CHAPTER I

PROLOGUE

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References
In the country like India, the rural market centres are the farmers' first contact point with the marketing channel. Hence, the market centres are looked upon as the nerve centre of the economic, social and cultural activities of the rural life of the country. The entire life style and the socio-economic behaviour has been greatly affected by market centres. The producer farmers not only depend on such markets for disposal of their agricultural produce for cash, but also for the procurement of agricultural input as well as for the other daily requirements.

Marketing Geography is a branch of Economic Geography deals with the study of market places and the marketing therein. Further, it deals with the application of geographical principles, methods and techniques to the practical problems related to the marketing activities. Applebaum (1954), the chief architect of marketing geography has stated that, "Marketing Geography is concerned with the channels of distribution through which goods move from producer to consumer." In fact, the study of market places as the unit of space and various kinds of marketing activities is the prime concern of Marketing Geography. McCarty and Lindberg (1966) have rightly observed, 'Geographical studies dealing with trading activities, usually appear under the rubric of marketing geography, whose concern has been almost exclusively with the location of retail and wholesale establishments, their sells facilities, market territories and other facts
of trading institutions.' More recently, Brain J.L., Berry (1967) a leading protagonist of theoretical enquiry into marketing system, has stated that, 'Marketing Geography carries the retail interest of the geographer into practice with the metropolitan area, in the service of private business enterprise.' He further describe the main concern of the discipline is to delimit measurement and mapping the trade areas. Such measurement is a basis of presenting marketing data evaluating market centres performance in terms of functional magnitude. Retailing as a pivotal function of marketing geography has attracted much attention. In this regards the work of Berry (1967), Peter Scott (1970) and R.L.Davies (1976) is worth mentioning. Davies has stated that, marketing geography describes the various facts of retailing as an aspect of geography which is concerned with tertiary economic activities and particularly distributive trade.

In nutshell, marketing geography is a branch of knowledge which concerned with the location and the distribution of market centres, their typology, infrastructural pattern, measure and extent of marketing activities, delimiting, defining and mapping of the market areas, evaluation of market centres, identification of their hierarchic orders and the perception of the market system existed in a region.

The root of marketing geography is the market centre. The term market is derived from Latin word 'Mercatus' which
refers to a place where buyers and sellers meet together. 
To the geographers, market is a place where goods are offered for sale and exchange activities have taken place or markets are nodes, where buyers and sellers come together for business or transaction or an exchange. Thus, markets are spatial units and their location, site, situation, physical extension, regional distributional pattern, their types and interactions etc. are of special significance to geographers.

Market and marketing are the two sides of a coin. In fact, market is location and marketing is an economic process. However, both the market and marketing are the core of marketing geography. Marketing is a process, which involves an interaction among the producers, distributors, buyers and users/consumers. Economically, market may be defined as a process by which the goods and services are being exchanged and their values are to be determined in terms of money prices. Further, it can also be stated as, the process of discovering and translating consumer's needs and wants into product and service specialisation, creating demands for these products and services and then in turn expanding this demand. The aim of all marketing activities are the satisfaction of human wants. Thus, the fundamental basis of marketing are the three 'D's, i.e., difference, desire and distance (Gamier and Delobez, 1979). Due to the geo-economic and technological differences there is a formation of the areas of demand and supply where marketing
process begins. While the desire to sell the produced materials and also a desire to purchase the same; both are essential for marketing and distance is the governing factor between these two. Thus, the marketing is a performance of business activities which direct the flow of goods and services from producer to consumer. The functions performed in marketing are often considered as pairs of activities i.e., buying and selling, transport and storage, financing and risk bearing and informing (the forward flow of information, advertising and backward flow) and marketing research.

No society can be found in which marketing is absent, although, in many market places, trading is relatively recent innovations. The general factors influential in stimulating market centre development, includes - establishment of law and order, introduction of cash and exchange medium, expansion of transportation facilities and growth of consumer's goods, industrial goods and agricultural goods.

In most of the peasant societies markets are periodic rather than the daily and permanent. It is not opened everyday for marketing but once in a few days on a regularly scheduled basis. This is because of per capita demand for goods sold in the market is small. The market area is limited with primitive transport technology and the aggregate demand is insufficient to support the permanent shops. In India, such periodic markets
are known as 'Bazar', 'Mandi' or Weekly Markets'. In real sense they are the distributive centres rather than the collective.

A primary function of the periodic market centre has always been to provide a location, where farmers can engage in exchange and where new commodities can be introduced. Periodic Market Centre (PMC) can be regarded as the part and parcel of a central place system serving the lower order goods and services to its surrounding areas on a fixed day in a week. Central places provides goods and services other than its own population, and periodic markets also perform the same but with different nature of the system. Thus, there should not be any difficulty in accepting market centres as a service centres and as a central place in strict Christallerian term (Wanmali S., 1981).

Periodic markets are the mainstay of the peasant societies, especially in the developing countries, because the most dominant feature of internal trade network is the existence of market nodal point to and from which, flows of commodities are directed (Bromley, 1971). In rural economy areas periodic market play an important role in exchanging the local produce through certain norms where the system of rural markets serve as the nodal points for the collection and distribution of a large range of goods and services, of both local and external origin (Good C.M. 1979). Periodic
market has been considered the most important trading institutions which is an authorised public gathering of buyers and sellers of commodities, meeting at an appointed place at regular intervals (Hodder B.W. 1965).

Periodic market centres play the very important role in accelerating the pace of rural development, particularly in economic and social life of the people in the peasant society of the developing countries. Periodic market centres are only outlets available to agrarian society for the disposal of their agricultural surpluses and shopping for daily requirements. Markets are very important economic institutions in the agrarian economy where agricultural produces and manufactured goods are offered for sell and exchange is being taken place through the periodic market system. Such market centres have been looked upon as the basic building blocks of a more complex hierarchy of central places, capable of knitting the entire spatial economic structure together in a functional sense. The periodic market centres are also functioning as an outlet for various social functions, they are the centres for communication, innovation and entertainment. They are the points of the diffusions of innovations. Thus, the market places are the central places and the points of collection and distribution and act as the service centre. Not only the market centres have economic importance but they have also social and political significance. The study and identification of spatial behaviour
of market system operating in a region can provide a knowledge of the strength and weaknesses of the system, it also signify the role played by such market centres in the process of the development of the region. On this background here an attempt is made to studying the periodic market system in the Solapur district of Maharashtra State.

1.1 OBJECTIVES:

The objective of the present study, primarily is to unfold the untold comprehensive analyses of manyfold futures of the problems - 'Spatial organisation of periodic market centres in Solapur district: A geographical appraisal.' More specifically the study aims to highlights on the periodic market centres (PMC) of the study region with the following objects.

- to examine the geo-socio-economic factors in the distribution of market centres and to find out spatial distributional patterns of market centres.
- to classify the PMCs of the study region.
- to study the growth characteristics of PMCs.
- to measure the functional importance in terms of centrality of the PMCs and to study their hierarchic orders.
- to delimit and to map the market areas of PMCs.
- to highlight on periodic market centres and rural development.
1.2 HYPOTHESES:

The following hypotheses have been formulated and tested.

i) The distributional patterns of the PMC is uneven.

ii) Weekly market centres are dominant in the periodic market system of the region.

iii) PMCs are the results of geo-socio-economic factors and market meetings are socio-cultural in origin.

iv) Market meeting schedule is guided by market centre's proximacy in the space.

v) The relationship between the number of market centres and population varies at tahsil level.

vi) There is direct relationship between the number of villages and the number of PMCs at tahsil level.

vii) The number of commercial establishments are positively related to the size of PMC.

viii) The market area delimited on the basis of functional magnitude seems to be more rational than on the basis of population size.

ix) The proximacy of urban/larger/major market centres do not allow the completion of market cycles in immediate surrounding areas.

1.3 DATA BASE AND METHODOLOGY:

The present work has been carried out, like any geographical study, with the help of data collection,
compilation, tabulation, computation, analysis and interpretation. The basic data regarding PMCs, their population, areas and other relevant statistics has been collected from various secondary sources of informations i.e. Census handbooks of Solapur District, Socio-Economic Review and District Statistical Abstracts, Maharashtra State Gazetteers Solapur District (1971). The relevant information and statistics are collected through various published reports. However, the specific data pertaining to the number of functions and commercial establishments available at market places have been collected through questionnaire. For the cross-checking and the authenticity of data, 20 p.c. market centres have been visited. Intensive field work has been conducted at sample market centres whose market areas have been delimited by an empirical method. Thus, the present work is based on primary and secondary sources of data, direct observation of phenomenon associated with marketing activities and maps, statistics and available relevant literature.

The collection and compilation of data have followed by computation and rearrangement of the data in a tabular manner. The analysis and interpretation of data comprises both the empirical and theoretical approaches.

In the present study various statistical and quantitative methods have been used for analytical purposes. The quantitative technique such as N.N. Analysis has been applied
to find out the spatial distributional pattern of PMC.

Indices like the percents and standard deviations have been used to find out area - PMC ratio, population - PMC ratio and settlement - PMC ratio. The use of composite index of development is worth mentioning. The centrality indices are calculated by Davies' 'Location-Quotient' method and Godlund's method. The rank-size relationship of the market centre is also studied. In an attempt to delimitation of market areas of the PMCs, the established method of V.L.S. Prakash Rao as well as a new method devised by the researcher is also employed.

The data collected through primary and secondary sources have been processed by electronic calculator and represented in the revised tabular forms which has been presented through various cartographic methods. Maps and their interpretation support the discussion.

1.4 OVER-VIEW 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 both daily and periodic. References of relevant studies has been mentioned in each chapter of the present work; however, a selected brief
review of important work has been just mentioned for understanding the trend of geographical research in marketing. The books on marketing geography written by Cleef (1937), Davies R.L. (1976), Garner B.J. and Delobez (1979), Wanmali S. (1981), Saxena H.M. (1984, 1988), Dixit R.S. (1984, 1988), Srivastava V.K. (1988) have analysed the various aspects of markets including periodic and rural marketing. In India various geographers focused their attentions through various research papers on the following facets of market centres - the role of market centres, origin and evolution, location and distribution, transportation network and development of market centres, typology, centrality and hierarchy, trade area/market area, market structure or morphology, consumer's and trader's behaviour, synchronization and market cycles, periodic market system, planning perspectives etc.

Some important studies in the field of marketing geography have been completed by researchers for their doctoral dissertation in different research centres, institutes and universities. Some of them are: Singh (1962) - Rural Markets and Urban Centres in Eastern U.P. - A Geographical Analysis; Vishwanath (1967) - A Geographical Analysis of Rural Markets and Urban Centres in Mysore; Kumawat (1973) - Market Towns of Central Arual; Saxena (1975) - Geography of Transport and Market Centres - A Case Study of Hadaoti Plateau; Sami (1975) - Functional Spatial Analysis of Markets of Patna; Parvati (1978) - Spatial Development of Markets of Coimbatore

National Council of Applied Economic Research (NCAER) has brought out valuable volumes, i.e. Market Towns and Spatial Development in India in 1965 and 1972.

1.5 STUDY REGION:

Researcher has selected the Solapur District of Maharashtra State for study purposes for some reason - as the researcher is born and brought up in the Solapur District, he has live-mental maps of his spatial experiences and has better perception of the region. The whole study region is heterogeneous in nature, which has a greater bearing on the location of the market centres. The entire region is socio-economically developing. Agriculture is the backbone of the region's economy. The dryland farming is an unique feature of the region. Most parts of the region are identified as drought-prone or semi-drought-prone areas. Under such region market centres are most important and immediate service centres which are functioning as the levers of development. These are some of the reasons that, researcher has selected said district for the study purpose.
The District Solapur is one of the southern districts of Maharashtra State. It lies entirely in the Bhima-Sina and Man basins, just before the river Bhima leaves Maharashtra State to enter into Karnataka. The region under study is bounded by 17°10' and 18°32' North latitudes, and 74°42' and 76°15' East longitudes. Though an irregular shape, the district is roughly squarish 200 kms east-west and 150 kms north-south.

The district has the total geographical area of 15,017 sq.kms and a population of 2,610,144 which constitutes 4.88 and 4.16 p.c. of the state figures respectively (1981). The district comprising 1104 villages and ten urban settlements is administratively sub-divided into eleven tahsils. Since 1960, there has been a considerable growth in numbers of market centres in the study region. Presently, the region has 182 weekly markets of which 172 market centres are rural in nature and the remaining ten are urban in character. Both the rural and urban market centres are considered for the study.

1.6 AN OUTLINE OF PRESENT WORK:

The present study deals with the 'Spatial Organisation of Periodic Market Centres in Solapur District - A Geographical Appraisal.' It includes the study of market centres, their spatial distribution, the growth characteristics and growing status and typological aspects. The study also encompasses the centrality and hierarchic structure of the markets in the region,
along with the problem of delimitation of market areas of the centres. The entire work has been organised into nine chapters (including prologue and epilogue).

Chapter I deals with an introduction of 'Marketing Geography' in brief, further an attempt has been made to account on market, marketing and periodic markets. The objectives, the formulated hypotheses, data base and methodology and a brief review of literature are included in this chapter. Chapter II seeks to present the geographical profile of the region under study. The Geo-Socio-Economic landscape and it's related aspects have been explained.

Chapter III highlights the spatial distributional aspects of the periodic market centres. Further an attempt has been made to trace briefly the factors influencing the distributions of market centres, their size, relationship with various factors - area, population and settlements. The study of levels of development and market centres is also included in this chapter. Whereas Chapter IV comprises typological account of the market centres. An emphasis has been laid on developing various typologies. The analytical study of market-cycles, identification of market cycles in study region is another feature of this chapter. Further Chapter V deals with the growth characteristics of market centres with spatial variations in growth rates.
The study of centrality and hierarchy of market centres is the subject matter of the Chapter VI. This chapter has two parts; the first part deals with centrality, problem of calculating the centrality, regional analysis of centrality and the study of rank-size relationship of market centres. The second part is devoted to the study of hierarchic organisation of market centres. Chapter VII reveals the study of the problem pertaining to market areas and their delimitation. Market areas of market centres have been delimited by empirical as well as theoretical methods. An attempt has been also made to delimit the market areas by a method devised by the researcher.

The study of the periodic market centres and rural development has attempted in Chapter VIII. While Chapter IX comprises the summary and conclusion (Epilogue).

In the style of presentation, the references are given at the end of each chapter. Footnotes are strictly avoided. The tables which need consultation in the text have been included at the appropriate places. The cartographic work has been done in the departmental cartographic laboratory by the researcher and the relevant data have been also processed by the researcher. The researcher has try to avoid error and repeatations. However, some errors might have crept in the text for which researcher may be excused. It is hoped that this work would add to the existing knowledge in the field of Marketing Geography.
REFERENCES


