketing at regular intervals or daily. The major aims of all kinds of marketing activities are the satisfaction of human wants. Thus, the fundamental bases of marketing are the three 'ds', i.e. difference, desire and distance. "The maximum intensity of commercial exchanges will take place if the difference is pronounced, the desire is strong, and distance is short" (Garnier & Delobez, 1979) Because of the geogorical and economic differences there is a formation of the areas of demand and supply, where marketing process begins.

1.3 ROLE OF MARKET CENTRES IN THE DEVELOPMENT OF RURAL AND URBAN AREA

In a developing country like India, where agriculture is backbone of economy and where 72.22% (2001) population live in villages, Market centres play vital role not only in the marketing system of the country, but also in a rural development. Market centres play important role in the economy and life of urban and rural people. Market centres are the farmers,
First contact, place for the marketing Function. They reflect the economic, social and cultural activities and life style of a region. Market places are economically most viable and represent the regional pattern of development. The provide trade and commerce services to the region, act as nodal centres for transportation and serve as growth centres by providing various services to the people. They also help the farmers and rural population, not only for disposal of their agricultural and other products, but also for purchasing of agricultural input and other daily requirements. They also help in increasing social contacts, serve as centres of diffusion of innovation and ideas and become a focus for political and other activities. Hence the market centres have predominant economic importance in any region. Such study of various aspects of market centres provides information and guidelines to the planners and decision makers for making the planning for the development of market centres and help to suggest over all development, policies for a region.

In the developing countries, like India market centres play a vital role in increasing the pace of rural development, particularly in economic and social life of the people in the peasant society. The role played by such market centres in the process of overall development of the region is also important.

1.4 REVIEW OF LITERATURE :-

The studies relating to the market centres and exchange system received a considerable attention from various social scientists i.e. from sociologist, economists and geographers. During the last two decades there has been a
great surge of literature on the study of market places including daily, weekly and bi-weekly. References of relevant studies have been mentioned in each chapter of the present work, however a brief review of important work has been mentioned for understanding the trend of geographical research in marketing.


So far M.Phil degree is concerned Fate (1989), Thakur (1994), Patil (1998), Jagadale (1990), Nayak (1994), Durgade (2000) etc. have completed their M.Phil. dissertations on the various aspects of weekly and periodic market centres. Whereas some important studied in this field carried out by researcher’s for their doctoral thesis in different research centres, institutes and Universities includes the work of Singh (1962), Vishwanath (1967), Kumawat (1973), Sami (1975), Parvathi (1978), Gedam (1978), Maidamwar (1979), Srivastava (1983), Talikoli (1991), Patil (1994) etc. on the various aspects of market centres in the different regions on the country.

In India as well as in a foreign countries various geographers and other scholars also focused their attentions through various research paper published in various journals, on the facets of market centres, the role of market centres, origin and evolution, location and distribution, transport network and development of market centres, Topology, centrality, and hierarchy of market area, Market morphology, consumer’s and traders behaviour, synchronization of market cycles, periodie market system,
planning and perspective etc.

Some of the notable work published in the form of research papers by different foreign geographers is as follow:


Notable work and published papers of different Indian geographers are as Follow: Tamaskar (1966, 1978) have been published papers on various aspects of weekly markets of Sagar Damoh plateau and Chattisgarh plain respectively. Verma and Saxena (1968) have published a paper about a geographical study of market centers of Jhalra patan. Ghosal (1972) have published paper on market places and market areas. Srivastava (1977) have published paper and market and rural development in Bahraich district of U.P. Jana (1978) have published paper on hierarchy of market centres in Lower-Silabati basin. Srivastava and srivastava (1979) published a paper in the saryapur plains in U.P. Wanmali (1980) have published paper on the regulated and periodic markets and rural development in India. Dixit (1980,

National council of Applied Economic (NCAER) has brought out valuable volumes, i.e. market towns and spatial development in India in 1965 and 1972.

1.5 CHOICE OF THE REGION AND TOPIC :-

The choice of the area and topic under investigation has been influenced by several considerations. Jalna district is located in the central part of Maharashtra state in Marathwada region. It is located between 19° 15' to 20° 32' north latitudes and 75° 36' to 76° 45' east longitudes. The North-South extension of Jalna district is 150 kms and east-west stretch of the district is 110 kmc. It is bounded on north by Jalgaon district, on the east by Buldhana and Parbhani district on the south by Beed district and on the west Aurangabad district. The shape of the Jalna district is just like crescent.

Jalna district comprising the eight tahsils of Maharashtra state has a significant location on Maharashtra plateau. Expect Ajanta or Satmala range
and river basins majority parts of the district comes under plateau region. The region under study has a major portion under flat topography, hence its supports high concentration of agriculture. As a result these characteristics make this region a district physical entity and homogeneous unit for geographical investigation. The region is deficit in mineral resources. Geographical area of this district is 7718 sq. km and proportion is compared with maharashtra state about 2.51%. Out of the total geographical area 7616 sq. km (98.68%) in rural and 102 sq.km (1.32%) in urban. According to 2001 census there are 971 villages in Jalna district. There are 779 Grampanchayat and eight panchayat samities in Jalna district. Administravely the district is two sub-division into eight talukas. The height of the region various from sea level up to 534 mtrs. In 2001 the total population was 16.12 lakh. There are 64 periodic market centres in the district.

Research scholar has made up his mind to attempt an intensive study on “Spatio-Temporal Organization and function of market centres”. A case study of Jalna district. Market place a vital role in the socio-economic life of the rural people as these are important collecting and distribution centers for the products. Taking into consideration above aspect of the rural market centers the Jalna district is chosen for purpose of study.

1.6 AIMS AND OBJECTIVE OF THE STUDY :-

In the present study, an attempt has been made to throw a light on different aspects of market centers in Jalna district selected for this purpose. The major objectives of the present study are as follows:
i) To find out the factors which are responsible for the development of periodic market centers.

ii) To explain the relationship and the distribution of periodic market centres on the basis area, inhabited villages and population.

iii) To determine the locational and functional hierarchy of the settlements.

iv) To study the present socio-economic structure of the region. so that an assessment of economic potential can be identified.

v) To investigate the Spatio-Temporal organization of periodic market centres.

vi) To determine the hierarchical setup of periodic market centres on the basis of services.

vii) To find out the morphology of periodic market centres.

viii) To explain the functional and behavioural aspects of consumers and traders.

ix) To draw conclusion and find out the problems of market centres and suggest remedies to solve them.

1.7 DATA BASE AND METHODOLOGY :-

For the present study the data has been collected both from primary and secondary sources for the period 1991 to 2005. Special questionnairie was designed and data has been collected from market centres. To calculate the centrality and hierarchy of market centres, the data about the various
functions obtained from the intensive field work. The data for 64 market centres have been collected and represented with the help of appropriate quantitative techniques. All markets had selected for the survey. Secondary data had been obtained from socio economic review and district statistical abstract, district census handbook, gazetters, Taluka panchayat samiti office and village panchayats, Zilla parishad office of Jalna.

For the micro level study the researcher has visited to all market centres and data has been collected with the help of questionnarie. The schedule interview technique has been also applied to collect the data and information regarding the consumers and traders behaviour. The collection and completions of data have followed by compuation and re-arrangement of the data in a tabulation firm. The analysis and interpretation of data comprises both the empirical and theoretical approches.

In the present work various statitical and quantitative techniques have been empolyed for the analysis of various aspect of market centres. Statistical method such as co-relation analysis have been used to find out the relationship between market centres and area, population. The quantitative technique of neighbour analysis has used to find out the spatial distributional pattern of market centres. Centrality score of market has been calculated with the help of W.K.D. Davies method, with the help of centrality score, four various hierarchic orders of market centres have been determined by using location quotient method of Davies.

The morphology of market centres has been studied with the help of actual field work. The problems of market centres are actually observed by field work.

(11)
1.8 CARTOGRAPHIC PHASE :-

On the basis of various data and information collected suitable maps and diagrams will be prepared. Different cartographic techniques will be used for morphological analysis, areas and population served by market centres. To study the growth characteristics of market centres the growth rate of individual market centres have been calculated decade wise and shown with the help of maps. The hierarchic order of market centres and functional linkages have been represented with the help of maps.

1.9 DESIGN OF THE RESEARCH WORK :-

The present research work has been divided into nine chapters.

The first chapter deals with Introduction, Background, Singificance of marketing geography. Role of market centres in the development of rural and urban area, choice of the region and topic aims and objectives of the study, hypothesis, database and methodology, chartographic phase that have been applied in the present study.

The second chapter deals with the Geographical scenario of the study region. In this chapter, location and boundaries, shape and size, historical background, physiography, geological structure, drainage, climate, solis, forest, economy, general landuse, agriculture and the transport network etc. have been studied.

The third chapter will consists of density and growth of population, sex-ratio, rural urban population, SC, ST population, Literacy distribution of village according population and settlements.

The fourth chapter includes the study of spatial distribution and
morphology of market centres. In this chapter spatial distribution and relationships, pattern of distribution, daywise distribution of market meetings, periodicity. Concept of morphology, components of market morphology, morphology of market centres.

The fifth chapter gives details about the functional and behavioural characteristics of market centres. Concept of centrality, methods of measuring centrality, choice of method, regional analysis of centrality.

The sixth chapter include details about the hierarchical setup of market centres. Methodology applied to the present study, the hierarchy have been studied in this chapter.

The seventh chapter includes the trading area of market centers Earlier approaches, trade area, the present study, empirical approach and theoretical approach.

The eight chapter includes the spaio-Temporal characteristics of market centre, market synchronization, market cycles.

The ninth chapter deals with the major finding and concluding remarks on the study various problems of market centres and suggestions of market centres of the Jalna District.
REFERENCES


3. ibid - P -3.


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