

୧୨୩୪୫୬୭୮୯୧୦୧୧୧୨୧୩୧୪୧୫୧୬୧୭୧୮୧୯୨୦୨୧୨୨୨୩୨୪୨୫୨୬୨୭୨୮୨୯୩୦୩୧୩୨୩୩୩୪୩୫୩୬୩୭୩୮୩୯୪୦୪୧୪୨୪୩୪୪୪୫୪୬୪୭୪୮୪୯୫୦୫୧୫୨୫୩୫୪୫୫୫୬୫୭୫୮୫୯୬୦୬୧୬୨୬୩୬୪୬୫୬୬୬୭୬୮୬୯୭୦୭୧୭୨୭୩୭୪୭୫୭୬୭୭୭୮୭୯୮୦୮୧୮୨୮୩୮୪୮୫୮୬୮୭୮୮୮୯୯୦୯୧୯୨୯୩୯୪୯୫୯୬୯୭୯୮୯୯

• CHAPTER I •
I N T R O D U C T I O N

୧୨୩୪୫୬୭୮୯୧୦୧୧୧୨୧୩୧୪୧୫୧୬୧୭୧୮୧୯୨୦୨୧୨୨୨୩୨୪୨୫୨୬୨୭୨୮୨୯୩୦୩୧୩୨୩୩୩୪୩୫୩୬୩୭୩୮୩୯୪୦୪୧୪୨୪୩୪୪୪୫୪୬୪୭୪୮୪୯୫୦୫୧୫୨୫୩୫୪୫୫୫୬୫୭୫୮୫୯୬୦୬୧୬୨୬୩୬୪୬୫୬୬୬୭୬୮୬୯୭୦୭୧୭୨୭୩୭୪୭୫୭୬୭୭୭୮୭୯୮୦୮୧୮୨୮୩୮୪୮୫୮୬୮୭୮୮୮୯୯୦୯୧୯୨୯୩୯୪୯୫୯୬୯୭୯୮୯୯

CHAPTER NO. I

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CHAPTER NO. I

I N T R O D U C T I O N

1:0: INTRODUCTION :

Marketing today has become an important part of human civilisation. It is a major motivating force behind the economic progress of any society. It makes producers and distributors act rationally. Basically, marketing involves establishment of relations between the needs and desires of people on one hand, producers producing the goods and services on the other . The concept of ' Welfare State" has been accepted by all the nations . The welfare of any society mainly depends , not only on the production of goods and services but on the production of goods and services needed by the people , and its effective distribution. That is why marketing which aims at " Effective Distribution of goods and services needed by the society " is becoming more and more important. Marketing now is not merely " a distribution of goods and services " but has become a philosophy that guides human life.

1:1 MEANING AND DEFINITION OF MARKETING :

1:1:0 MEANING :

The term marketing , though in common use is used or understood differently, to a house wife marketing means purchasing her requirements from the marketing place, to

traders it means selling of goods and services , for the students, it is an academic subject of their study, to academicians , it is a social science of dynamic nature serving the dynamic society, and so on . The Marketing staff of ' Ohio' University has rightly observed that -

" Marketing has been described by some as a activity, as a trade, as a sense of business purpose as a structure of institutions , as a process of exchange or transferring ownership of products, as a creation of time , place and possession utilities, as a process of demand and supply adjustment, and many other things..¹

1:1:1 DEFINITIONS :

As marketing is a dynamic social science , there cannot be a single definition, permanent in nature, which will satisfy all. Expectations from any social science go on changing in the ever changing society. However the investigator has deliberately selected following definitions which have some bearing on the present research work.

" The performance of business activities that direct the flow of goods from producer to consumer ." ²

1 Marketing Staff of 'Ohio ' University, " A Statement of Marketing Philosophy " Journal of Marketing Vol.29 Jan. 1968 , P 43

2 Committee of Definitions, "Marketing Definitions" Chicago , American Marketing Association,P 15

" Marketing is a process which converts a resource, distinct knowledge into contribution of economic value in the market place, the purpose of business is to create customers" ³

" The delivery of standard of living" . ⁴

From the foregoing three definitions, one can observe that the definitions emphasize different aspects of marketing. The American Marketing Association describes the process of marketing, whereas Paul Mazur relates marketing to the welfare of the society. However these definitions have failed in bringing out the real significance of marketing. That is why one has to study the ' Utility' of marketing.

1.2 SIGNIFICANCE OF MARKETING :

It was argued that the concept of marketing was relevant to the industrialised and affluent countries only, because the problem of creating consumers applies to them only. Thinkers further add that in India, marketing is not significant due to assured profits to the business community, where demand exceeds supply. Further, India being predominantly an agricultural country, with low level of income, where 40% of population is below poverty line and remaining 60% also have meagre discretionary income. Not only that but India also aims

³ Peter Drucker, " Practice of Management" Harper Raw, INC N.V.1954, p 91.

⁴ Paul Mazur, " Does Distribution Costs Enough" Fortune, Vo. XXXVI, Nov. 1947, p 128.

at establishing a socialistic pattern of society where there is no role for marketing . But these views are not sound and acceptable as they are based on inadequate understanding of the nature of ' Marketing Concept'. On the contrary, marketing has to play very vital role even in the developing countries like India in the process of economic development. 'Marketing ' helps developing economies in the following ways.

1:2:0 POPULATION CONTROL :

The process of development brings about rise in the income, improves the standard of living , checks the death rate, birth rate remaining unchecked, population growth rate rises to 30 to 40 per thousand. Marketing orientation helps in developing family planning programmes that will enjoy public support. Thus marketing can help in the process of implementing family planning schemes successfully.

1:2:1 AGRICULTURAL DEVELOPMENT :

Agriculture assumes considerable importance in the developing economies like India . In India , nearly 70 % of population depends upon the agriculture and nearly 50 % of the national income comes from agriculture . Development of 'Marketing' facilities in the rural areas , provide incentives to small farmers for the application of intensive techniques of agriculture . Thus marketing can help in improving productivity of Indian agriculture.

1:2:2 URBAN MIGRATION :

During the early stages of development, the 'rural Poor' migrates to the urban areas, which brings pressure on urban life. It develops countless slums. Government has to divert its ^{ex} funds towards the slum development programmes. 'Marketing' can help in the process of developing 'community centres' in the rural areas. This helps in reversing the process of migration.

1:2:3 EDUCATION AND MANPOWER TRAINING :

Developing economies, during the process of developments need wide variety of skills. Marketing orientation can help in the field of education and manpower development, in anticipating the manpower requirements. This anticipation of 'needs' help in formulating sound educational and training policies. This again will help in avoiding the production of large number of university graduates without any specialised knowledge in the field of management, accountancy, administration, marketing etc.

1:2:4: INDUSTRIAL AND ENTREPRENEURIAL GROWTH :

Marketing skills are highly essential for the successful entrepreneurship. Marketing professionals can play a vital role in promoting the right type of entrepreneurship. Marketing skills, marketing profession will help in marketing the goods and services profitably in order to satisfy the consumers and accomplish the social responsibility.

1:2:5: EXPORT PROMOTION :

Developing countries need to earn more foreign exchange for their rising imports of the technical know-how, capital goods and even certain consumer goods. Marketing orientation is a very basic requirement in the export promotion activities. Marketing research, marketing outlook, helps in the process of assessing market, marketing opportunities and exploiting them successfully.

1:2:6 TOURISM:

Developing countries are generally endowed with natural beauty which attracts foreign tourists. Tourism is a marketable entity. Marketing orientation helps in assessing the requirements of the tourists and their problems. It can help in formulating package tours satisfying the tourists' requirements.

1:2:7 RESOURCE MOBILISATION AND ALLOCATION :

' Integrated marketing ' helps in formulation of mobilisation schemes , that will attract the people and thus will help in optimising mobilisation of funds . Even investment decisions based on the marketing information , are bound to be more rational and successful.

1:2:8 CONSUMPTION PROBLEM OF PRODUCTION :

Unsaleability of production due to resistance of consumers to accept the product, may result in accumulation of stocks, under-utilisation of capacities, declining returns and unemployment. ' Marketing under such conditions helps in overcoming

such problems by ensuring the production of goods and services needed by the people.

1:2:9 MARKETING CREATES EMPLOYMENT/GENERATES INCOME :

Marketing includes a wide range of activities such as buying, collection of goods, standardisation, grading, warehousing, finance, advertising, sales promotion, transportation and so on. Thus it opens new fields of activities and employment. Similarly, it creates place and time utilities. Through these activities marketing creates employment and generates income.

The foregoing discussion proves that marketing has to play a catalytic role in the process of economic development in the developing countries like India. However, in developing economies, marketing is not seriously considered. Peter Drucker⁵ has observed that

" In underdeveloped countries marketing is neglected ".

5 Peter Drucker, 'Practice of Management' Harper and Row, INCR 1954 p 252.

1:3 RURAL MARKETING :

1:3:0 MEANING -

The term ' rural market ' refers to the marketing in the rural areas. However there is no official definition of the term rural areas. But Indian Census Board ⁶ has defined ' Urban Areas ' in the following lines -

- (a) All the places with a municipal corporation or cantonment or notified areas .
- (b) All other places which satisfy the following criteria -
 - i) Minimum population of 5,000
 - ii) At least 75 % of male working population is non-agricultural,
 - iii) A density of population at least 400 per Sq. K.M. (or 1,000 per Sq.Mile),.

On the basis of the foregoing definition

' Rural Areas ' can be defined as follows. The areas -

- (a) Which is not a municipality, or corporation or a cantonment or not a notified as urban area,
- (b) All places which satisfy the following criteria
 - i) Population is less than 5,000 ,
 - ii) Where at least 26 % of male working population is agricultural,
 - iii) Where density of population is less than 400 Per Sq.K.M. (or less than 1,000 per Sq.Mile.)

The term market really refers to the ' people ' with money and willingness to buy goods and services to satisfy wants and needs . The term rural market therefore refers to the people in the rural areas with purchasing power and willingness to buy goods and services to satisfy their wants and needs.

1:3:1 INDIAN RURAL MARKET :

Out of 685 millions of Indian population 525.5 million people live in 575.9 lakhs of villages scattered all over India. As per 1981 census out of 575.9 lakhs of villages 569.70 lakhs villages have population of less than 5,000, and only 6.20 lakhs of villages have population over 5,000. Indian rural market which consists of 575.9 million people, as it seems is very vast.

1:3:2 CHALLENGES OF INDIAN RURAL MARKET :

Until very recently, Indian economy being developing one, Indian rural market was considered as agricultural market, having demand for agricultural implements only and all marketing efforts were concentrated in ' Urban Market ' only . But after independence , Indian villages are in the process of ' transformation '. With the spread of education, means of communication and rising purchasing power, at least in ' Pocket areas ' where planned investment, ' Green Revolution' etc have started yielding results, marketing for consumer and consumer durable goods is developing . Recent studies have shown that 50 % of total soap consumption, 80 % of bicycles, 45 % of bidies and cigaretees, 60 % of silk cloth etc. are consumed by the rural

people and nearly 60 % of the railway earnings come from rural areas. ⁷

However Indian rural market has typical characteristics. It is heterogeneous in nature , characterised by cultural , religious, linguistic, economic and social differences and is diversified and backward. India suffers from low level of literacy, tradition-bound community, typical buying habits and outlooks. Hence creation of buying power and rising income by themselves will not automatically lead to market expansion. Similarly it is not possible to tap wider and scattered rural market through urban centres. The life style of agriculturists, even in remote places is changing. Fountain pens have replaced holder pens , porcelain pottery and glass have replaced earth-ware articles, man-made fabrics have replaced cotton, dalada and hydrogenated oil has replaced ghee, tooth pastes have replaced dantwan, tractors, radios, cycles and now T.Vs too have already become part of rural life. Farmers are demonstrating willingness to buy new products, new seeds and apply new techniques of cultivation. New motivations and behavioural patterns are visible. Competition which was so far limited to urban areas is now penetrating the rural markets. This calls for new

7 "Marketing Management In Indian Environment" V.S. Ramswamy, S.Namkumari , Macmillan India Ltd., New Delhi 1983, pp 319,320 .

marketing strategies based on 'Consumer Orientation'. Hence extensive research in the field of rural marketing is necessary.

1.4 REVIEW OF LITERATURE :

The researcher has studied the research work done so far in the subject at the University level and also various articles appeared in the wellknown journals like, Indian Manager, Indian Journal of Marketing, Krurksbetra, Indian Journal of Agricultural Economics etc. during 1960 to 1986/87. Significant work done from the point of view of the present study is cited as follows.-

1) Bard Harper (1960)⁸ has described the functions of manufacturers, wholesalers, and retailers in India and has pointed out the weaknesses of Indian marketing system such as lack of free competition etc.

2) Shah S.M.(1963)⁹, in the summary of Seminar of Consumer Economics has observed the differences among the Indian consumers as -

- i) Regional Differences
- ii) Inter village Differences
- iii) Occupational Differences
- iv) Social Group Differences
- v) Land-holding size group Differences

⁸ Bourd Harper W.J. and Whesttall Ralp, "Marketing In India" Journal of Marketing 25 (-)1960 pp 11 to 17.

⁹ Shah S.M. Proceedings of Seminar on Consumer Economics, Indian Journal of Agricultural Economics, 18 Jan .March 1963,pp 17 to 21.

3) National Council of Applied Economics Research(1965)¹⁰ team has stressed the role of 'Marketing Towns' as a link between producers and village consumers. The study has described the intermediate role of towns and suggested that the towns should serve as warehousing centres for the surrounding villages, they should accumulate and disseminate market information and promote rural economy.

4) Jayachandran G. (1966)¹¹ has stressed the importance of marketing in general and has expressed his views that the marketing motivates both producers and consumers to act rationally.

5) Choudhari P.K. (1966)¹², has described the extent of Indian Rural market as 80 % of the Indian market and has suggested that the distribution in the rural market be effected through co-operative stores and an attempt should be made to popularise 'mass production' goods.

10 National Council of Applied Economics Research, "Market Towns" Special developments in India, New Delhi 1965, p 162.

11) Jayachandran G. " What Marketing Can Do for Us " Indian Manager, 5(6) New Delhi, Dec. 1966 pp 13 to 15.

12 Choudhari P.K. " Some Problems of Marketing Consumer goods in India" Management Review, Productivity special, p 31.

6) U.P.Koli (1966),¹³ in the doctoral thesis of the author, the author has described the marketing practices and functions of wholesalers in the traditional and organised markets, food grain zones, marketing co-operatives, state trading corporations etc. with reference to the cost price relationships.

7) Vivek Devalankar (1983)¹⁴ has emphasised the importance of retailing as a source of employment.

8) A Krishnamurthi (1983),¹⁵ has described the role of public distribution system and has shown the drawbacks of Indian public distribution system. Similarly, he has made some suggestions such as need to ensure reasonable margin, adequate credit facilities etc.

9) S.Sudaimuthu (1983),¹⁶ has studied the position of consumers' protection in India and has observed that economic and legal provisions made are not sufficient in providing protection to the Indian consumers.

13 U.P.Koli ' The Organisation of Wholesale Market ' for rice, Bombay University 1966, Ph.D. Work.

14 Vivek Devalkar, 'Role of Consumer Retailing in India' Indian Journal of Marketing, Vol.XIV No.4 Dec.1983 pp 7 to 9

15 A Krishnamurthi "Public Distribution System in India" Indian Journal of Marketing Vol. XIII Feb/March 1983, pp 6,7

16 S.Sudaimuthu ' Consumers Problems and Consumerism ' Indian Journal of Marketing, Vo.XIII July/August 1983, pp 11,12.

10) S. Shankaraiah (1984)¹⁷, has made a few suggestions for improving the public distribution system in India such as -

- i) Changes in the Govt. policy needed.
- ii) Improvement in the distribution system for basic goods is essential.
- iii) There should be price control for essential goods.

11) Rakesh Handa (1984)¹⁸, under his investigation the author has described the characteristics of Indian rural buyers such as tremendous range of contradiction, lack of motivation etc. Further the author has suggested new marketing strategies to be followed in order to deal with Indian rural buyers.

12) Promod Singh (1986)¹⁹, has explained with examples that the style of life in rural India is changing and rural people are ready to accept new ideas, products etc.

17 Shankaraiah ' Public Distribution System ' Indian Journal of Marketing Vol.No. V Jan.1984, p 85 .

18 Rakesh Handa " Rural Marketing Strategies in India" Indian Journal of Marketing, Vol.XIV No.9 , May 1984, p 3 .

19 Promod Singh " Impact of Science and Technology on Indian rural Environment " Kurukshetra, May 1986, p 14.

1:5 PRESENT STUDY :

The present study " The Study of Rural Market with Special Reference to Malavan Taluka " covers 13 out of 136 villages (Including Malavan) i.e. about 10 % villages in Malavan taluka. Demographically, the study covers about 13 % of the rural population and about 52 % of the urban population in the taluka.

1:5:1 OBJECTIVES OF THE STUDY:

The objectives of the study were -

- A) To assess the existing distribution machinery for the distribution of consumer goods in Malavan taluka.
- B) To know the attitudes and preferences of rural buyers while buying consumer goods.
- C) To study the policies and problems of the retailers of consumer goods in effectively meeting the demands of consumer-buyers.
- D) To study the scope of the consumer co-operatives.
- E) To suggest remedies to overcome the problems faced by retailers and consumers.

1:5:2 LIMITATIONS OF THE STUDY :

Marketing activities include wide range and variety of traders and their marketing functions and various types of buyers etc. But keeping in mind the objectives of the study , the study was limited to the dealers in consumer goods such as food-grains, serials, oil, sugar, tea, spices, soap ,

beauty aids, etc. that is the items generally available in 'Kirana' (Grocer's Shop) in India and their buyers. From organisational point of view the study is limited to the organisations owned and managed by individuals and families only. (For Glossary of terms used refer Appendix I)

1:5:3 METHODOLOGY :

1:5:3:A SELECTION OF MALAVAN TALUKA :

Sindhudurg District is one of the economically backward districts of ' Maharashtra State'. Malavan taluka represents all the basic characteristics of Sindhudurg district, such as nature of occupations, demography, geography, climate etc. Therefore Malavan taluka was deliberately selected for the study.

1:5:3;B SELECTION OF VILLAGES AND SAMPLE SIZE :

Multy stage stratified random sampling technique was applied in the process of selection. On the basis of 1981 census data , provided by the tahashildar office Malavan , the population of the taluka was divided between 58 revenue villages and was arranged by assending order, village Bandiwade (Kh) with population of 117 topped the list and Malavan revenue village stood at the bottom. The villages standing at serial Nos.8,18,28, 38,48, and 58 were selected. However one more bazar village , Waingani was also selected, keeping in mind geographical location of the selected villages. Out of 9 villages forming part of Malavan revenue village, 3 villages were selected systematically after

arranging the villages, population-wise by ascending order. The population of Malavan was divided in 21 municipal wards and then 11 wards were systematically selected. Table No. 1:5:3:B:1 gives the details of the villages selected for the study.

1:5:3:C ACTUAL SELECTION OF THE FAMILIES :

From the 12 selected villages of Malavan taluka 99 household respondents were selected. (Ref. Table No. 1:5:3:B:1) While selecting the households it was considered desirable to obtain a cross section representation from all income groups based on approximate occupational distribution. The same process was applied while selecting 80 samples from urban areas. The details about the samples have been discussed in the Chapter No. ^{IV} " Analysis of Consumer Behaviour" .

1:5:3:D SELECTION OF TRADERS:

For selecting the traders a list of traders including all " Kirana " dealers in the respective villages was prepared on the basis of their registration with the grampanchayats and Malavan Municipal Office. Then required number of traders were selected systematically. Table No. 1:5:3:D:2 shows the total number of kirana traders and the number traders selected for the study.

TABLE NO. 1:5:3:B:1

TABLE SHOWING THE NOS. OF FAMILIES SELECTED
FOR THE STUDY

Sr. No.	Name of Villages	Population 1981 Census	No. of * Families	Sample Size 5%
1	Ghumade	450	75	4
2	Parad	476	79	5
3	Bel.Wadi	521	87	5
4	Waghawane	531	89	5
5	Kalethar	545	91	5
6	Malond	622	104	5
7	Nandrukh	800	133	6
8	Veral	841	140	7
9	Waingani	1095	183	9
10	Devali	1172	195	10
11	Ovaliye	1660	277	14
12	Devbag	2931	490	25
	Total(Rural)	12,644	1,953	99
13	Malavan (Up (11 out of 21 wards)	9,073	1,513	80
	Total	21,717	3,456	179

* Taking 6 as average family size

Source:- Mamalatdar Office, Malavan.

TABLE NO. 1:5:3:D:2

TABLE SHOWING KIRANA SHOPS IN THE SELECTED VILLAGES & SAMPLE SIZE ..

Sr.No.	Name of the village	No.of Kirana Shops	Sample Size
1	Ghumade	--	--
2	Parad	02	01
3	Bel.Wadi	02	01
4	Waghawane	04	02
5	Kalethar	03	02
6	Malond	01	01
7	Nandrukh	03	02
8	Veral	02	01
9	Waingani	06	02
10	Devali	02	01
11	Ovaliye	04	02
12	Devbag	07	04
	Total (Rural)	35	19
13	Malavan (U)	59	06
	Total	94	25

Source : Gram-panchayat Office and Municipal Office.

1:5:4 TOOLS AND TECHNIQUES APPLIED :

1:5:4:0 PRIMARY DATA :

The primary data were collected with the help of two questionnaires, one for traders and the other for the buyers. Both open ended and closed ended questions were asked. The observation method was also applied.

1:5:4:1 ADMINISTRATION OF THE QUESTIONNAIRES:

The researcher has personally administered all the questionnaires for the traders and buyers. In order to enlist maximum co-operation of the respondents, efforts were made to establish rapport with the co-operation of the researcher's past students and the teachers in the respective localities who have good knowledge of the respondents. This has helped considerably in improving the reliability of the data collected.

1:5:4:2 SECONDARY DATA :

The secondary data for this study has been collected from various sources i.e. Zilha Parishad, Panchayat Samiti Office, Collector Office, P.W.D. Office etc. Moreover the researcher has made extensive use of libraries.

1:5:4:3 DATA ANALYSIS :

The data collected in respect of buyers has been got analysed and tabulated through computer, but the data relating to traders has been processed manually. The use of tables, graphs, maps, percentage tables etc. has been made wherever possible and desirable.

1:5:4:4 RESPONDENTS' ATTITUDE :

Almost all the respondents have readily co-operated in the process of the data collection, as they were approached through local teachers, students etc. known to them.

1:5:4:5 ORGANISATION OF THE REPORT.:

The study is presented in six chapters.

Chapter I deals with the "Introductory" part. In this chapter meaning, significance of marketing, objectives of the study and its limitations etc. have been explained.

Chapter II covers the profile of Malavan taluka. This chapter contains information about the geography, educational information, demography, economic information etc. of Sindhudurg district with special reference to Malavan taluka. It also includes present distribution machinery for the distribution of 'Kirana' i.e. consumer goods of daily requirements.

Main theme of the work has been divided especially into 3 chapters viz. 3, 4 and 5. Chapter No. III provides the analysis of the policies and practices followed by the retailers in the urban and rural areas. The chapter also describes the environment in which the retailers are functioning.

Chapter IV is concerned with the "Buyers - behaviour." It provides the analysis of the respondents' behaviour in urban and rural areas. The comparisons have been

made in the behaviour of rural and urban respondents with the help of tables .

Chapter V focuses the light on the performance of consumer co-operative societies in Malavan taluka. Systematic account of the working of consumer co-operative societies for 3 years has been taken.

Chapter VI brings together all the elements of the study described in the earlier chapters in the form of conclusions and suggestions.



PARAD VILLAGE

R E S P O N D E N T S

C O - O P E R A T E D W E L L



DEVBAG VILLAGE

- Fig- 1 -

