

A critical review of spatial and functional characteristics of Indian haats –A Literature review perspective

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Ancient conventional rural markets were occupied its unique selling system even in 21st century. When a modern departmental store framework gives a wide range of products, still rural India follows the ancient structure of selling goods in the weekly markets. The system of selling goods and services in the weekly market, functions as a fulfillment of day to day requirements of the rural people. This kind of selling goods enables a close relationship among the rural people. When a farmer reaps his harvest, he don't need to take the fruitage to other places or villages to sell, but he can place a stall in a weekly market where the people from the same village can purchase his crops. In the same manner, all kind of agricultural products and services are transacted in a structural way, which also acts as an easy accessible for the rural people

Weekly markets in India

Weekly markets are known as Haats which are deliberately situated to sell goods and services to a group of villages. Rural weekly markets take place once in a week and not all the villages be located, but any one village is chosen as a hub, compiling other nearby villages too. They have turned into the epicenter of financial and social trade in India and in doing as such, give a readymade answer for the marketing issue. In a report by RMAI, Haats as promoting centers,' an article being distributed in Financial Express in 2011, uncovered some facts about India's shopping designs. India's 43,000 haats produce yearly offers of Rs.50, 000 crores. Just about 98% of villagers consistently visit haats, while 75% of them are assessed to visit a particular haat every week. Haats taken into account anything between 21–57 towns and hosts the shop which ranges between 5,600 to 12,000 visitors a day, contingent on its size. Anyplace in the vicinity of 327 and 545 slows down might be found in a haat. However, two-fifths of aggregate participants found to be women.

Haats impeccably match up with villagers' mind of making value based purchase that are from various sources. They offer a touch-and-feel experience of the products and drive deals by listening in on others' conversations. The positivity of these elements for organizations, alongside brand mindfulness, low offering overheads, dominant part of money dealing and redistribution opportunity have provoked telecom majors Nokia and Motorola to expand deals through town haats. Moreover, Tata Shaktee, which offers roof sheets, where there is a 25% increase in deals after they contrived a pilot study on 100 haats which included setting up direct offering slows down. Essentially, Tata Agrico has provincial haats to thank for a significant extension in market share of ranging from 30–40%.

The eponymous Kumbh Mela has turned out to be a favored destination for MNC FMCG companies like Colgate-Palmolive which is involved in the distribution of free containers of natural toothpaste or for Hindustan Lever that business sectors its Lifebuoy cleanser. In addition, Samsung's street appear for its Dream

Home' campaign constituted over 48 residential towns in 100 days were gone for expanding brand awareness for its electronic offerings.

There are global companies that are not prepared to reach the Indian country markets; local organizations have begun different plans to tap the market. For instance, since electricity is one of the significant issues confronted in rural India, neighborhood organizations, for example, Jolly TV in Uttar Pradesh are developing TVs which keep running on rechargeable battery systems. Such developments help rural buyers utilize products in spite of power cuts, thus there is a growing the extent of marketing in rural locations.

India's enormous market is one of the most complex market in the world, with more than a billion shoppers spread out over more than 600,000 towns, 4000 towns, 400 urban areas and 35 urban agglomerations (Source: Indicus Analytics). Further, the populace registration, led by the administration of India in the year 2011, states that out of an aggregate populace of around 1.21 billion individuals, more than 2/3rd individuals lives in rustic regions of India (i.e., around 8.33 billion individuals). The proficiency rate of the general population living in country zones is around 68%, which is near the normal national education level. (Source: Census of India 2011) This much large rural population, combined with a high number of literates, constitutes enormous base for organizations to market and market their products.

The McKinsey (2007) have reported on the increase of consumer marketing in India predicts that in a decade's time rural Indian market will be larger than the aggregate consumer market in the country, for example, South Korea or Canada today, and very nearly four time the size of today's urban Indian market. Statistics of India characterizes rural as area with a population density of 400 per sq. km., where no less than 75 percent of the male working population is occupied with agribusiness and where exists no region or board and a similar definition being acknowledged for this examination here. Additionally, there are numerous villages in India which has been expanded to 6, 40,867 according to the 2011 census.

An advertiser attempting to market his product or services in the rural regions is confronted by many difficulties; the first is postured by the geographic spread and low population density in the towns of India. The second challenge is from the low obtaining limit and constrained expendable earnings in these parts of the country. However, this has been changing in the recent couple of years with agriculture development rate speedier in the 1990's and 80's than the 1970's (Standard, 2017) Green upheaval through the presentation of half breed seeds, composts and orderly water system majorly affected rural profitability and joined with it was a value strategy which guaranteed least cost and protected the ranchers from market hazard, policy and a steady approach (Vyas 2002). These all prompt to a quantum increase in the earnings of ranchers in the country. At first the effect of green upset could be seen just in the prosperous agricultural conditions of the country however now gradually the impact has spread all over the nation with the expanding water system (Bhalla and Singh 2001). In spite of the fact that the salary levels generally are still low there are many pockets of thriving which have come up in the rural areas in the nation.

The present rural advertising condition and financial situation have brought the corporate under contemporary roofs of present day India, which is testing the present principles of fragmenting, focusing on and reaching the rural areas. India as a country which has made some progress from where just urban population which constitutes 20 percent for each customer base for organizations are in charge of 80 percent profits. Towns in India are no longer a reflection, yet trending marketing terms. The footfalls in the towns are getting bigger as organizations scramble to attract the rural customers. This has made the rural customers so appealing to organizations now, particularly the MNC's. All things considered, the 122-million town family units were not made overnight.

The organizations are searching for new openings and avenues, as they are seeing a decrease in development rates in urban markets because of market saturation and they do have an immense, untouched and undiscovered rural Indian market. The main driving force for this country is youth from rural area who are turning out to be increasingly more educated, which has entry to most recent innovation with keen PDAs and have openness to change. Likewise country rural markets have significant change and economic growth which has come about into significant increase in the buying force of the rural groups. An overview by India's premier economic research entity and National Council for Applied Economic Research (NCAER) shows that ascent in rural salaries is keeping pace with the increasing urban wages. The rural middle class is developing at 12 percent, near the urban working class which is developing at 13 percent. Punjab, Kerala, Haryana, Rajasthan, Gujarat, Andhra Pradesh and Maharashtra are considered exceptionally prosperous states.

Since 1970's and more specifically from the mid 1980's, the rural economy of India has begun demonstrating possibilities. In 90's, there has been a consistent move and in addition development of acquiring force of rural India. In this manner the rural segment gives an extraordinary chance to grow their market since the urban section reaching saturation point. The opportunity has already come and gone that advertisers developed their ideas with respect to the rising rural class in towns. From being aspirants of roti, kapda and makaan, to getting to

be brand and conscious purchasers, the rural customer market is seeing ocean change. By speaking with customers at the settings they visit, advertisers can make their fortunes in business sectors.

Literature review studies related to consumer behavior in weekly markets

Garga, Ghuman, and Dogra, 2009 done the one study among the 300 rural consumers in 3 districts of Punjab found that, rural consumers prefer to buy the goods in small packets at lower price. They want the more products at reasonable price, in other words value for money. He also explains the importance of promotional tools in rural areas. He suggested that FMCG companies must enter and tap the rural market in phase manner.

Sarwade (2002) analysed a study on the emerging dimensions of buyer behaviour in rural area. It is observed that the role of husband in family purchasing decisions in various items was comparatively less than of housewife. The study reveals that, the consumer purchases the convenience goods in rural market was mostly did once a week and it is monthly for daily consumption goods such as toothpaste, shampoo, talc. With the increase in real income of rural people, a shift was found to have taken place in the items consumed by the rural consumers. It was also found in the study that most of the consumers from rural area developed brand familiarity with brand names, which are heavily known in urban areas. The buying behaviour in general and buying decisions in particular in rural area is influenced by the factors like price, availability of products. It is very interesting finding from the survey of that, most of the consumers from higher income group generally purchase the products, which are highly popular in urban area. It also conducts that majority of the customers get the new product information from the shop keeper as against the television and price is the most influencing factor, which influences the purchasing decision as compared to quality.

Sayulu and Reddy (1998) carried out a study on a socio-economic influence of rural consumer behaviour. They concluded that the frequency of purchase of commodities by rural consumers was highly influenced by the type and nature of the products. Products like groceries (40.35%) and others which included vegetables, milk etc. (48.25%) purchased on daily basis and 33.33 percent and 42.98 percent of them purchased these products on weekly basis. Cash purchase was highest in case of products like groceries (44.74%) followed by credit purchase with 38.60 percent and 21.06 percent respectively. Price of the goods was considered to be the most important factor by more than 88.00 per cent of the respondents followed by easy availability (66.66%) and use by neighbours (54.00%). A more direct influence on everyday buying behaviour is in one's family procreation, i.e. one's spouse and children. Wife plays the dominant role in purchasing the toiletries goods in rural sector. Rural consumers as compared to urban consumers considered price of the goods to be the most important factor followed by easy availability and use by neighbour. It can be concluded that rural consumers are apathetic to their problems as consumers owing to higher levels of illiteracy ignorance and low purchasing power.

Kulkarni and Murali (1996) carried out a study on purchasing practices of consumers in Parbhani weekly market centers. The results revealed that 83.50 percent of consumers were seeking the information from repairing regarding the products availability and this was followed by neighbours (71.00%) and newspapers (69.50%). Consumers preferred retail market for the purchase of groceries (65.00%), milk and milk products (100.00%), vegetables (100.00%), fruits (100.00%) and snacks (75.00%) and they adopted cash payment. Majority (75.00%) of the consumers preferred quality for the purchase of food.

Dhillon et al. (1995), concluded while studying the purchase behaviour in Ludhiana, rural and urban respondents ranked nearby market (mean score of 1.47 for rural and 2.10 for urban) and main market (mean score of 0.88 for rural and 1.38 for urban) as their first and second preference of order respectively for the purchase of food items. The prime factor indicated by the rural respondents for buying their food items was appearance with mean score of 4.01, followed by price, quality and place of buying to which they ranked second, third and fourth with mean scores of 3.81, 3.45 and 2.96 respectively. But urban respondents visualized these factors little differently and ranked quality, appearance, place of buying and expiry date as first, second, third and fourth ranks with mean score of 4.69, 4.01, 3.20 and 3.05 respectively.

Balaji (1985) studied fish consumption behaviour of 526 consumers in sold in haat market Vishakapatnam city. The study revealed that 77.00 percent of respondents consumed fish for dinner and 22.00 percent for lunch. About 30.00 percent of the respondents did not consume fish on festival days, as those days were considered auspicious, while the rest had no notations and consumed fish, irrespective of festivals.

Literature review studies related to seller behavior in weekly markets

Ramanathan (2003) studied that the small sellers do not have the resources to get heavily involved in supply chain management, nor will it be cost-effective for them to do so. He found that the opportunities for them to collaborate with sellers are severely limited. Periodic review is a simple but an effective stock control system appropriate for small and medium sized rural sellers, where items sold have a relatively predictable demand pattern.

G.W. Skinner (2005) had brought to light that even anthropologists have applied economic locations theory to explain periodic markets and the functions of different settlements within regional social system. Some scholars have emphasized the social functions of market, trade and the role of local sellers and privileged trading groups. However, the emphasis of economic locations theory in current thinking has not received sufficient critical evaluation.

T. Satyanarayana (2007) also expressed his view about the Agricultural Marketing Information that market information is an important aspect of agricultural marketing. The importance of sound agricultural marketing policies for ensuring fair returns to the farmers can hardly be over-emphasized. It, therefore, becomes necessary on the part of regulatory agencies to ensure remunerative prices to the farmers for the sale of their produce, to boost up their efforts for increasing and sustaining the agricultural production. On account of big farmers those who are farming commercial agriculture of produce, the availability of prompt and reliable agricultural market information about what is happening is very important for decision making. At present information is disseminated through various media like radio, newspapers, blackboard display at the wholesale market yards.

R. P. Gupta (2003) explained that weekly market is direct marketing centre for farmers. It is true that they sold their agricultural produce to consumers. Jasdanwala, C. S. Prasad, Dr. Lila Patil, Shanta Pandit noted that weekly market is proper place for small farmers for marketing their agricultural produce, J. P. Sharma observed that farmers produce vegetables for marketing purpose. Some sellers sell the surplus grains in this market place. Rajgopal explained weekly market is known as a commercial centre for surrounding villages. It also helps to develop the rural economy D. P. Pandey mentioned that, in rural weekly markets sellers become buyers when they purchase needy commodities in the same market is trading institution and still it is continuing. Mukesh Pandey and Deepali Tiwari noted that, weekly market has got status of mobile supermarkets of rural India. In the present study, it has tried to explain the importance in all angle, working and how rural weekly markets are helping to increase the economic condition of rural area.

Dr. P. A. Koli (2006), Department of Economics, Shivaji University, Kolhapur, published paper on “Marginal farmers, and the vegetables and fruits market, a case study of Co-operative Union.” In this paper, Dr. P. A. Koli explained about agricultural marketing that agricultural marketing is generally understood to include the activity involved in the movement of agricultural produce from the farm to the ultimate consumer. In a dynamic and growing agricultural economy, the input in side of marketing assumes considering importance. The market involves, putting the right produce of right farm, at right place and at the right time. It happens only in case of Union of farmers or big farmers who are growing commercial crops.

Donna Perry (2000), she has mentioned in her research paper, “Rural Weekly Markets and The Dynamics of Time, Space and Community in Senegal”. In the Senegal, Wolof small farmers after the emergence of rural weekly markets (loumas) and the implementation of neoliberal policies in the 1980. Contrary to the notion that markets are a force of social dissolution, new trading practices and free market policies have not weakened community relations among small farmer neighbours and kin. Rather the spatial and temporal patterning of ‘loumas’ has served to strengthen intra-community bonds. Since the formation of ‘loumas’ farmers have limited their travel beyond their home zones. While at loumas they interact avidly with extra local merchants, they have not allowed outsiders to settle permanently in local villages. Further more because loumas occur only once a week, farmers continue to benefit from daily, multiplex interactions with one another. It disclosed that small farmers are argumenting their economic security during a period of economic restructuration by innovating new modes of reciprocal exchange with one another.

Literature review studies related to relationship between buyer, seller and spatial characteristics of weekly markets.

Bylund Erik (1960) Man always wants to live at favorable site with better transportation, accessibility and connectivity, human has been harnessed the resources of the well-considered place, which he knows better. The interior qualities of resources of the favorable site as good soil, favorable climate or mineral resources have often determined the location of settlements, is of the view that the rural settlements are simple agglomeration of houses at favorable sites of specific facts.

Hagget (1965) feels that the market can't be developed in the lack of spatial interaction, further he is explains that- if the size and spacing of markets in the region is regular then the tendency of concentration of activities take advantage on the basis of location of particular market, these two conditions provide better connectivity among markets and the degree of connectivity which forms a base for spatial interaction.

(Clark and Evans 1954) studied that the technique discussed here uses the vertices and intersections of fractures outlining polygons as points to evaluate the randomness or regularity of the pattern. The nearest-neighbor procedure has never been used to describe polygonal ground. Besides describing the patterned ground, nearest neighbor analysis may also be useful in understanding the climate, material, and processes that formed the pattern. The nearest-neighbor statistic, R, represents the degree to which an observation departs from a

predicted random distribution.

Christaller (1966) The evolution of a market or practicing exchange on the sake of goods or money is the budding of a central place because that is surrounded by rural settlements in a particular region, which are served by the market the market place is mainly the centre of the region or central settlements. The goods and service, which are produced at the central place and the served by the market centre, are called central goods and central services respectively. Their magnitudes are a basic requirement to develop a market place, which acts as organ in centrality of market place; the magnitude of market might be due to its goods and service where geographical distance is turned into economic distance.

Johnston (1966) studied that any place could not be a central place because a central place has some requirement as threshold population; range of goods etc. but it varies region-to-region and place-to-place. This variation becomes a foundation stone in hierarchical models of central places in other word market places in a particular region. Instead of variation in ratio between threshold and range values show that in any part of the area of study. These variations determine the degree of centrality of market places, the centrality of a settlement or the number of services supported solely by tributary population indicates its importance in the provision of goods and services for a tributary population. Consequently centrality is a difference between the inner range of value for a service and the population of the place providing it. The larger difference between the two, the greater the centrality of the places.

Mukharjee (1970, 1985) studied that the place of market site is located within the area produced by intersection of the locality. The periodic markets of India are a part of its old historical tradition. By status a periodic market may daily, weekly, biweekly, monthly and so on. Generally the site of a market place is situated at most favourable site both for sellers and buyers in terms of accessibility and connectivity the grid intersection of roads and corridors are most probable site for location of market places.

Berry (1959), Srivastava and Tiwari (1985) studied that It is obvious that the transportation system gives the movement and circulation to the goods, economy and population this movement and circulation gives the pulse of life and foundation of functional association in market centres. It is not important only transportation but also mean and mode of transportation and quality of networking system.

Singh R.P.B (1976) studied that The behavior of consumer is depended upon choosing of selection of site of market place is influenced by distance between market place and native thus consumer wants to assess the nearest and more suitable site of market centres therefore growth of market is based on the regional consumer behaviour, which is generally influenced by distance. Distance is a major player in consumer behaviour and frequency of supply in rural market because often quoted that the geography is a discipline in distance.

Wanmali, S. (1980) studied that The traditional and spontaneous channels of marketing networking system of produces and agricultural products are generally supplied in periodic markets in rural areas, The supply of required goods and demand make the complex system of man's space organization is keen to reduced the gaps between rich urban and poor rural in gainful commercial economic activities though has transcended the simple and subsistence village economy system. He says that the network spatial organization is based on three aerial components; production space, marketing node, transportation and communication link in space. Interaction potential model with a nodal distances and market mass for the rural marketing process in understanding the magnitude of both inter and intra regional development and disparities.

Rajagopal and Rao (2001) has described that the weekly markets are comprehensive ones in which many articles are available. These markets cater to all requirements and needs of village people. Rajgopal explained about haats that, they simultaneously act as the centripetal centres for collection of small marketable surpluses of the farmers as centrifugal centres in terms of providing grocery and allied consumer articles apart from agricultural inputs to the producer seller. Haats provide place to farmers for selling their small marketable surplus and purchasing grocery and other needy articles.

Conclusion

Hence Haats are a place for economic development, a place for socialization, a place for farmers to confidently sell their produce at right price..Locations of the weekly market place a pivotal role in making the stakeholders flourish in the market.

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