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APPENDICES

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APPENDIX IGLOSSARY OF TERMS USED

- 1) RURAL MARKET:
The term refers to the market in Malavan taluka.
- 2) TRADERS :
It refers to the organisations dealing with /in consumers goods, generally available with the grocers and owned and managed by either individuals or families.
- 3) BUYERS :
Buyers means buyers and consumers of goods supplied by traders as defined above. The terms **buyers** and consumers have been used interchangeably.
- 4) TRADE INVESTMENT:
It is 'investment' in the goods in which a traders deal.
- 5) NON-TRADING INVESTMENT:
It represents the investment in building, furniture, godown, fixtures etc.
- 6) FAMILY :
The term has been used as has been defined by NCAER¹.
The definition is as under -
" A group of persons all of whome are related by blood, marriage or adaption and who generally share a common kitchen.

1 NCAER "All India Consumer Survey Vol.II June 1967 p 11

7) FAMILY OCCUPATION:

Where there were more than one occupation of the head of the family or other members of the family, occupation bringing major portion of of the income of the family was taken as family occupation.

8) FAMILY INCOME:

It was taken as a sum of all the incomes earned by all members of the family.

