

ANALYSIS OF RURAL WEEKLY MARKET: A CASE STUDY OF MADHUGIRI TALUK, TUMAKURU DISTRICT OF KARNATAKA STATE

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ABSTRACT: Market centres as an authorized public gathering of buyers and sellers for purchasing commodities and meeting at approved place at regular interval where selling and purchasing of commodities are performed by both of local and outside commodities. Marketing is concerned with demand identification for goods and services and arrangement for supplying goods through an efficient distribution network

If the marketing function is observed on all the days of a week it is known as regular or daily market and if it is observed once a week is named as weekly market. Weekly markets are basically place of exchange of goods and services to the residents of a given geographical area at a fixed interval of time. Local area's consumers are very much attached to these weekly markets. They will be waiting for that particular day to purchase various commodities which are needed by them . There is also possibility for them to meet their friends and relatives in the meet their friends and relatives in the market. Thus weekly market centres play important role in accelerating rural development particularly economic and social life of people. This paper attempts to study the nature and structure of weekly markets of Madhugiri Taluk

Keywords : Market ,Consumer, Buyer ,Seller

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OBJECTIVES:

1. To analyse socio and economic status of weekly markets of Madhugiri Taluk
2. To study the behavior of the consumers in the weekly markets of Madhugiri Taluk
3. To know the nature and structure of weekly markets of Madhugiri Taluk
4. To identify the problems faced by weekly markets of Madhugiri Taluk
5. To provide suitable suggestions for the problems .

METHODOLOGY AND DATA SOURCES:

The study design is descriptive and analytical in nature. This study has utilised primary and secondary data. The information on the weekly market of Madhugiri Taluk has been collected from sample consumers in the study area. This study is based on data collected from randomly selected 50 consumers of Madhugiri Taluk . The data obtained from the field survey have been processed and compiled in suitable table so as to derive appropriate inferences and conclusions. Simple tabular form and percentage techniques are used to present the study findings. Secondary sources include published books, journal articles, magazines and Internet sources.

Introduction:

Marketing process is originated from the exchange of commodities and the creation of market exchange system. The market is a geographical space where commodities are kept for selling. The term, Market is a Latin word “Marcatus” meaning to trade. Marketing is essentially a function of management for buying and selling. Marketing is a geographical phenomenon exchanging goods and services took place. Moreover market centres performs exchanging of goods and services and ideas and information too. These centres are the places of social contacts. The different groups of society gather and make contact among themselves at market places. These market centres provide knowledge for surrounding villages and act as nodes in the settlement system. The market is a place of exchange and process functions. Such process could be called as marketing. The main function of market is to provide better prices for goods and services to be exchanged. Marketing includes all activities involved in flow of goods and services from production to consumption. Marketing is a common activity for everyday which involves the exchange of goods and services from producers to consumers. Market centres are the integral part of geo-economical and cultural landscape of the region having fixed location

where exchange of commodities takes place. It is an authorized public gathering of buyers and sellers at the determined hours. A specific typology of market places can be evolved based on the socio-economic and administrative factors prevailing in region. The market can be categorized on the basis of time duration. If the marketing function is observed on all the days of a week it is known as regular or daily market and if it is observed once a week is named as weekly market.

Weekly market centres are the farmers first contact points with the marketing channel and provides opportunities for selling and purchasing of commodities besides social contact. The spatial temporal, institutional and behavioural characteristics have made market systems to which termed as internal marketing system. Thus, markets are the centres of economic, social, political, religious and cultural activities for rural folk. Weekly markets are basically place of exchange of goods and services to the residents of a given geographical area at a fixed interval of time. Weekly market are locally called as, “Bazar”. Weekly markets are the centres of economic activities. Weekly markets are held periodically on some specific day or days of the week or month at some fixed sites and provide goods and services to the rural settlements. Markets provide primarily a base for collection and subsequent distribution of various agricultural products in surrounding region. The weekly registration therefore, weekly, weekly markets are not only the indicator of regional economic development but also roots of the overall development of region. Thus weekly market centres play important role in accelerating rural development particularly economic and social life of people.

The growth of marketing system in India can be divided into ancient, medieval, British and modern periods. Ancient period was known for exchanging goods by certain coins and was varied from place to place. The exchange of commodities in Vedic period which was based on the principle of barter. Cow was regarded as a unit of value in this period. The great importance is attached to another unit is called „Nishka“. Nishka means originally a gold ornament of shape of necklace. The Vaisya class was engaged in trade and commerce during this coin age. Even then most of trade was managed by exchanging currency coins. Penini mentions the coins like pana, karshopana, pada and vaha. And weights like adhaka, achita, patra, drona and prashta. At the time of beginning of Christianera, the market place was called upana and was known as apanika. The popular system of exchange was barter and this was called nimana. certain members for market control. After Independence of India, there has been a rapid transformation

of economic conditions and the need for the establishment of regulated markets was felt due to prevailing system. This is more true in case of market centres in urban area. Thus, the Indian market exchange system was then percolated into rural area on periodic market or weekly market and played indispensable role in India. The present study attempts to analyse the behaviour of consumers in the weekly markets as well as the nature of weekly markets of Madhugiri Taluk

TABLE -1-MODE OF TRANSPORTATION

SL.NO	Mode of transportation	Frequency	Percentage
	By walk	11	22
	Bicycle	04	08
	Two Wheelers	20	40
	Bus	07	14
	Auto	07	14
	Car	01	02
	TOTAL	50	100

SOURCE –PRIMARY DATA

Table-1 explains the mode of transport used by the rural consumers to visit weekly market.. From discussion and observation, it is understood that the following are the means of transportation used by the rural respondents to visit market. , they are – by walk, bicycle, two wheelers, bus, car From Table -1 it is evident that 22 percent of respondents go by walk to weekly market, 08 percent of respondents use bicycle to visit market , 40 percent of respondents use two wheelers, and 14 percent indicating they visit weekly market by bus where as 14 percent of respondents of the indicate that they visit weekly market using auto and only 2 percent are using cars.

TABLE -2-PURPOSE OF VISIT

SL.NO	Purpose of visit	Frequency	Percentage
	Only to Purchase	23	46

	To meet friends and relatives	01	02
	To pass time	01	02
	To Purchase daily necessity	24	48
	To study market trends	01	02
	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of the data of Table -2 is to understand from the rural consumers for what all reasons that they visit weekly market . After careful discussion and from preliminary study, it is understood that the following are the reasons for a rural consumer to visit weekly market , they are – only for purchase, to meet friends and relatives, to pass time, to purchase daily necessity and to study market trends. 46 percent of the rural consumers stated that they visit weekly market only for purchases, 02 percent indicate that they visit weekly market to meet friends and relatives 02 percent is indicating that they visit weekly market to pass time 48 percent stated that they visit for daily purchases and 2 percent of respondents say to study the market trends they visit weekly market.

TABLE -3- REASON FOR VISIT

SL.NO	Reason for visit	Frequency	Percentage
1	Wide variety	11	22
2	Reasonable price	21	42
3	Convenience	10	20
	Expose to new products	04	08
4	Good quality	04	08
5	TOTAL	50	100

SORCE –PRIMARY DATA

Table - 3 indicates the reasons for shopping at weekly market by rural consumers . From preliminary study, it is understood that the following are the reasons that attract rural consumers to weekly market , they are – wide variety, reasonable price , convenience, exposed to new

products and good quality products compared to village outlets. From Table- 3, it is evident that 22 percent of the respondents state wide variety is the reason to visit weekly market 42 percent of the respondents state that reasonable price is the reason to visit weekly market 20 percent of the respondents say convenience is the motive for shopping at weekly market , 8 percent is indicating expose to new product is the reason to visit market and 8 percent is indicating good quality is their reason to visit weekly market.

TABLE -4 -AVERAGE SPENDING

SL.NO	Average spending	Frequency	Percentage
	150 TO 200	13	26
	201 TO 300	10	20
	301 TO 400	20	40
	401 TO 500	05	10
	501 and above	02	04
	TOTAL	50	100

SOURCE –PRIMARY DATA

The intention of constructing Table 4 by the researcher is to understand the average spending by the rural consumer in weekly market. It is clear that 26 percent of respondents spend Rs 150 to 200 in the weekly market . 20 percent of respondent's average spending is between 201 to 300 rupees , where as 40 percent of respondents spend 301 to 400 rupees in the weekly market, 10 percent of respondents spend 401 to 500 rupees in the weekly market, and only 4 percent of respondents spend rupees 501 and above in the weekly market. So majority of respondents spend rupees 301 to 400 rupees in the weekly market

TABLE - 5 PERSON WHO VISITS WEEKLY MARKET

SL.NO	Person who visit week Market	Frequency	Percentage
1	Father	04	08
2	Mother	04	08
	Self	22	44
3	Son	10	20
4	Daughter	07	14
5	Other member of the family	03	06
	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of Table 5, is to understand the member of family who commonly purchases commodities from weekly market. From observation it is clear that the following members of the family visits the weekly market to make purchases, they are – father, mother, self, son and daughter or any other member of the family.. Table . indicates that 8 percent of respondents opined father will visit the weekly market. According to 8 percent of respondents mother visits the weekly market, 44 percent of respondents say it is self visits weekly market, 20 percent of respondents opined son will visit the weekly market, 14 percent of respondents say it is daughter visit weekly market, and 6 percent of respondents say it is any other member of the family visits the weekly market.

TABLE - 6 Purchase behaviour of the consumers

SL.NO	Purchase behaviuor	Frequency	Percentage
1	Walking around the market before making the purchase	40	80
2	Straightaway make purchase	10	20
3	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of the Table 6 is to understand the purchase procedure adopted by the rural consumer respondents while they make purchases at weekly market. From observation of the table it is understood that the rural consumer respondents make purchases after making a preliminary round of walking visiting all the shops and understanding the price, variety and quality available and then makes a purchase decision as to which vendor one should buy from or the rural consumer respondent can directly walk to a particular vendor and buy it directly. 80 percent of the rural consumer respondents indicate that they always walk around the weekly market first and then make a purchase decision and only 20 percent of the rural consumer respondents indicate that they straight away purchase the product from a vendor in the weekly market always.

TABLE - 7

COMODITIES BOUGHT AT WEELY MARKET.

SL.NO	Commodities Bought	Frequency	Percentage
	Vegetables	18	36
	Groceries	15	30
	Cloth and allied	04	08
	Health and Cosmetics	05	10
	Cattle feeds	06	12
	Others products	02	04
	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of the above data is to understand the commodities that are bought in weekly market and thus the Table-7 is constructed. From careful observation it is understood the following product categories are available in weekly market they are – vegetables, groceries, cloth and allied, cosmetics, , cattle feeds Health and Cosmetics, and other products.. 36 percent of the rural consumer respondents state that they buy vegetables from weekly market. 30 percent of the rural consumer respondents indicate that they buy groceries 8 percent of the rural consumer respondents indicate that they purchase cloth and allied products where as 10 percent of the rural consumer respondents indicate that they buy health care and cosmetics from weekly market, 12 percent of respondent say they bye cattle feeds and 4 percent of the rural consumer respondents indicate they purchase others products.

TABLE - 8 FREQUENCY OF PURCHASE IN WEEKLY MARKET

SL.NO	Frequency of purchase	Frequency	Percentage
1	Always	24	48
2	Sometimes	12	24
3	Rarely	08	16
4	Never	06	12
5	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of the above data is to understand the frequency of purchase of the rural consumer respondents. The Table -8 explains that 48 percent of the rural consumer respondents always purchase from weekly market . 24 percent of the rural consumer respondents some time purchase from weekly market , 16 percent of the rural consumer respondents rarely purchase from weekly market where as 12 percent of the rural consumer respondents never purchase from weekly market .

TABLE - 9 EXPOSER TO ADVERTISEMENT

SL.NO	Expose to Advertisement	Frequency	Percentage
1	Yes	42	84
2	No	08	16
3	TOTAL	50	100

SORCE –PRIMARY DATA

TABLE No-9 indicates the Exposure to Advertisements at weekly market . The intention of the data of the table is to understand whether the rural consumer respondents have seen or noticed any advertisements in at weekly market . 84 percent of the rural consumers respondents state that they have seen or noticed advertisements and 16 percent of the rural consumers respondents indicate that they have not noticed advertisements. Thus from Table -9, it is clear that the effectiveness of advertisements displayed in weekly market with respect to its visibility is high.

TABLE - 10

DIFFERENT FORMS OF ADVERTISEMENT SEEN IN THE WEEKLY MARKET

SL.NO		Frequency	Percentage
1	Video on walls	65	65
2	Mike announcement	81	81
3	Posters	32	32
4	Banners	38	38
5	Demonstration	58	38

SORCE –PRIMARY DATA

: The intention of constructing Table 10 is to understand the visibility of advertisements that are displayed by companies or dealers in weekly market. If the rural consumer respondent has noticed the advertisements, in any form, the companies has displayed in the weekly market, the purpose of advertisement is fulfilled. From the study it is understood that the following are the media of advertisement a company or a dealer uses in weekly market in rural areas, they are – video on wheels, mike announcements, posters, demonstrations, and banners. From Table -10 it is evident that 65 percent of the respondents have noticed video on walls, 81 percent of the respondents have listened to mike announcements, 32 percent of the respondents have noticed posters, while 38 percent of the respondents have noticed banners being displayed, 68 percent of the respondents have noticed demonstration in the weekly market.

TABLE - 11 BARGAINING HABBITTS OF RESPONDENTS AT WEEKLY MARKET

SL.NO	Bargaining habits	Frequency	Percentage
1	Always	31	62
2	Sometimes	11	22
3	Rarely	06	12
4	Never	02	04
5	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of constructing Table-11 is to know whether the rural consumer respondent bargains while making purchases at weekly market or not. As per the Table, it is clear that 62 percent of the rural Consumers always bargain while purchasing commodities from weekly market. While 22 percent of respondents sometimes bargain while purchasing at weekly market whereas 12 percent of respondents bargain rarely and 4 percent of respondents never bargain in the weekly market.

TABLE - 12

REASON FOR BARGAINING OF THE RESPONDENTS

SL.NO	Reason for Bargaining habits	Frequency	Percentage
1	bargain at weekly markets	20	40
2	Shop keepers deliberately keep high price	21	42
3	Habitual Bargainers	09	18
4	TOTAL	50	100

SORCE –PRIMARY DATA

The intention of the data collected and represented in Table 12 is to understand the reasons why rural consumers bargain at weekly markets. From the study, it is understood that the following are the reasons for bargaining by rural consumers in the weekly markets they are to save money, consumers think that shop keepers deliberately keep high price, habitual bargainers. According to the table no -12 it is a fact that, 40 percent of the respondents bargain at weekly markets to save money, 42 percent of the respondents bargain as they think that shop keepers deliberately keep high price, and 18 percent of the respondents bargain as they are habitual bargainers. So consumers who shop at weekly markets have the habit of bargaining for one or the other reason

PROBLEMS OF WEEKLY MARKET IN THE STUDY AREA:

- Lack of proper place to display their things.
- Harassment by municipal officials.
- Lack of transportation facilities
- Unhygienic environments in the business place.
- Lack of financial assistance to the sellers
- Low level of literacy.
- Low level of income of the rural people.
- Uncertainty in the demand and supply.
- Lack of infrastructure facilities.
- Lack of organization
- Lack of shelter .
- Lack of choice.
- High fees by municipal officials

STUDY FINDINGS AND SUGGESTIONS:

- . A broad and holistic approach is needed to deal the problem of weekly market. While formulating urban plans it is necessary to take into account the weekly market
- .

- In the study area of Madhugiri Taluk many sellers are operating in unsheltered locations. It is necessary to provide shelter to protect them from environmental problems.
- The study has revealed that there are no public toilet facilities for the sellers in the areas of their operations. There is need for public toilets to be provided especially for women sellers. Corporation authorities should take steps in this direction.
- There is the problem of high incidence of borrowing from money lenders by the sellers in the study area. This needs to be reduced by bank interventions by way of providing adequate loans at reasonable rate of interest. .
- Payment of fees/charges to local authorities by the sellers is high in the study area. Hence there is need to reduce the same.
- The study has revealed that there is lack of unionization among sellers in the study area. The sellers of weekly market should form their union and fight for their cause and problems.
- Weekly market 's role should be included in Town and City Master Plans.
- Consumers expect more choice and variety , hence sellers have to supply more variety of commodities

CONCLUSION :

Weekly markets are held on a specific day of the week. They do not have permanent shops. They are mostly visible in rural areas small towns and cities. These weekly markets are very old in nature. Since ancient times these markets have been available. Traders set up shops for the day and then close them in the evening. In weekly markets most of the things are available at one place whether it is vegetables, utensils, groceries or cloth items. This paper attempts to assess the role of weekly market centres for rural development in study region and identify problems of market centres. Consumers have the income and are willing to spend to satisfy their needs by buying goods and services in weekly markets. Market segments should be accessible in terms of geography and economy. To enable accessibility of goods and services, there should be use of appropriate marketing strategies. This is because the marketing strategy used for one group should differ from the strategy used for another, as their needs differ. For example, different age groups have different fashions, styles and consume different products. The way of communicating to this market segment should correspond to the relevant needs of consumers in this segment. Consumers in a given market segment should be responsive to the products meant

for them. Unless consumers in market segments are willing to respond to the products developed, there is little reason to develop these products. The success of products introduced in the markets depends on whether they meet consumer or organization needs. Consumers' decisions on whether to purchase or not to purchase will be an indicator of the performance of the product in the market. The producer sellers are farmers, and the commodities usually brought to the market place for disposal are vegetables, poultry and other agricultural produce-in small quantities. Groceries Cloth and allied Health and Cosmetics Cattle feeds are the other products are sold in the weekly market of the study area . Rural consumers have the habit of bargaining while purchasing commodities at weekly market. Variety of advertisements are displayed at weekly market. Consumers of the study area make purchase at weekly market due to reasonable price fixed by the sellers. Weekly markets are part and parcel of the life of rural people . Of course there are some problems which are faced by weekly markets and if attention is given to solve these problem , weekly markets will be strengthen and it will contribute for development of rural economy in the study area.

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