The human habitat though considered as a creation of human ingenuity, can never be self-contained (Ramachandran 1983). May be this sort of interdependency is essential for the emergence of a process that can be called as an 'exchange processes'. It is often mentioned in the geographic literature that functional linkages and spatial interaction get established because of these differences. It will not be wrong to presume that of all the human activities, the activity of exchange of ideas and goods is the most prime one. When this exchange process takes place for economic reasons or involves the economic implications, it can be called as market exchange process. The market exchange process has both the spatial and aspatial implications. Location, pattern and spatial organization through functional linkages and population mobility are the examples of spatial implications; demand, supply and price mechanism may be taken as aspatial implications, though every aspatial implication has a spatial aspect.

**Importance of Variation Function:**

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The market exchange function, in due course of time in the history of mankind, got institutionalised and took the form of 'marketing'. But, for a geographer, it is not only an institution but is fixed in space and hence has a territorial content which he calls as a market. Hence, the markets have fixed locations and pre-arranged time locations to exchange commodities. The exchange process at this fixed location (settlement) takes place during a specified time duration, either on weekly or biweekly or daily basis depending on the quantum of transaction.

Several markets based either on hierarchy or the 'links' are grouped into systems and called market systems. This becomes possible because the goods produced in a region reaches the market through sub-nodes and nodes. Thus, it is possible to evolve a definite hierarchy of markets within the market system, the hierarchy ranging from the regional market on one extreme and the lowest order or local market on the other. Though it is possible to extend this hierarchy to the national and international levels, for the convenience of understanding each market system is treated as a 'closed system'.
It is pertinent to note here, that the market systems are also associated with non-trading activities. They are the places where the socio-cultural information is exchanged and hence can also function as diffusion centres. Because of this one has to ponder over their importance as related to regional development. The markets and market systems have a dual role to play, firstly (i) the functional and the other (ii) developmental. In fact, it is practically very difficult to separate the functional role from that of development. A market system is essentially a territorial organisation. Since the territorial integration is a concomitant of development, the importance of market systems in the regional development area not be ignored.

Market Place:

A market place is said to have a fixed location in which there is a gathering of buyers and sellers at regular interval and the authorised market exchange functions take place (Roddar, 1965). A specific typology of market places can be evolved based on the physico-socio-economic and administrative factors prevailing in the area. The markets also can be categorised on the basis of time duration. If
the marketing function is observed on all the days of the week. It is a regular or daily market, and if it is for a specific period, it becomes a periodic market. In a market if the marketing function is regulated by an administrative agency created for the purpose, it is called the regulated market. In the District of Bharad all the three categories of markets namely the daily, periodic and regulated markets are observed. Normally the periodic markets are the age old traditional markets and are found both in urban and rural areas. The nature of these weekly markets, thus, can be better understood from a historical or evolutionary point of view. The periodic markets, at present, are specialised in retail transaction of all such commodities which are needed by both the rural and urban people. Though certain amount of urban consumer goods creeps in, predominantly it is concerned with agricultural produce and inputs related to agriculture. Such market places are locally called as “Sathis”, “Bazaars” or “Shandies”.

The regulated markets are the recent administrative creations for the benefit of the rural producers through minimizing the profit making by the middle men who belong to the business community and carry on business as a
profession. The regulated markets mostly carry on the wholesale transactions of agriculture produce on a daily basis. So, these are not only non-periodic but also of a higher level in the hierarchic order of markets. The regulated markets get located mostly in bigger urban settlements where there is adequate infrastructural facilities like transport and storing the agricultural produce on a large scale.

It is rather superfluous to state that the settlements which have regulated markets, generally will also have periodic markets, though there is certain amount of spatial separation between the two. On balance, one can say that the periodic markets are more of a natural and universal phenomenon than the regulated markets. In the weekly markets there is an active participation of all types of people to sell and purchase varieties of goods.

**Participants and Market Places**

The market places are visited by both the sellers and buyers. So dominant is this feature that the pattern of visitation, separately for buyers and sellers can be discerned (Eagendran 1980). Thus, the main participants
In periodic markets are consumers and traders (Hodder, 1965, 1965a, 1966, Smith, 1971, 1971a, Hill and Smith, 1972; Wansohi, 1981; and Bohle, 1982). The consumers are either local or non-local people who visit periodic markets either to sell or purchase or both. There is a definite visitation pattern because the consumers return to their home-base after the marketing function for the day is over, whereas the traders may go to another market from that market place, or may return to their home-base to go to another market the next day. However, some of these traders are fixed at some important market places by owning stalls. The itinerant mobile traders are observed in all parts of the world (Hodder, 1965; Smith, 1971a; and Rani, 1965). They visit different periodic markets in a market week and return to their home-base at the week end. Hodder (1965) observes the four day market ring as a consequence of the travelling pattern. In some parts of the world, the traders do return to their home-base every night after visiting the individual markets on different days of the week (McKin, 1972; Singh, 1965 and Wansohi, 1981). Thus, the nature of travel of the itinerant traders is crucial for the understanding of the functioning of these periodic markets in general and the visitation pattern in particular.
Sometimes, these itinerant traders may have their own means of transport like a horse or cycle.

The main participants in the regulated markets are the farmers, traders and other intermediaries (Miera and Jayasankar, 1976). The farmers are either local or non-local sellers of agricultural produce. The traders holding different classes of licence are specialised in purchasing selected agricultural produce. Like sellers, the traders may also be local or non-local. Sometimes they do their transactions through their intermediaries called 'deals'. The sellers sometimes, due to attractive prices for their products, by-pass the nearest regulated market. Since the produce is auctioned in the regulated markets, the prices may vary depending on the number of purchasers and the goods that have flowed into the market.

Markets as Central Places:

A market place attracts people from the surrounding area to its central point of trading which is generally found close to a central place such as centre of worship or administration (Bromley, 1976). There has been a
great deal of interest in the study of markets as central places after the introduction of Christaller's Theory of Central Places to the English speaking world. (Christaller, 1933; 1966, Losch, 1944, 1954). Christaller who was very much interested in understanding the various aspects of settlements was actually in search of a common denominator to relate all the settlements in a region irrespective of their functional nature and size. Atleast he found out that the market principle can be the common denominator. According to him the settlements are distributed in geographical space with population as common factor. But, the most basic element of his central place theory was the capacity to provide goods and service to an area and population larger than itself. Thus, he made it evident that the 'settlements as market places' is the chief characteristic of his Central Place Systems (Christaller, 1933 and 1966).

According to Christaller the market centres are fixed in space and time. But Wieselsi (1961) points out that even the weekly markets can be accepted as central places as they are 'fixed' in space but 'unfixed' in time. But many specialists in the field of periodic markets have not accepted this view and argued that, in the strict sense of the term 'Central Place' as given by Christaller, a
periodic market which is unfixed in time cannot be a
central place. They further argued that it is the reason
why the periodic markets remain unrelated to the existing
settlement system in a region (Hodder, 1969, 1966a, 1966b;

Hierarchy of Market Centres:

A hierarchy of markets exist in a regional market
system since all the market centres are not of equal
importance (Broady, 1971). Many specialists in the field
of market studies are interested to know in detail the
aspects of central place geometry in which K-values are
determined based on the number of lower-order central
places served by each of the higher-order central places
(Skinner, 1964 and 1965; Berry, 1967 and Carol A. Smith,
1972 and 1972a). There are also a large number of studies
on hierarchy of market centres based on the prime concept
of 'range of good' and 'population threshold' (Berry and
Garrison, 1950, 1953a, 1953b). They defined the concept
of threshold population as a minimum number of people
required to support a particular central function. Such
operational definitions have helped the academicians to
avoid some of the rigid assumptions. Christaller
incorporated in the construction of his theory certain
assumptions such as uniform distribution of consumers and
hexagonal shape of market areas. The Borry-Garrison Model
held the view that there is a hierarchical order of goods
based on threshold population which in turn explains the
hierarchical order of central places (Berry and Garrison,
1950, 1958a, 1958b). Based on such deviations of Berry,
the hierarchy of service centres was identified in India.
(Sen, Wammol, Bose, Mira and Ranesh 1971).

On the basis of range of goods, Stine (1962) was
the first to provide a theoretical frame and interpretation
for the periodic markets and marketing in his study on
Korean Markets. Wammol (1981) considered the concept of
periodicity for the periodic markets based on consumer
behaviour to derive the hierarchical order of periodic
markets.

There are different levels of orders of markets
identified in different parts of the world. Skinner (1964-65)
identified three tier hierarchical order in the peasant
economy of the pre-communist China, in which the third tier
coincides with the administrative principle and the lower
The Organization of Markets:

The length of market week is one of the important considerations to understand the nature of functioning of the markets. Different lengths of market week 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 (Shrivatsva, 1977; Tangaskar, 1964 and Wamiali, 1981 and Alam and Khan, 1972). If a market meets more than once a day in the market week it will exhibit major, minor and minimal market days (Byunski, 1973; Browly, 1976; Thorepe, 1974 and Wamiali, 1981). Wamiali (1981) observes in his study of markets in Singhbum District that the wholesale marketing is done one day prior to the major market day of that market. It is also commonly observed that wherever there are regulated markets the wholesale transaction takes place almost daily.
The next important consideration in understanding the spatio-temporal organisation of markets in geographical space is the location of weekly markets. Within a region, the periodic markets which meet on the same day are located at greater distances while the markets meeting on other days are located at shorter distances (Smith, 1971, 1971a; Hill and Smith, 1972). This relationship between the two categories of periodic markets evidently confirmed the integration of markets (Wansali, 1981).

Since the weekly markets have to co-exist, even for the newly emerging periodic markets the basic principle of space-time relation has to be taken into account while fixing the market day vis-a-vis its location. That is, a newly emerging market is to be made to function on a day in such a way that it does not clash with the neighbouring markets. There are also studies that consider not only the space-time relations but also the said aspect in relation to the market participants, such as consumers and traders (Smith, 1971a, Hill and Smith, 1972 and Wansali, 1981). It is worthwhile to test the consumer-trader hypothesis as related to the basic principle of benefits to consumers.
The Need for the Study

Regarding the research interest that has been evinced in regard to the study of periodic markets, especially by geographers, one must confess that it is of a recent origin. The major lesson in most of these studies, is that they are mostly 'single market studies' that too located in urban areas. The attempts regarding the study of periodic markets located in rural areas and grouping them into systems are limited (Wanneli, 1981). This statement holds good for the study of regulated markets too. The function of periodic marketing and periodic markets in their regional context have attracted the attention of many geographers (Stine, 1962; Bronzely, 1976; and Wanneli, 1981). There is hardly any study in India which considers the regulated and periodic markets together drawn into systems with a regional frame. Farris (1975) wonders whether this neglect stems from the notion that the periodic markets are unimportant. If so, he opines that this situation has to be changed. 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 fast developing agrarian economy of the district of Narsbad in Karnataka State.
Market Systems and Rural Development

An insight into the origin and evolution of market and market systems will provide a base for the understanding of the spatial characteristics of geographical phenomena of the region in which the 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 physical socio-economic scenario (Carol A. Smith, 1976). Soodar (1965) observed that the markets originate when two contrasting ethno-economic cultures are brought together through long-distance trade. Carol A. Smith (1976) opined that there is a possibility for the origin of market systems when the demand for rural produce in urban areas progressively increases. The other factors that can help the emergence of market systems are (i) increase in population and (ii) concentration of non-food producing population in urban areas and the improvements in the functioning of transport networks and systems.

The markets are hierarchically organised in each market system. It is also observed that each of the lower order market of one system can be linked with the highest order market of another system indicating that the boundaries
of the market systems are not very rigid. Since, the market systems have to be viewed as systems within the settlement systems, the historical and evolutionary aspects cannot be ignored while understanding these market systems. Since it is something intimately concerned with the settlement systems, saying that rural development to a considerable extent can be achieved by strengthening these market systems will not be out of context. This is more true in case of developing countries (Tansekar, 1964; Shrivatava, 1977 and Ummali, 1981).

Objectives of the Study:

The present study aims at understanding the intricate aspects of the traditional as well as modern marketing exchange systems and their role in the regional development of the district of Dharwad. As such, the study contemplates to analyse the periodic, non-periodic and regulated markets. The periodic markets are viewed from two different angles (i) 'in space' and (ii) 'in time' and the analysis intends to give a detailed space-time integration. The study also aims at grouping them into specific market systems.
The following objectives are set for the study in accordance with the broad aim mentioned already:

1. To study the internal organization of markets as represented by market participants.

2. To make a detailed analysis of the space - time sequence of periodic markets based on the method suggested by R.H. Smith.

3. To study the consumer behaviour and the trading pattern in terms of market choices and the spatial-temporal setting of the periodic markets.

4. To understand the suitability of location of regulated markets and submarkets within the notified area of the age old environ of the existing periodic markets.

5. To trace the origin and evolution of periodic markets and market systems based on the archeological and historical evidence.

6. To assess the importance of marketing systems in the development of regional economy by measuring the surpluses of agricultural produce received in the regulated markets.

7. To study the role of periodic and other marketing systems in the integrated rural Development Programmes (IDP).
Scope of the Present Investigation

Since the present investigation aims at understanding the aspects of space-time integration for the periodic markets and the other aspects of periodic, regulated and marketing systems, it has an immense practical importance. The study can be of considerable help to the exercises concerned with the achievement of rural development programmes through the strengthening of the marketing systems. Since, the marketing process is basic to any regional development exercise, the study has an applied value and can be readily used in supplementing the IDP Programmes.

The investigation also makes an attempt to identify the various drawbacks related to the location of regulated markets and sub-markets and suggests various remedies in respect of the improvement of regulated markets so as to benefit the farmers.

The study traces the patterns of movement of surpluses in agricultural produce to the various regulated markets in the study area, which will be of considerable pragmatic value to the businessmen.
The study in conclusion substantiates the view that the strengthening of the marketing base and the marketing exchange system is one of the important ways to bring in a total rural development. It wholeheartedly supports the thesis that strengthening the marketing systems is to strengthen the rural areas.

Since, the study also analyses the spatial behaviour of consumers in a market at a village level (investigation done on the basis of sample markets) it helps in understanding the attitudes of the people towards the market in terms of their space-time preferences. Since, an attempt is made in the study to know the attitude and tendencies of people towards the markets, it may help the decision makers and planners in locating new markets or strengthening the existing markets.

Selection of the Study Area:

The selection of the Sharda district as the study area is not arbitrary but is based on sound reasons. Firstly, the study area is the domicile district of the investigator and as such the investigator is well acquainted with the regional and geographical aspects of the study area. In addition, the IRD Programme are being
implemented in this district since a long time to achieve rural development. Added to this is an administrative unit with a rich historical past and also a junction region for different types of cultures and economy. Hence, both physically and culturally it is a unique area exhibiting the coherence in its physical and human characteristics.

The district of Dharwad is essentially a region of agrarian economy where the nature and functions of periodic and non-periodic marketing systems can be understood without bringing them under the distortions of heavy urbanisation and industrialisation. The agricultural surpluses seen in the regulated markets and the urban consumer goods slowly gaining importance in the weekly markets of the region talk of the urban influence on rural communities exerted through weekly markets and the small scale exchange of agricultural produce which suggest the basic requirements of the ruralites. Hence, in the view of the investigator it is an ideal areal unit bestowed with a reasonably good transport system wherein the market mechanism and rural development relationships could be well understood.
Research Design :

It is needless to mention that a strong data base is necessary for any systematic study; it is more so for a case study where in the validity of many of the theoretical considerations is tested. Hence, the present investigation is designed with a heavy emphasis on data collection (both secondary and primary). Keeping in view the limitations and constraints on research by an individual, the sampling exercise is done very carefully so that the number of markets on which the primary data is collected through the questionnaire method does not become too heavy for an individual and at the same time the sample market remain representative.

Summarization of data and data analysis is done with the aid of appropriate quantitative and statistical techniques. Since, a geographer is particularly interested in the spatial pattern the results derived from data processing and analysis are portrayed through appropriate cartographic representations.

Sources and Limitations of the Secondary Data :

To provide certain basic and preliminary information about the problem identified, the District Census Handbook of Dharwad (1971) is used. Though the location of the
periodic markets is taken from the above reference, it is
cross-checked with the Survey of India topographical maps
published during two distinct periods of 1930s and 1960s.
This has not only acted as a cross-check but also provided
authentic information with regard to the weekly markets that
existed over two periods of time. Since the secondary data
pose the problems of 'authenticity' and 'limitation', enough
precaution is taken to introduce cross-checks at various
stages. The village cards maintained by the Tehsildar Develop-
ment Boards are also scanned to get the secondary data at
village level. The offices of the Regulated Market
Committees were the additional sources of secondary data.
The Regulated Market Offices also have provided a wealth of
secondary data. The limitations of these data are discussed
in detail at the appropriate places of discussion.

**Primary Data used in the Study:**

The primary data is collected through questionnaires,
both from sellers and buyers from the 35 sample markets
selected for the purpose. Primary data in the same fashion
is also collected from all the 15 regulated markets. Primary
data pertaining to the aspect of consumer behaviour are
collected both from market management authorities as well
shop owners. In addition to this, 10 per cent of the consumers and farmers were interviewed to cross-check the data collected. Hence, every possible effort by an individual researcher is made to maximise the authenticity and utility of the primary data.

**Hypotheses Formulated**

The following hypotheses were formulated to give a direction to the research and to make the conclusions more meaningful:

1. The periodic markets are the age old institutions which have emerged keeping in view the marketing potentialities and requirements of the region under study.

2. Markets normally originate at the contact zones of contrasting physiography and culture and in due course of time exhibit a space-time integration.

3. The regulated markets which are the administrative creations strengthen the weekly markets by drawing them into composite systems of periodic and non-periodic marketing exchange systems.
4. The weekly markets provide a direct contact between the seller and the buyer and avoid intermediaries.

5. Strengthening of market systems is basic to total rural development.

**Organisation of the Thesis**

In order to bring clarity, continuity and sequence the present study is divided into eight chapters. The introduction which is not considered as one of the chapters provides a bird's eye view of the study making a reference to the design and execution aspects. The concluding remarks in the end (not considered as a chapter) provides the jist of the conclusions derived from the study.

The first chapter deals with the geographical and regional setting of the study area. The second chapter concerns itself with the location of markets with reference to physical setting and the study of the internal organisation of markets, essentially based on market participants. The third chapter centres around the basic concept of 'space-time sequence' as conceived by P.H.F. Smith. The fourth chapter makes an attempt to bringout the salient
features of 'consumer behaviour', 'market choices' and 'village and market centre interaction' as observed in the study area. The trading pattern, nature of mobile traders and the commodities they deal, and the economic standards of rural people in the area form the main theme of the fifth chapter. The sixth chapter brings under focus the regulated markets along with their structure and functions and the marketable surpluses they deal with. Chapter seven traces the origin and evolutionary aspects of markets and attempts to bring all of them under various marketing systems. The last chapter attempts to review the attempts made by the Indian planners and suggests an action plan to bring rural development through the strengthening of the marketing systems.