Chapter 2
Review of Literature

The rural markets have been the focus of the study for social scientists, especially the economic geographers since a long time. A bulk of literature is available about the different spatio-temporal and socio-economic aspects of rural markets. Rural markets have been studied by the scholars of different disciplines from different point of view. In order to understand the various studies related to rural markets and associated aspects, a review based on available literature is presented in this chapter. The studies have been broadly undertaken in international and Indian perspectives.

Developments in Marketing Geography:

The “marketing”, in general business term, is concerned with distribution of the demand of various goods and services and with the arrangements of supply of the same through an efficient distribution network. It is essentially that function of management oversees the buying and selling of a firm’s commodities. The strategies and policies involved in marketing are inevitably manifested in some spatial form. It is the areal expression which is given to the source of demand and areal structure of system of supply that provide the foundation for a geographical study of marketing. However, if one consider the large section of the working population that is engaged exclusively in marketing functions, the large part of the urban landscape that is devoted to the structures of wholesale and retail trade, and the complex channels of distribution that lead from producing to consuming areas, it becomes even clearer that there is place and need for special attention to marketing geography. Such a development would not only greatly increase understanding in the other fields of economic geography, but would also help the geographer working in the field of marketing to contribute significantly to solutions of problems in the actual business of marketing (Applebaum, 1947).

Thus, the marketing geography may be described as the application of geographical methods and techniques to study market places as units of space and various kinds of activities associated with the spatial distribution of goods required by the consumers (Srivastava, 2007). 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; thus their location, site, situation, physical extent, morphology and areal combination, etc. are of spatial significance to geographers (Saxena, 2004). In brief, marketing geography 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, and their role and rationale in socio-economic development.

Marketing geography has now emerged as a subject of its own and has emerged as the foremost and integrative topic for the study of economic geography. Marketing is not only an indispensable feature of modern life but also an indicator of regional economic development (Saxena, 2004). A need for the study of marketing in economic geography is evident, not only to strengthen various aspects of economic development.
geography, but also to help the geographer in the field of marketing to find significant solutions to problems in the actual business of marketing. Marketing geography is associated with the channels of distribution through which goods move from producer to consumer (Applebaum, 1954).

1. Studies in International Perspectives

Though economic geographers have bestowed considerable attention on the study of resources and factors of production until recently, they had neglected study of the associated market-places and marketing. Man’s economic activity covers a broad spectrum and can be described in a generalized form, while its associated phenomena like agriculture, industry, transportation and marketing require special attention and techniques of study not only to understand their present status but also for development and planning. No doubt, some sporadic discussion and surveys has been made on marketing activities, both in rural and urban centres in the world but these studies were considered as a part of either urban geography, industrial geography or agricultural geography till the middle of last century.

However, the fifth decade of the twentieth century witnessed the introduction of new discipline of marketing geography. William Applebaum (1954) laid the foundation of this discipline by defining the field and scope of marketing geography. He defined the marketing geography as being ‘concerned with the delimitation and measurement of market and with the channels of distribution through which goods moves from producers to consumers’. During the 1960’s and 70’s marketing geography became very popular in western world especially for planning the location of different commercial firms in U.S.A. and Britain. Various aspects of marketing geography and periodic markets have been studied by different geographers in different phases of time. The practical importance of marketing geography in its initial stage has been pointed out by geographers like Berry, Bohannan, Bromley, Hodder, Goods, Mintz, Skinner, Smith, Symanski and others. The market centres were considered as functions of centrality which provide various types of function and services to their tributary areas. With the introduction of Central Place Theory of Christaller (1933) and Losch (1954), the study of service centres including wholesaling and retailing became very common.

The studies on marketing geography were undertaken at African, Latin American and Asian countries. Stine (1962) has described the origin of periodic
markets as an economic phenomenon. Belshaw (1965) have given a good account of
the change in marketing system from traditional exchange to modern markets in
various parts of the world. B. W. Hodder (1965) highlighted the distance factor in
determining the demand of goods in the market centres. The limit of market area is
the maximum range of threshold value of goods distributed from market centres. He
concluded that although the goods are distributed in all the markets but high order
goods dealing markets have started in this decade. Skinner (1965) identified three-tier
system of exchange, which was temporarily interlocking. He recognised rural markets
as the smallest unit associated with intermediate and central markets at national level
for exchange system. The geographical importance of market was emphasized after
the publication of Berry’s book entitled ‘Geography of Market Centres and Retail
Distribution’ (1967). A substantial part of this book is devoted to the markets in
peasant societies particularly considering market location and their periodicity. Many
studies on the cognitive and behavioural approach to market were also undertaken by
Ambrose (1968), Garnier (1970), Mulvihill (1976) and others.

Hodder (1961) highlighted the periodic market centres in rural part of
Yarubaland. Bohannan and Daltan (1962) worked on markets in Africa, whereas
Johnson (1965) focused on the spatial development of market towns in Indian
perspectives. Works of Hill (1966) and Ginsberg (1967) on the traditional market
authority and their periodicity in West Africa and foundation of economic geography
respectively are praise worthy. ‘The market as a factor in the localization of industry
in the United States’ (Harris, 1967) is concerned with such markets and associated
phenomena which are typically associated with a considerable industrial labour force,
with numerous other factories and with well-developed facilities of many types.
Industries appear to be concentrated in areas having maximum accessibility to
national or regional markets for different products.

Alonso (1967) in his paper ‘The theory of the urban land market’ presented a
non-mathematical overview, without trying to give it full precision of long and rather
complex mathematical analysis which constitutes a formal theory of the urban land
market. Brush, J.E. (1967) observed the functional and spatial hierarchy of central
places in south western Wisconsin. ‘Retail location and consumer behaviour’ (Berry,
Barnum and Tennant, 1967) provides evidence relating to all factors of the central
places, including the size and spacing of central places, locational patterns and groups
of retail activities, consumer travel behaviour, systems of trade areas, and their
interdependencies. It examines not only the interdependencies among the various aspects of central place systems, but also how these aspects and interrelationships vary from place to place in south western Iowa. McKim (1969) and Hodder and Ukwu (1969) studied the market centres of north-eastern Ghana and west Africa respectively.

Smith (1972), Eighmy (1972), Symanski (1974), Thorpe (1978) and Hay (1977) analysed the periodic markets locations and frequencies in different regions of the world. Hay observed the location of periodic markets with reference to economic factors while Smith, Symanski and Eighmy viewed spatio-temporal relationship of periodic markets. R. J. Bromley (1971, 1974 and 1979) presented literature on marketing geography in the form of review and bibliographies during 1970’s. With the establishment of the International Geographical Union (IGU) and a working group on market distribution system/ market place exchange system (1972-73), the study of marketing activities in geography had been accelerated, not in developed countries but also in developing countries like India.

Apart from these, Scott (1970), Davies (1976), Garnier and Delobez (1979) have analysed the various facets of markets including periodic/rural marketing. Alao (1968) developed the concept of market shift in order to explain the system in which the market meetings move from one market to another. The relationship between temporal and locational spacing was discussed first by Hodder and Ukwu (1969) and further elaborated by Fagerlund and Smith (1970) and Wood (1978), etc. They have examined a hypothesis that “proximity in space implies separation in time” and both direct and inverse relationship has been found in the various regions of the developing world. This relationship has been examined in terms of trader and consumers’ hypothesis developed and discussed by Gana (1976), Ishihara (1978), Thorpe (1978), Filani and Richards (1976), etc.

The distribution of market centres, their periodicity and marketing processes in north-western Nigeria was studied by Adalemo in 1970. Fagerlund and Smith (1970) presented their works in the form of ‘A preliminary map of market periodicities in Ghana’. In 1970, McNulty, Johnson and Good had presented literatures of international repute on various aspects of marketing geography viz., urban centres and markets, organization of space, rural markets and trade respectively. Marketing geography had made remarkable progress at international level in 1971. The contributions of various scholars during this year includes - P. Hill (Two types of
wes African house trade), C. Meillassoux (The development of indigenous trade and markets in west Africa), R.H.T. Smith (Theory of periodic markets - Consumer and travel behaviour), R.T. Jackson (Periodic markets in southern Ethiopia), R.J. Bromley (Markets in developing countries), and R. Symanski (Periodic markets of Andean Columbia).

C.A. Smith (1972) and R.H.T. Smith (1972) have presented their research findings in the form of ‘Domestic marketing system of western Guatemala’ and ‘The synchronization of periodic markets’ respectively. The periodic market system in North-western Ghana (McKim, 1972) and ‘Periodic markets: A problem of locational analysis’ (Good, 1972) were also very good attempts. The pioneering works like periodic markets, daily markets and fairs (Bromley, 1974), periodic markets and traveling traders in Uganda (Good, 1975), periodic market places and traveling traders in developing countries (Smith, 1976) deserves special mention. McKim (1982) and Hugar (1984) observed the daily market place exchange system in rural Tanzania, and stability and instability of rural markets in Gadag taluka respectively. B. Harris’s work (1984) ‘State and Market’ is a major contribution to this sub-field of geography. This book represents the output of the fieldwork of a project on “State policy and the marketed surplus of rain fed crops (with special reference to small farmers) in South India”. In this work, the author has considered in detail the relationship between state and market, all government intervention affecting commodity trading and its finance in a dry region of Tamil Nadu.

Apart from these, Gormsen (1985) and Harris (1985) have analysed the various facets of markets. ‘The role of periodic and daily markets in planning from below in Africa’ by Obudo (1985) examined the spatial planning traditions and explains the ideology of planning from below in market-place sub-systems for Africa. Smith’s work (1986) on ‘Agricultural Marketing and Distribution’ highlighted the changing characteristics of agricultural markets and explores the dual role of market as a means of transport, process, store and grade procedure, and as an information system that connects procedure with consumers in terms of place, time and form. These roles make the market system a key instrument for imposing change on the farm community, change generated for the most part by urban needs.

The pace of development in marketing geography was very rapid in the seventies and eighties of last century. With the establishment of the ‘International Geographical Union (IGU) Working Group on Market Distribution System/ Market
In the 1970s and 1980s, the formative process of marketing geography started taking place rapidly. After the termination of the Working Group on Market Place Exchange Systems (1984), a new unit ‘Study Group: Geography of Commercial Activities’ had come into being in France IGU summit in 1984. Later, this group was converted into ‘IGU Commission on Commercial Activities’ in 1988. Afterwards again a new study group has been created as ‘Study Group on Globalization of Retailing’ replacing the commission on commercial activities, in Hague meeting during 1996.

After nineties, the field of marketing geography has witnessed a new dimension and scope through the integration of geographical Information system. Grimshaw’s work (2000) ‘Bringing Geographical Information System into Business’ is a pioneer work of its own kind. Thrall (2002) worked on ‘Business Geography and New Real Estate Market Analysis’ focuses on integrating land-use location science with the technology of geographic information systems. The text describes the basic principles of location decision and the means for applying them in order to improve the real estate decision. Swales (2004) book entitled ‘Marketing Geography’ is one of the leading works in this field. This book covered almost all the topic concerned with this field. Jafari (2008) and Pellenbarg and Wever (2008) have presented their research findings in the form of ‘Using a Geographic Information System to Develop a Marketing Geographic’ and ‘International Business Geography’ respectively. One of the most recent works by Dawson (2013) in the form a book entitled ‘Retail Geography’ which successfully propose a framework, based on empirical research, to explain the strategic processes of post-entry development in international retailing through consideration of the dynamic capabilities attributable to retailers. Thus, the field and scope of marketing geography has widened to a very considerable extent.

II. Studies in Indian Perspectives

The early phase of geo-economic study of marketing and market-place started in thirties of the last century in the form of research papers appearing in the various Indian journals on market fairs, periodic markets and market centres. This phase continues till 1960 with the introduction of new themes of study such as agricultural marketing, market-place trade etc. All these studies have given a base for further research in this field. After 1970, several studies were conducted by geographers at Udaipur, Madras, Madurai, Mysore, Gorakhpur, Nagpur, Allahabad, Jabalpur, Kanpur
and Varanasi, which were related to marketing in their regional setting. Infact, this was the real beginning of the geography of commercial activities in India. The NCAER (National Council of Applied Economic Research) has also helped in promoting the study of market centres with a view that market towns could accelerate the process of spatial development of India (Saxena, 2004).

The last decade of 20th century recorded the major developments in marketing geography. Hierarchy, trade area, and planning perspective have attracted quite a good number of scholars. Planning perspective and related aspects have been over looked by the scholars, whereas synchronization of market centres has attracted the attention of the researchers. Many national and international conferences were held especially on commercial activities in India under the auspices of IGU commission on commercial activities. Indian scholars have shown keen interest in marketing geography. The reviews and bibliographies presented by various scholars from time to time (Saxena, 1977; Sami, 1980; Dixit and Verma, 1980, 1988; Sinha, 1983, 1984; Shrivastava, 1984; Dixit, 1990) make it evident that Indian scholars have made substantial contribution to the field of marketing geography. The pioneering works of markets for Malabar Products (Ramakrishnan, 1931) and the trade centres of Tinnevilly district and cotton markets in the same region were studied by Krishnan (1940) and Ponniah (1940) respectively are worth-mentioning. Weekly markets in Bannia were studied by Sinha (1951), at Barpali by Pattaniak (1953), at Patharia-Kalan region by Tamaskar (1955), at Modinagar by Mukherjee (1957) and at Bombay-Karnataka region by Deshpande (1941).

Marketing geography has emerged in India during sixties. During this period, the theme has attracted the attention of large number of researchers, on various perspectives of marketing geography. Diverse nature of studies were conducted during this period, which deal with the various perspectives like evolution, regional relationship, consumer behaviour, commodity flow, trade area etc. of different market centres (Singh, 1960; Reddy, 1961; Kulkarni, 1962; Singh, 1962; Alam, 1963; Singh, 1965; Rao, 1966; Tamaskar, 1966; Agarwal, 1968; Mukherjee, 1968; Chatterjee, 1969).

During seventies and eighties, this sub-field of geography got firm-footing in India and witnessed a rapid growth in literatures, when a large number of contributions were made by Indian researchers. During this time-period, as many as 355 research papers and 35 doctoral theses were produced (Srivastava, 2007).
Besides, a number of books and research projects were also added to the literature on the subject. The National Council of Applied and Economic Research edited papers on the role of market centres in the spatial development process (NCAER, 1972). It is appreciable contributions to the subject consisting of articles mainly on the role of market centres and regulated marketing in the development process, viz., Bumb (1972), Bedekar (1972), Andrade and Johnson (1972), Khan (1972) and Talwar (1972). The growth, distribution and the periodicity of market places in North Bengal region and their role in development process is elaborated by Bhattacharaya (1973). Sami (1974) and Saxena (1974) have studied the retail structure and morphological patterns of Patna and Kota respectively. Whereas, the hierarchy of trade towns in Bihar and their trade was evaluated by Sinha and Mandal in 1951.


During eighties, Tamaskar, B.G.; Shrivastava, V.K.; Saxena, H.M.; Dixit, R.S.; Gedan, D. were among the major contributors. Tamaskar (1981, 1983a, 1983b, 1984, 1985) worked on market attractiveness, stability and persistence of periodic market places in urban centres, trader’s travel behaviour, market cycle, the role of periodic market places and marketing system with special reference to Arvi upland. Shrivastava (1981, 1983) worked on agriculture markets of U.P. and socio-economic organization of rural marketing in North India. Saxena, H.M. has focused upon different perspectives viz., consumer behaviour, development of rural markets, commodity structure, delineation of trade areas of market town and market-place...


Wanmali (1981) centred his study on ‘Periodic Markets and Rural Development in India’, whereas Tamaskar (1985) through his work ‘Rural-urban Interaction occasioned by Periodic Marketing Systems’ hypothesize that the exposure of rural consumers to towns has a great potential for providing development inputs to rural areas. Work of Karennavar (1985) on delineation of impact regions of market centres aims to delineate the input regions of market centres of Gadak taluka of Dharwar district in Karnataka state. Ram and Shrivastava (1985) intend to outline a strategy of rural development through periodic marketing. The hypothesis developed in this paper assumes that small size market towns can act as growth centres in the lower Ganga-Ghagra doab leading to its rural development. Saxena (1988, 1992) concentrates his study on the role of rural markets in development of different geographical units. Baqee and Ahmad (1990) tried to investigate whether the shape analysis technique can be used in the spatial analysis of rural markets while locational characteristics of regulated markets of Gulburga district are worked by Hugar (1992).
Jana (1991) in his study of Jalpaiguri district illustrated market characteristics and the development of rural areas.


Apart from these, Lokhande and Pawar (1999, 2000 & 2001) have analysed the periodicity and distributional patterns of market centres, spatial distribution, centrality and hierarchy of market centres in Kolhapur district of Maharashtra. The books entitled ‘Traditional and Non-Traditional Market Exchange in India’ was written by Hugar, S.I. (2000), and ‘A Geographical Analysis of Rural Markets and Rurban Centres’ by Sinha, A.K. (2000). The book entitled ‘Marketing and Sustainable Development’ by Saxena (2002) deals with nature and scope of marketing geography, the ecological framework of the Central Hadaoti region and growth of markets in relation to the ecological complex. Under first three chapters, the urban, agricultural and rural marketing patterns have been discussed. The other chapters analysed the impact of marketing on the environment and planning for sustainable development.

Velayudhan, S.K. (2002) in his book ‘Rural Marketing - Targeting the Non-Urban Consumer’ examined issues in the rural markets and also explored managerial option for the issues faces by the marketers. It examines in greater detail the concept of rural markets and rural marketing, and explores some more methods that marketers use to access the rural consumer. In 2003, Saxena and Debroy, and Khan presented their works ‘Marketing Behaviour - A Regional Analysis’ and ‘Enabling Agricultural Markets for the Small Indian Farmer’ respectively.


M.M. (2010a) ‘Rural Economic Development through Rural Markets: A Grass Roots Level Study’ highlights the role of rural markets in employment generation through the trading of agricultural and non-agricultural commodities in Ambedkarnagar district of Uttar Pradesh. ‘Some Comments on Rural Market Participants and their Socio-Economic Transformation in Rural India - A Case Study’ (Khan, N. and Khan, M. M., 2010b) and ‘Traders and Consumers’ Spatio-Economic Behaviour and Changing Consumer Demand in Rural India: A Case Study in Economic Geography’ (Khan, M. M. and Khan, N., 2010c) focused their attention on market participants and consumer behaviour in rural perspectives. Khan, N. and Khan, M. M. worked on some significant aspects in the field, such as ‘Sustainability of Vegetable Cultivation and Marketing: Exploring the State of Indian Farmers (2012), ‘Marketing Revolution in Rural India: Emerging Trends and Strategies (2012)’ and ‘Marketing of Agricultural Crops in Rural Indian Economy: A Case Study (2012)’. The most recent work entitled ‘Sustainability of Vegetable Cultivation and Marketing: Exploring the State of Indian Farmers’ (Khan, M. M. and Khan, N., 2014) are also a notable contribution by these marketing geographers. In addition to these above-mentioned contributions a number of doctoral dissertations were completed at various Indian universities during these periods.

Conclusion

Among commercial activities, marketing is considered to be the dominant activity worldwide; therefore, geographers have taken more interest in studying various facets of marketing geography. Geographers have done considerable work in the field of commercial activities in general and marketing geography in particular. Their main emphasis is on regional study as well as on the study of individual market town. The research work in the field of marketing geography is very tentative and there is a vast scope of research, especially in the field of origin of markets in various geo-historical regions. The study of retail marketing in urban areas is a potential field of study because it will help in urban commercial planning. The concept of hierarchy has been used in marketing geography to obtain the status of market centres in a region. The delimitation of market area or trade area is also an important aspect, which not only helps in understanding the present status of a market town but also provides a base for future planning. The studies related to the role of market towns in regional development and planning provides a base for spatial planning. Agricultural
marketing which is an inter-disciplinary subject dealt by economists and agriculturalists. Geographers have recently given attention to this subject, but their studies are important for spatial planning of markets and market yards.

Many of the phenomena that the geographers map in various kinds of studies, such as terrain, soil, vegetation, climate, land use, mineral resources, industries, settlements, types of farming, traffic and transportation or communication systems, bear upon marketing in various ways. The marketing geographer should consider all these significant factors in their future studies. In India, like other branches of geography, attention towards philosophical and methodological research in marketing geography is quite low. Since, different countries of the world have different geo-economic situations and are culturally highly diversified, therefore, there is a need to study the markets and marketing pattern of each geo-cultural region. It is a fact that skill in geographic techniques is not acquired without a solid background in geography, so it is necessary for the marketing geographer to obtain relevant knowledge of the principles and methods of economics, marketing research, statistics, and the theory and practice of accounting. Thereafter they should blend these techniques with those of geography. Better research and more valuable results can be derived from such cross-fertilization of ideas and research methods. There is a vast scope of research in the field and it can be stated that it is a rapidly growing field of study, having a short history and a long future.

In developing countries, the change of globalization of trade, commercialization process and emergence of market oriented agriculture, required immediate knowledge of geographical insights for selecting better and optimum localization of market centres, shopping centres as well as crops land use planning. Hence, marketing geography with its different models would be effective tools for rural, urban as well as agricultural development and planning. This sub-branch of geography has very bright future prospects in agriculture, rural marketing, consumer behaviour, retailing, and corporate sector as well as in the comparative analysis of rural and urban trade and marketing. So, the marketing geography, as being the subject dealing with spatial dimension of markets and marketing activities and related features, has a wide range of relevance and significance in modern world.
References


