

C H A P T E R [I]

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

1.1 Now a days geography is the study of spatial variation on the earth surface. Space and time are the two fundamental realities which constitute the core of the geography. Among the various fields of Geography, Economic Geography has experienced remarkable changes with the past 30 years, resulting in diverse specialized branches viz. geography of agriculture, industry, transportation, marketing etc. All these branches are related to the study of areal variations on the earth surface in man's economic activities.

 Since the human population is not distributed equally on the surface of the earth and also since all human needs cannot be met by the goods and services produced. Locally, marketing becomes indispensable for the survival and development of any society. Increasing inter-dependence is the hall-mark of modern society. Greater the specialization and division of labour, more the inter-dependence which in turn leads to greater spatial interaction. Geographers have, therefore, been taking increasing interest in marketing geography. In fact the field has now expanded to such an extent that other relevant social science disciplines have started relying on its research results to a considerable extent¹.

Marketing geography, a branch of economic geography, seeks its *raison d'être* as a specialized study of market places and marketing. It deals with the application of the geographical principles, methods and techniques to the practical problems of consumer related to the marketing phenomenon².

Applebaum states that 'Marketing Geography is concerned with the channels of distribution through which goods move from producer to consumer'. (Applebaum, 1954 - P.246). In fact the primary objective of marketing geography is to study the market places as units of space and various kinds of activities associated with the distribution of goods required by consumers. There exists a wide range of geographical environment, regional economy as well as social, historical and cultural aspects of the region³.

In brief marketing is concerned with the location and distribution of markets, their infrastructural pattern, measure and extent of marketing activity, movement of commodities, consumer behaviour, perception and the determination of hierarchy in order to prepare a systematic plan for regional development. During the past one decade, geographers have given much attention to the study of periodic markets because, 'Periodic markets play a key role in the internal trading process, mediating exchanges between farmers, craft manufacturers, fore-stollers and intinerant traders on the one hand, and urban whole-salers on the other hand'⁴.

Marketing geography deals with spatial allocation, concentration and distribution and the resulting flow of goods and services and the derivatives thereof, such as pricing, transportation, need, assessment etc. Rural markets are the nerve-centres of economic social and cultural activities and also the farmers first contact point with marketing channel. Therefore, the efficiency of the rural market operating has a direct impact of rural development and planning.

1.2

REVIEW OF THE LITERATURE :

As compared to other branches of geography, the study of marketing geography has started very late in India. In India, the study of marketing geography has not still done on a remarkable level. The credit for introducing this branch of geography in India goes to Prof.B.G.Tamaskar, DR.H.M.Saxena, Dr.V.K. Srivastava, Prof.R.S.Dixit, Dr.A.P.Kumbhar, Dr.D.A. Gedam. Prof. B.G.Tamaskar has studied the weekly markets of Sagar Demoh Plateau, Dr. Saxena has studied rural market centres of Haldoi Plateau of Rajasthan, Dr.V.K.Srivastava studied markets periodic and rural development in Bahraich district of U.P., Dr.R.S.Dixit has studied te Spatial Organisation of Market Centres of Hamirpur district, Dr.A.P. Kumbhar has studied the spatial distribution of periodic market centres and their regional links in Sangli district, Dr. D.A. Gedam has studied the origin conditions of periodic market places in the Wardha Valley of Maharashtra.

1.3 AIMS AND OBJECTIVES OF THE PRESENT STUDY :

In the present study, an attempt has been made to throw a light on different aspects of market centres in Sindhudurg district selected for this purpose. The major objectives of the present study are as follows :

- i] To study the physical and cultural factors which influence on the distribution of market centres.
- ii] To study the spatial distribution of market centres and their relationship with physical and cultural factors.
- iii] To study the growth characteristics of market centres.
- iv] To study the centrality of market centres and their heirarchic orders of the study region.
- v] To study the service areas and functional linkages of market centres of the study region.

1.4 SOURCE OF DATA AND INFORMATION :

The present study is mainly based on the primary and secondary data. All the required data has been collected from various sources. To calculate the centrality and heirarchy of market centres, the data about the various functions obtained from the intensive field work. For this purpose, a thoughtful questionnaire has been prepared and all the data has been collected threwh visiting individual market centre by taking interviews and personal observations. The data for 53 market

centres have been collected and represented with the help of appropriate quantitative techniques.

The secondary data has been collected from the various following sources :

- i] District Census Hand Book of Sindhudurg, 1981 and 1991.
- ii] Socio-Economic Review and District Statistical Abstract of Sindhudurg, 1991.
- iii] Various branch offices of Sindhudurg Zilla Parishad.
- iv] Taluka Panchayat Offices & Village Panchayats.
- v] Various Municipal Corporation Offices of the Sindhudurg District.

Besides, this information regarding the proposed study has been taken from various reports and journals.

1.5

M E T H O D O L O G Y :

In the present study, various quantitative methods have been used to study the distribution of market centres, data has been collected suitable gridwise (10 x 10 km) and relationship of market centres studied with various factors, which affects on their distribution for this purpose various isopleth maps have been drawn to show relationship between affecting factors and distribution of market centres.

To study the growth characteristics of market centres the growth rate of individual market centres have been calculated decadewise and shown with the help of maps. The functional data of individual market centre has been

collected through intensive field work with the help of questionnaire. To centrality score of market centre has been calculated by using W.K.D.Davice's Method. With the help of centrality score, five various hierarchic orders of market centres have been deteremined by using Zipf's Rank - Size - Rule. The hirerarchic order of market centres and functional linkages have been represented with the help of maps.

1.6

DESIGN OF THE RESEARCH WORK :

The present research work has been divided into six chapters. The first chapter deals with the appraisal of the problem, aims and objectives of the present work, source of data and information and methodology that have been applied in the present study.

The second chapter deals wtih the Geographical setting of the study region. In this chapter, discussion on physical setting, climate, drainage, population character and various cultural and economic aspects have been studied.

The third chapter includes the study of spatial distribution of market centres in relation to various physical and cultural factors, in which physiography, drainage, climate, rainfall, land under irrigation, land under agriculture, road network etc. have been studied.

The fourth chapter includes details about the growth pattern of market centres in which the decadal, talukawise and individual growth rate has been studied.

The fifth chapter gives details about the functional organization of market centres in which the centrality and

and hierarchy of market centre has been studied. The regional analysis of centrality and hierarchy of market centres have been included in this chapter. The study of service areas of individual market centre and hierarchic relationship with the help of functional linkages have been studied in this chapter.

The last chapter i.e. six chapter deals with major finding and concluding remarks on the study of distribution, growth, centrality and hierarchy of market centres of the Sindhudurg district.



R E F E R E N C E S

- 1] Misra, R.P. : Foreword, in Spatial Organization of Market Centres, R.S.Dixit, 1988, P.V.
- 2] Saxena, H.M. (1984): Geography of Marketing P.P.2-3.
- 3] Ibid, P.3.
- 4] Smith, R.H.T.(1971): Market Periodicity and Locational pattern in West Africa, P-319.

