

## **Chapter-5**

### **Behavioural Pattern of Participants to the Periodic Market Centres**

#### **5.1 Introduction:**

After having attempted an exposition about the spatio temporal aspects about periodic market centres, it is imperative to highlight the principle participant's behavioural characteristics in periodic market centres viz. Sellers and Consumers. Sellers and consumers mutually interact in a market place, defined as the chosen site of market gathering, an agglomeration of goods and services on the appointed day or days. Sellers and buyers beside a host of others are direct participants who are visibly noticeable at a periodic market place. A marketplace is a vital interface not only for exchange of goods but also for the personal contact and communication of ideas, which host the diffusion process and generates change. The significance of it becomes apparent when it is remembered that the change in ideas in every bit is as important as the change in the economy, which is all-too-often over emphasized (Wanmali, 1981). The propensity of movement of market participants, i.e. consumers and sellers varies significantly over the space. Their movement of a marketing transaction in periodic market centres is the reflection of socio-economic condition of market tributary areas. The trader will not visit a centre unless it supports him at profit exists while the consumers are assumed to make the economic rational journey to the nearest centre, within whose range he happens to live ,in order to minimize the time and travel cost. Thus the study of spatial behaviour of movement of participants in periodic market places is imperative to study for further grass root level planning of service centres as a growth pole for rural development in a particular region. If the range is smaller than the minimum threshold, the traders are forced to travel to reach their customers. The former is applicable to all the rural markets in the less developed countries, including Nigeria (Bromley, 1971; Ekong, 2004; Hay, 1971; Hodder, 1961; Mckim, 1972 and Scott, 1972).

Periodic markets are important places for the transaction of the commodities at fixed locations on fixed days in a week. As the study is concerned with role of periodic market in regional economic development it becomes imperative to explicate the part played by the principle actors in periodic market system. The study assess that how does periodic markets improve the economic condition of different

sections in urban and rural society and promote them by creating non agricultural employment opportunity. It has also encouraged the agricultural, farming and fishing activities and restrains the rural labour from out migrating to different town and cities. These markets play an important role in the development of socio-economic conditions of their hinterlands. On the other hand the market place is a vital interface not only for exchange of goods but also for the personal contact and communication of ideas which hoists the diffusion process and generate changes (Jain, 1993). The significance of it becomes apparent when it is remembered that the change of ideas in every bit it is an important as the change in economy which is all-too-often over-emphasized (Wanamali, 1981). The participants in a periodic market can be grouped into: consumers, sellers, administrators and bystanders. In a periodic market, consumers are generally local people. Sellers are categorized as producer sellers, buying and selling seller. These types of salesman always moves from one market to another and returns to his home base after doing business in one or more market in a week. Administrators are the people who are responsible for the law and order in the periodic market and the collection of taxes. Bystanders are those who come into market to spend their day either meeting people or just going around the market.

Uttar Dinajpur District has large potential for agricultural and horticultural production and it is only the periodic markets, which are mitigating the requirement of rural people by dispersing these productions to them. Producers can dispose small or large surplus products in this market centre. With the development of roads and accessibility to rural periodic markets, both horizontal and vertical trade developments of these markets have been taking place in modern time (Amani & Khan, 1993). Many periodic markets have changed into permanent markets but their periodic character is still found in a modified form.

### **The Significance of the study:**

The propensity of movement of market participants, i.e. consumers and sellers varies significantly over the space. Their movement of a marketing transaction whether in periodic or daily market centre is the reflection of the socio economic condition of market's tributary areas and the centrality of market centre. There are two concepts, i.e. threshold and range basically derived from Christaller's Central Place Theory (1933) which designs the norm of movement for consumers and sellers. This normative approach will decide the length of travel took with them. The trader will not visit a market centre

unless it support him at a profit exist while the consumer is assumed to make economic rational journey to nearest centre, within whose range he happens to live, in order to minimize the time and travel cost . Thus the study of behaviour of spatial movement of an individual with reference to periodic markets is of great importance because it may be more helpful in gross root planning of service centre of growth poles for rural development in particular region.

In view of lack of such type of study with reference to periodic or rural markets author undertook the study of behaviour of market participants in periodic markets. In this perspective, mainly two objectives have been highlighted:

1. Factors influencing the behaviour of market participants.
2. Pattern of their movement over the space to visit the periodic markets.

**The setting and research methodology:**

The study is based fully on primary data which were collected from field survey. In this study the attempt for assessing behavioural pattern of prime participants in periodic markets has been assessed through questionnaire and schedule survey separately for sellers and consumers. Different sheets of questionnaire are prepared for these participants. For assessing the behavioural aspects and impact of periodic markets on participant's economic development 20%-30% periodic markets out of total periodic markets in the district are selected randomly for field survey. After selecting these periodic market places a thorough schedule survey has been performed for randomly selected 150 sellers and 150 consumers. During preparation of schedule the socio-economic profile of sellers and consumers along with types of sellers and consumers, commodities sells and purchased at periodic market places, residential distance from market centres, weekly visit of market and purpose for visit, total mean distance travelled in a week, mode of travel and problems faced by sellers during their visit at periodic market places was kept in review. The study is classified into three phases i.e. first phase consists general survey about the market places and second and third phase is devoted to sellers and consumers survey in which the researcher has traced out the socio economic profile of the sellers and their age and sex composition of the sellers, religion, their caste structure, their profit level per day in marketing activities, capacity of sellers who attend different markets on different days and their travelling pattern in respect individualistic and aggregate approach, mode of transport used, type of commodities traded their family structure, their

house types, their activities on rest days, the nature of involvement of sellers before joining the present trading activity.

Thus, for measuring the consumers and sellers behavior to visit periodic markets in the study area, the following hypothesis were tested i.e.

The distance travelled by sellers and consumers to visit the periodic markets is directly proportional to the size and centrality of the market centres.

To test the hypothesis, co-relation coefficient has been computed by adopting the Pearson formula.

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

N	=	number of pairs of scores
$\sum xy$	=	sum of the products of paired scores
$\sum x$	=	sum of x scores
$\sum y$	=	sum of y scores
$\sum x^2$	=	sum of squared x scores
$\sum y^2$	=	sum of squared y scores

In most parts of the developing world periodic markets centres constitute the livelihood of social and economic activities in their respective catchment areas as they set the rhythm for the movement and convergence of people and goods (McKim, 1972; Good, 1975). Periodic market centres with their services and functions dictate the behaviour of traders and consumers. Inversely it can be said that periodic markets are also developed with a full swing with the large congregation of traders and consumers.

**Table No. 33 Average influential Zone of Periodic Market Centres**

SL NO.	Name of the Market centres	Block's Name	Centrality Values (x)	Hierarchy Level	Average influential zone in km of Periodic Market centres (y)
1	Bindal	Raiganj	46.7	3	8
2	Bhatol hat	Raiganj	43.3	4	8
3	Barduari	Raiganj	66.7	2	12
4	Kamalabari	Raiganj	86.7	1	20
5	Karnojora	Raiganj	50	3	10
6	Maharaja hat	Raiganj	63.3	2	13
7	Mohiniganj	Raiganj	76.7	2	16
8	Rupahar hat	Raiganj	53.3	3	11
9	Shyampur	Raiganj	50	3	10
10	Bhagilata hat	Raiganj	36.7	4	6
11	Samaspur hat	Hemtabad	50	3	8
12	Naoda	Hemtabad	46.7	3	7
13	Hemtabad hat	Hemtabad	50	3	6
14	Bishnupur	Hemtabad	33	4	3
15	Bangalbari hat	Hemtabad	46.7	3	6
16	Dhankhoil	Kaliyaganj	93.3	1	30
17	Kunor	Kaliyaganj	63.3	2	15
18	Radhikapur	Kaliyaganj	43.3	3	8
19	Baghan	Kaliyaganj	56.7	3	6
20	Dalimgaon	Kaliyaganj	46.7	3	6
21	Durgapur hat	Itahar	83.3	1	25
22	Patiraj hat	Itahar	86.7	1	25
23	Churaman hat	Itahar	40	4	4
24	Dakshnal hat	Itahar	36.7	4	3
25	Itahar hat	Itahar	40	4	3
26	Parbatipur hat	Itahar	30	4	3
27	Ramganj hat	Islampur	66.7	2	14
28	Matikunda hat	Islampur	33.3	4	2
29	Gaisal hat	Islampur	36.7	4	4
30	Amaljharihat	Islampur	33.3	4	4
31	Gunjaria hat	Islampur	36.7	4	4
32	Bilaspur	Karandighi	63.3	2	12
33	Karandighi	Karandighi	40	4	3
34	Rasakhowa hat	Karandighi	46.7	3	5
35	Tugidighi	Karandighi	43.3	3	5
36	Bekaoir hat	Karandighi	43.3	3	4
37	Panjipara	Goalpokhar-I	56.7	3	6

38	Debiganj hat	Goalpokhar-I	43.3	3	5
39	Kanki hat	Goalpokhar-II	56.7	3	5
40	Surjapur hat	Goalpokhar-II	40	4	3
41	Daspara hat	Chopra	53.3	3	5
42	Chopra hat	Chopra	46.7	3	5
43	Haptiagachi hat	Chopra	36.7	4	2

Source: Field Survey, 2012-13 and Computation by Researcher

**Table No. 34: Correlation analysis of Centrality value and Average Influence of Periodic Markets in Uttar Dinajpur District**

Correlations			
Centrality value			Average influential range of market centres
Centrality value (x)	Pearson Correlation	1	.932 <sup>**</sup>
	N	43	43
Average influential range of market centres (y)	Pearson Correlation	.932 <sup>**</sup>	1
	Sig. (2-tailed)	0.01	
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Computed by Researcher

### 5.1.1. Factors Influencing the Spatial Behaviour of Participants:

Threshold limits of periodic markets and range of goods are two important spatial organizations which demonstrate the behavior of market participants (Christaller 1936). Under this perspective, the consumers will visit nearest centres offering goods and services and sellers will travel as far as their trades are profitable or equal to purchasing cost. Apart from this factors sellers visiting pattern largely depend on commodity types, its perish ability, and bulkiness. But on account of various limitations like price willingness of consumers, quality and price of goods and subjective economic distance, the consumers may deviate from the norm of “Nearest Centres” and justify themselves by adopting two alternatives.

1. They may attempt to maximize the travel cost by combining multipurpose trips for distance high order centres which offer both high order and low order goods and services which has not abundant supply in their localized periodic market centres.
2. They wish to travel to distant periodic market centres for saving on purchase price and to exceed the additional transport cost.



periodic market and to carry the goods either from market to home or from home to market owing to bad transportation system.

The study reveals that among 150 sellers only 23 female sellers are participating in periodic marketing activities because their presence in the markets are disliked and discouraged in Indian rural society. As the periodic market is catering the different types of needs of sellers it is their urgency to dispose their produce in such market centres apart from their household activities. Maximum female sellers belongs to the age groups 46-55 i.e. 34.8% as followed by 30.4% in 56-65 age groups.

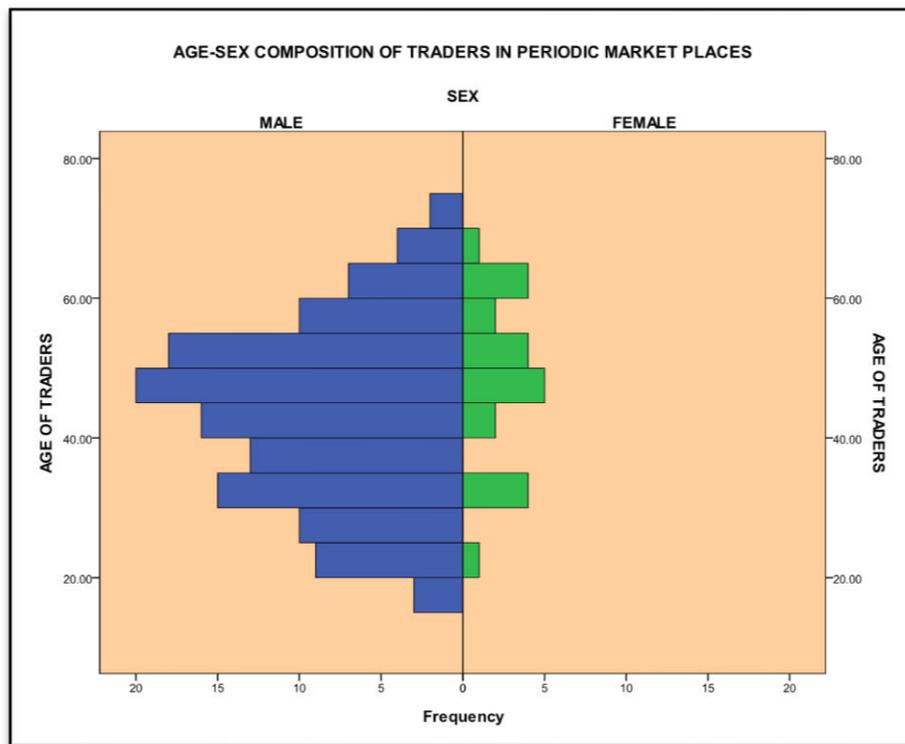


Figure No. 41

**Table No. 35 Age and Sex composition of Sellers in Periodic Markets**

Sex		Age of sellers							Total
		<15	16 - 25	26- 35	36 - 45	46 - 55	56 - 65	>60	
Male	Count	1	18	27	37	26	13	5	127
	% Within	0.80%	14.20%	21.30%	29.10%	20.50%	10.20%	3.90%	100.00%
Female	Count	0	1	3	3	8	7	1	23
	% Within	0.00%	4.30%	13.00%	13.00%	34.80%	30.40%	4.30%	100.00%
Total	Count	1	19	30	40	34	20	6	150
	% Within	0.70%	12.70%	20.00%	26.70%	22.70%	13.30%	4.00%	100.00%

Source: Field Survey, 2012-13

It is observed from the study that the social structure plays an important role in the decision making process of market participants to visit periodic markets. The total 71 Hindu sellers are further classified as General; Schedule caste and Schedule tribe as 15, 50 and 6 subsequently. Sellers are generally from Schedule caste and backward caste in different religions are counted as 50 and 6 subsequently. In village markets, sample survey revealed that Muslim sellers of general caste i.e.69 persons (46%) participate in periodic marketing. Among the sellers surveyed in fields there are 33.33% of Schedule caste sellers belong to Hindu religion and six sellers (6.7%) belong to schedule tribe communities.

**Table No.36 Religion and Caste Composition of Sellers in Periodic Markets**

Religion of sellers	Caste of sellers			Total
	General	Schedule caste	Schedule tribe	
Hindu	15	50	6	71
Muslim	69	0	0	69
Christian	0	0	10	10
Total	84	50	16	150

Source: Field survey, 2012-13

The study also indicates that the economic status of sellers does not determine behaviour to attend the markets in the study area rather it is their nature of the job which greatly influence their visiting pattern. The maximum number of sellers 59 (39.3%) earns 100 to 300 rupees per day as followed by 46 sellers earn everyday 300 to 500 rupees and 18 sellers 500 to 700 rupees per day. Though it is not enough for standard living, sustaining profit, but it is additional to their profit apart from agricultural activities. The proportion of sellers belongs to a higher profit group in comparison to former two groups are few in numbers who earn more than 900 rupees per day in periodic market centres and they can live an affluent life.

**Table No. 37 Number of Sellers according to Profit**

Profit/ day	Frequency	Percent	Cumulative Percent
<100	4	2.7	2.7
101 - 300	59	39.3	42.0
301 - 500	46	30.7	72.7
501 - 700	18	12.0	84.7
701 - 900	9	6.0	90.7
901 - 1100	6	4.0	94.7
1101 - 1300	2	1.3	96.0
1301 - 1500	5	3.3	99.3
>1501	1	.7	100.0
Total	150		100.0

Source: Field survey 2012-13

**The types of sellers:** There are a number of people who are participating in the marketing activities and in the transactions of various kinds of local and non local commodities in periodic markets. These participants are categorized on the basis of their nature of participation. Trader's nature also largely influences their visiting patterns in market centres. On the basis of time spent in periodic markets, there are fulltime sellers and part time sellers. Under these two classes the sellers may be further sub classified as producer sellers, selling sellers, buying sellers and service providers.

All these classifications are based on the nature of job performing in periodic market places. Full time and part-time sellers are categorized with respect of market attending and time spent at periodic market places. Full-time sellers who spend at

a market places at least 70-75% of the days of market calendar. Full time sellers are those who form a major part of their working day pursuing an occupation which is not directly based on the function of production. It signifies that full-time sellers in periodic markets involve mostly in non-production functions and they move to different market centres in a week. The selling sellers who come under the category of the full time sellers, shares 51.2%, sell their goods by moving from one periodic market to the other throughout the week. The selling sellers usually use their home as a base from where they move to various periodic markets, which meet on different days in a week. Most of the selling sellers trade those articles which are not in local nature rather brought from a nearest urban centres. It has been observed that selling sellers deal convenience goods like cosmetics, soaps, ready-made garments of lower quality, spices, grocery, etc. The sellers visit to their nearest urban markets or rural centres for purchasing the commodities which they bring to sell. The holidays or rest days are used to spend for such purchasing activities. Such items are used commonly by mass people frequently and, hence, demand is constant in periodic markets and selling in these markets facilitates easy supply of such items to rural people. Apart from selling sellers there are buying sellers (23.3%) and service providers (25.6%) who hold position in full-time trader's category. Buying sellers attend periodic marketplaces for buying different type of local commodities such as horticultural items, fish, cattle etc. at a cheaper rate. Service providers provide their services at different marketplaces because it is their services which are sold at more dimensions in periodic market places. Among the service providers Blacksmith, barber, cobbler, cycle repairer, astrologer, etc. are common in a considerable number. The service of barber is essentially a requirement of those who can't move longer distance for their hair cutting purpose. The periodic markets are the centres where different types of people get together for various purposes and hence, the palatable threshold for this service comes up.

Part time sellers do not take part in each marketing activities rather they prefer to visit one or two marketplaces in a week. They have their alternative occupation, such firm work or making handicrafts items, artisanship etc or else they spend 1-3 hrs in the sale at the market centres. Among the part time sellers' producer sellers have a considerable share (83.2%) in periodic market centres. The region bases its economy largely on agricultural pursuits and, therefore, the periodic markets are dominated by the

firm produce and the produce is brought to the periodic markets by producer sellers in general as their surplus of produce.

These producer sellers are absolutely local and come from the surrounding villages to sell their surplus produce. It has been noticed during survey that most of these producer sellers use to travel mean 5.51 km distance from their residence in comparison to mean distance travelled from resident by buying sellers (10.55 km), selling sellers (9.67 km) and service providers (7.94 km). The producer sellers has own firm produce for trading, whereas the selling trader and buying sellers cover a certain distance to procure the commodities that are sold at periodic market places. The producer sellers perform the duty of selling his produce as secondary activity and hence it is complied on a part time basis. The characteristics restrict the producer sellers to move longer distances for the disposal of his produce. Hence the producer seller tries to cover the shortest distance periodic markets to dispose of his firm produce. It has been investigated that producer sellers who once to prefer some sort of subsistence firming have a sense nowadays to dispose surplus product to the periodic market places. They are being exploited by the buying sellers in periodic market places because buying sellers try to buy commodities from them at a cheaper rate but some short of commercial perception is growing in the minds of producer sellers. Service providers (8%) in periodic market have some alternative occupation fall in the categories of part time sellers. Apart from producer sellers and service providers there are buying and selling sellers shares a small share i.e. 2.8% & 1.9%.

**Table No. 38 Types of Sellers in Periodic Market places in Uttar Dinajpur District**

Type of Sellers		Type of Part-time and Fulltime Sellers				Total
		Producers	Selling Sellers	Buying sellers	Service providers	
Parttime	Count	89	2	3	13	107
	%	83.20%	1.90%	2.80%	12.10%	100.00%
Fulltime	Count	0	22	10	11	43
	%	0.00%	51.20%	23.30%	25.60%	100.00%
Total	Count	89	24	13	24	150
	%	59.30%	16.00%	8.70%	16.00%	100.00%

Source: Field survey, 2012-13

Though it has been considered that sellers may attempt to travel longer distance if the profit made from sale exceeds the additional transport cost yet it is consider that the distance travelled by sellers in different periodic market places it is apparent to see that all the journey of sellers depends on perishable and durability of items which are disposed at periodic market places. Demand of goods that is the reflection of centrality of the market also attracts the sellers to undertake journey for a particular market. So the spatial movement of sellers is also influenced by nature of goods in which they deal. The sellers of perishable commodities will travel a shorter distance than those of service providers and non perishable goods carrying by the concerned sellers.

**DIFFERENT TYPES OF SELLERS IN PERIODIC MARKET IN UTTAR DINAJPUR DISTRICT**

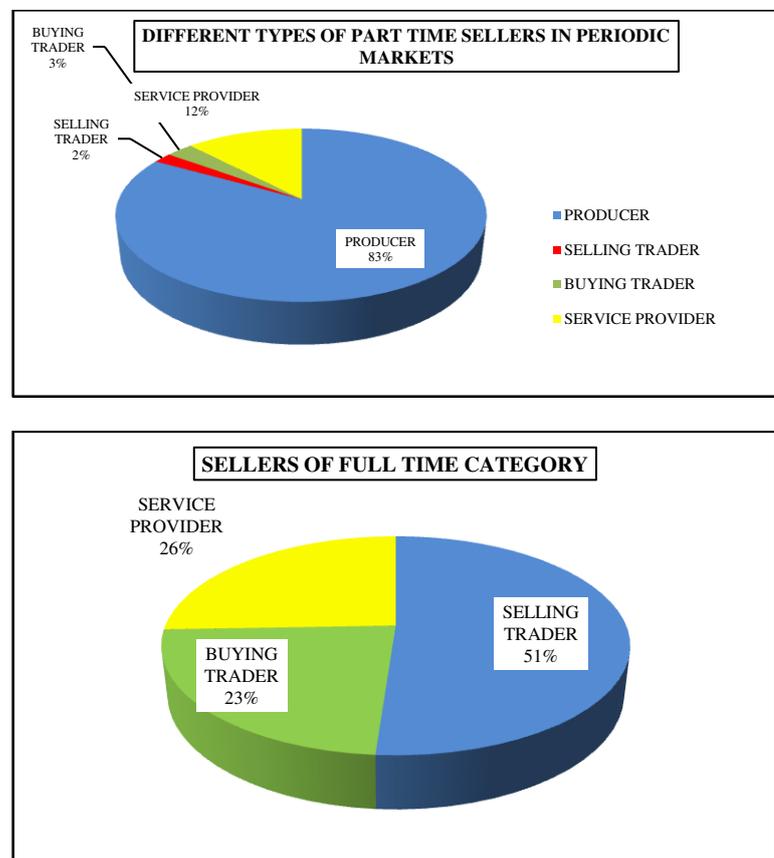


Figure No. 42

TRADERS AND THEIR MEAN RESIDENTIAL DISTANCE FORM PERIODIC MARKET CENTRES

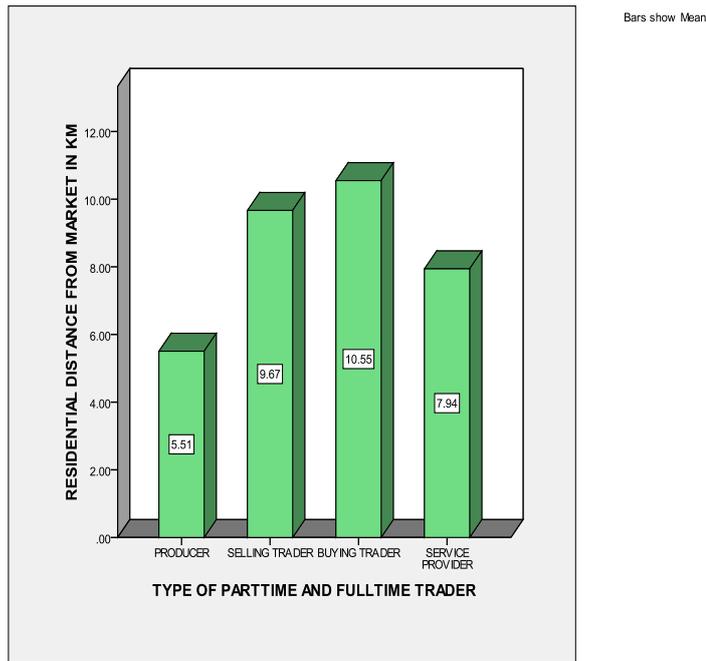


Figure No. 43

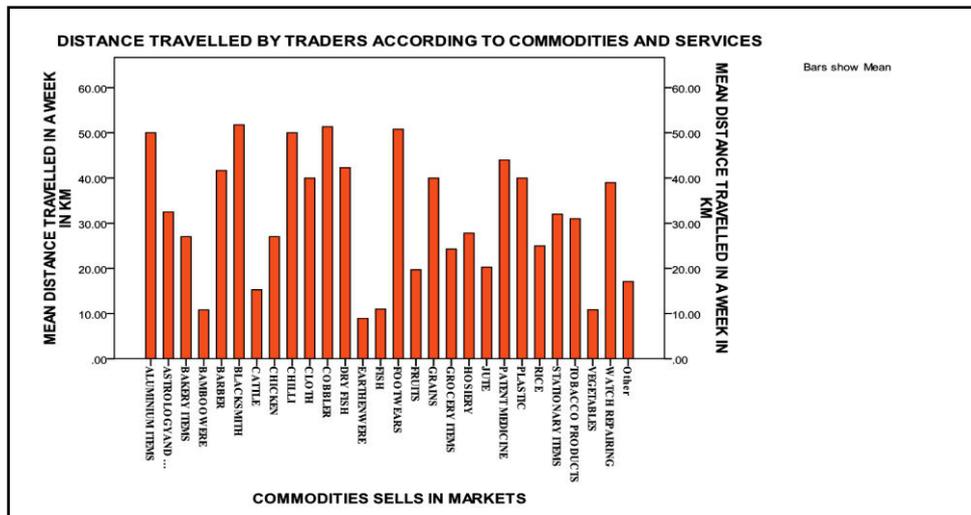


Figure No. 44

It is the common practice any traders to find the least-cost set of periodic market in terms of distance travelled (Good,1975).Service providers such as blacksmith, cobbler and durable items sellers such as aluminums, footwear travel more than 50 km mean distance in a week to attend various periodic market places. On the other hand sellers with vegetables, earthen wares, bamboo were, fish, etc. travel less distance in week than that of the service providers and sellers with full time category and durable items because as they are categorized as producer sellers, on a rest day they devote their rest

time in producing and firming activities. The selling and buying sellers perform the job as their primary activity of livelihood, hence, they devote full-time in trading. Because of their full dependents on trading of commodities by visiting various periodic markets in a system throughout the week, the selling sellers avail the opportunity to visit more centres and cover longer distance to maximize the sale and the resultant benefit.

As the selling sellers in some cases use a certain vehicle to visit the market centres, they are facilitated to cover desired centres travelling from one periodic market to another on meeting days through the week. The mode of transport facilitates the selling sellers to cover wishful distance and they move up to avg. ten kilometers in the region. It has been apparent from table 39 that among different types of sellers' service providers visit Avg. 2.76 market places as followed by selling sellers, 2.72 market places and buying sellers 2.06 marketplaces in comparison to producer sellers 1.31 marketplaces in a week. If we go through the behavior of service provider, we can identify that what type of intention is operating behind this kind maximum visit to different periodic market places? It is their hope to sell more in periodic market place as these places are the prime source of the congregation of different type sellers and consumers.

**Table No. 39 Sellers and Market Visit in a Week**

<b>Type of part time and Full time sellers</b>	<b>Average number of market visit in a week</b>
Service provider	2.76
Selling trader	2.72
Producer	1.31
Buying trader	2.06

Source: Field survey 2012-13

## **5.2. Itinerancy in Periodic Markets:**

It is to believe that there are aggregating and individualistic approach operating in periodic market places in respect of a travelling pattern of sellers in periodic market places. In aggregating approach the sellers who use to stay adjacent to the periodic market places overnight just for attending for the next day marketing activity. Such type of sellers usually is itinerant in nature. Their visiting pattern is previously scheduled by them as they return after a week or two days, three days or four days to their home. In this study, such type of visiting pattern is recognized as aggregating approach as such cyclic visiting pattern, whether it is complete or incomplete in nature must integrate the region in

terms of dispersing specialized items from one region to another and play as a stimulus for the trading activities in Uttar Dinajpur District. Spatial integration in between one space to another is promoted by such type of visiting pattern of itinerant sellers. On the other hand individualistic approach indicates trader's returning to their home from periodic market centres after completion of market activities. In the following survey, it has been noticed that most of the surveyed sellers (85.33%) return to home after completion of trading activities in comparison to that of the itinerant sellers (14.67%) who maintain to form some sort of complete or incomplete periodic market cycle by their itinerancy. The reason behind such type of individualistic tendencies

- If the sellers find some nearest periodic marketing arrangement one after another day in their home, he does not intend to stay nearby the market place.
- Producer sellers with part time trading activities would never maintain periodic market cycle because of perish ability of their items.
- Development of means of transport which has shortened the travel time of periodic marketplaces to their home base.

#### NATURE OF TRAVEL OF TRADERS IN PERIODIC MARKET

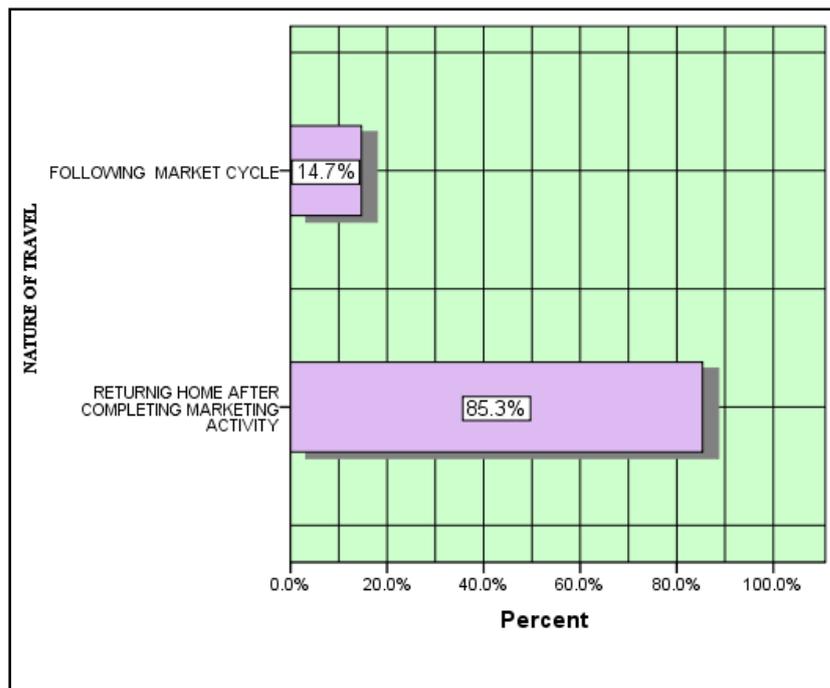


Figure No. 45

Periodic markets do not synchronize in a rational manner to the sellers that he can attend different periodic market on market days of the week and it is very much

unnatural to them to follow some sort of 'market cycle' rout because some cut and throat competition prevailing about marketing activities within the district on some certain days. The district's periodic markets are very much conspicuous for producer sellers who have some alternative optional occupation on the market less day. So, it must be mentioned that the journey from home to periodic market and vice versa is more popular for sellers in Uttar Dinajpur District. On the basis it can't be inferred that periodic market places is not integrating the places as the periodic market cycle is not conspicuous in this district rather it can be concluded that in modern times with modern means of transport has lessened the journey of sellers and they are very much eager to return to their home base after completion of marketing activities.

#### **Means of travel in periodic market centres by sellers:**

The use of different means of transport by sellers has been observed. The observations reveal that the use of means of transport largely concerns the distance to be covered, the nature of goods to be disposed of periodic market places. In rural areas 5-10 kilometers distance are covered easily on foot and cycle where other means of transport like buses, trackers etc. are not plying on the road. In order to arrive in larger periodic markets sellers use to visit by varied means of transport. It is evidenced that the mode of travel differs as regards the selling sellers from that of the service sellers. Apart from walking and bicycle mode the producer sellers use various means of transport like bus, own van, Rikshwya van, tracker, truck, etc. depending on the nature and volume of goods to be traded and the distance of periodic market centres from residence. It is observed that a common practice among the majority of selling sellers that they use their own van as their mode of travel both for the purchase of goods from central places and for its sell in various periodic markets. Among the buying sellers trackers are very popular mode of transport for them as they have to travel to different long distance periodic market for procuring items at a cheaper rate. Similarly service sellers with fulltime categories use to travel periodic market by trackers also.

Different types of transport like trackers, buses, trucks etc. plying on the roads on market days are more frequent in number than that of the market less day. As a result, it has been very much convenient to selling and buying sellers to reach the various periodic market places. On contrary it may be said development of various transportation medium simultaneously make an easy access to the incursion of long distance sellers and urban product in periodic market places.

It has been noticed that people residing in the vicinity of periodic market are earning on weekly and biweekly basis by taking rent of cycle or motorcycle using the area of open ground. It is their sole large amount of income on weekly or biweekly basis. So it is the periodic market place which is making passage for earning of different communities.

**Table No. 40 Different Types of Sellers and Their Mode to reach in Periodic Market Centres**

Type of Part-time and Fulltime Sellers	Bus	Cycle	Own Van	Rikshwya	Traker	Truck	Walking	Total
Producer	1	35	9	2	10	1	25	83
Selling trader	4	7	10	5	4	0	0	30
Buying trader	1	1	2	1	5	0	3	13
Service Provider	4	8	0	0	11	0	1	24
<b>Total</b>	10	51	21	3	30	1	29	150

Source: Field Survey, 2012-13

### 5.3. Consumers and periodic markets:

As the whole sequence of periodic marketing system revolves around customer, traders and periodic market centres, therefore, this chapter presents an behavioural analysis on consumer. Keeping this in view, a field survey of 20%-30% of total periodic markets in Uttar Dinajpur District was conducted to bring out the characteristics of consumer behaviour as regards their nature, economic status, distance covered, mode of travel, frequency of visits, goods purchased etc. After selecting these periodic market places a thorough schedule survey has been performed for randomly selected 150 consumers. Rural consumers use to attend village periodic market places which is convenient to them, primarily to purchase commodities of everyday use mainly for household consumption or raw materials for their craft items. The pattern of visitation of participants, demonstrates a differential attraction among a given set of periodic market places. It has been commonly accepted that the existence of periodic market places is inseparably related to the needs of society and not just the exchange of goods. The observation, that “consumer, by submitting himself to the discipline of time” is able to free himself from “discipline of space” is born out everywhere in any periodic marketing system. To consumers periodic market places offer single as well as multipurpose trips. Periodic marketplaces don’t remain open for sale or purchase everyday in the week. The

existence of a periodic marketplace depends upon an unequal availability of goods and services in terms of requirements of buyers.

Consumers travel behaviour seems to have undergone changes with the evident rise in income and encouraged and improved transport technology. Consumers are more rational in respect to the straight line distance than they are in respect to the actual distance traversed. Their normal requirements are neither constant in the temporal sense, nor regularly in the spatial aspect. They can afford to travel only a short distance to procure items of essential commodities for daily needs, which they require frequently through periodic market places. Consumers, while consistent in their behaviour, are conversant in an adequate degree with the market system and minimize travel distance to reduce transport cost to suit their pockets. However, it may be stressed that the probability of a market place being chosen is independent of its distance from the consumers nearest to the market place. Generally, the nearest market centre is well within the walking distance from their residential places. The multipurpose trips of consumers are more conspicuous than their single purpose trips to market places.

Normally it is habitual for the buyer to weigh waiting cost against travel costs. Consumers are exercising their cognitive perception attending market place of today in preference to marketplace of adjacent day, one day after, etc. to suit their convenience. As contrasted with this consumer travel behaviour, fulltime traders moving from home to some sort of a selected set of sequential periodic marketplaces would have quite a different cognitive perception of their own problem.

It may be born in mind that:

- The consumers have a wide choice of attending any market place convenient to him.
- This choice of attending alternative periodic market place results in the overlaps of their services areas.
- The marketing alternative in periodic market places varies with their physical and socio-economic advantages and constraints.

The absolute temporary nature of such markets manifested through their scheduled start and end on pre fix days is the most vital factors that control the behavior of surrounding people as consumers.

### **Purpose of consumers for visiting periodic market centre:**

People in the society have a good deal of activities which are reflected through their behaviour. One of the activities performed by a person is displayed through his behaviour as consumer. The consumer behaviour is largely affected by certain factors like socio-economic condition and nature of consumers and the nature of the goods they want to purchase from the periodic market centres. These factors exert an impact on consumer behaviour. On the other hand a number of consumers visit the periodic markets to fulfill varying needs, especially for lower order goods. As the periodic markets hold rural base, most of the visitors include in agricultural profession and agriculture-based labourers in bulk but non- agricultural people in scant proportion. Since the district under study is backward in economy with a high pressure of population on land, most of the people are landless and have a poor economic status. Data obtained from field survey reveals that 66.00% of the interviewed consumers includes purchasers whose motive is solely to purchase the things from periodic markets and remaining 34% consumers i.e. 51 in number has a twin motive to visit the periodic market. They would sell their immediate produce in periodic markets and later they would fulfill their household requirement by their earning.

Nevertheless the sex and age are also components which control the attention of consumers in periodic markets. The study indicates that female consumers are in very lower proportion among the surveyed consumers because this infrequency of female consumers is happened because males always wish to travel to periodic market for not only procuring of required items for household needs but for enjoy gossips regarding politics, marriage, to obtain information about new agricultural techniques, to meet with friends and neighbouring village residents.

Age wise analysis of market consumers is shown in fig, 46 highlights that maximum consumers people in the markets are in age group of 43-48 and between 49-54. While the people belonging from more than 67 age seldom visit the markets and their proportion are very low because they do not have the capacity and potentiality to travel to and fro the market and to carry the luggage from market to home.

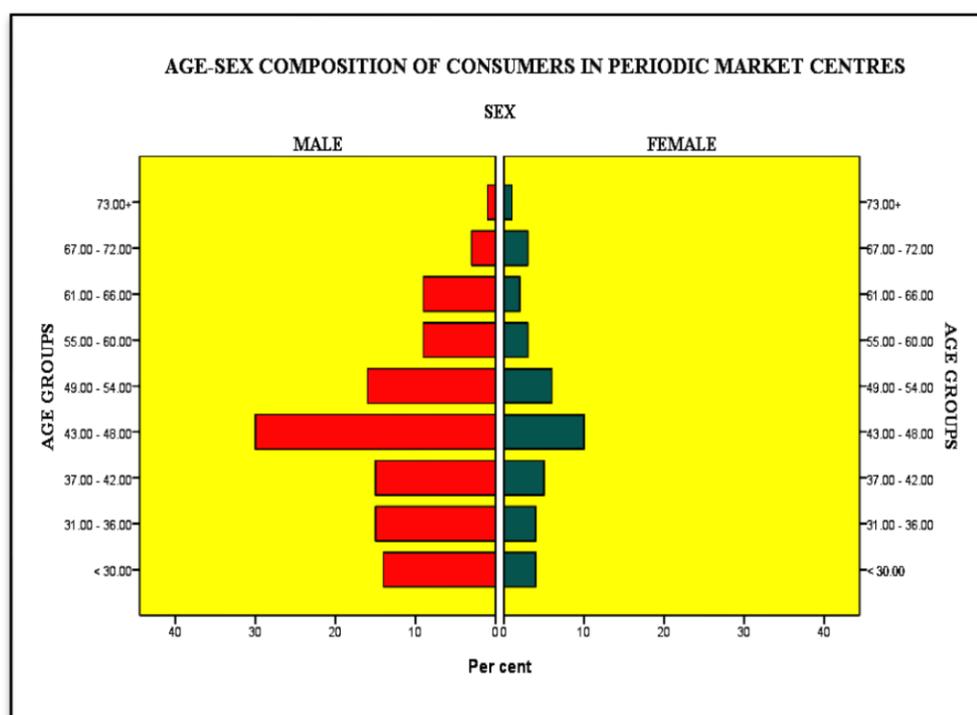


Figure No. 46

**Table No. 41 Age of Consumers in Periodic Markets**

Age groups	Frequency	Percent(%)	Cumulative percent
< 30	18	12.0	12.0
31 - 36	19	12.7	24.7
37 - 42	20	13.3	38.0
43 - 48	40	26.7	64.7
49 - 54	22	14.7	79.3
55 - 60	12	8.0	87.3
61 - 66	11	7.3	94.7
67 - 72	6	4.0	98.7
>73	2	1.3	100.0
Total	150		100.0

Source: Field survey, 2012-13

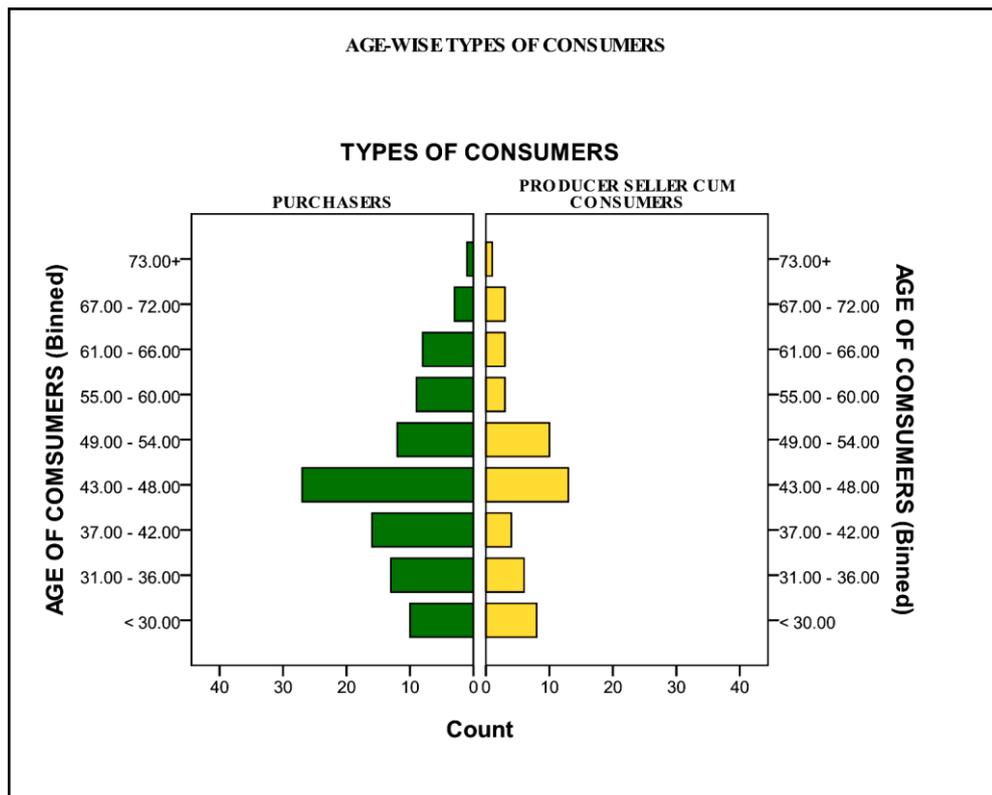


Figure No. 47

Transfer of commodities in space and time from producers to consumers in negotiating at periodic marketplaces, where the buyers avail of the advantage of bargaining, if opportunities for it exist. The process of bargaining does not imply any understanding of supply and demand concepts, but disclose the consumer awareness of an ability to strike out a conceived fare deal for similar commodities with other dealers. As a consequence, if a potential consumer perceives a particular seller minimum single price as high, he may withdraw from negotiations and seek an alternative seller whose minimum selling price is considered acceptable. It may be possible that consideration other than price may weigh with the consumer decision in the long run.

The consumer plays a significant role in a periodic marketing system. He may attend a periodic market centres with his or her empty bag or bags for the purchases of essential commodities for his or her family/dependent members. Most of consumers visit periodic market place cycle. For most consumers, economic condition, not so viable that they would travel maximum number of periodic market centres.

It is beyond their financial capacity to travel in public transport buses and, hence, they can visit periodic market places in their vicinity at an average straight line

distance of 3.91 km & the chief means to reach these markets are by foot and cycle. Consumers travel periodic markets by trackers, travel average 6 km distance and 4.23 km average distance by van as follows.

Consumers also travel by foot, tracker, van (Rickshaw van and Auto van). The distance of consumers is augmented, particularly in the summer season, which is notable for marriage ceremonies and celebration throughout the district. As contrasted with this in the rainy season, the comparative number of consumers is diminished due to the heavy and the unbroken demand on their time and energy to concentrate on their agricultural operation, particularly in rural areas.

Likewise, the increased occasional travel distance in the summer season returns to the normal and even, minimum. Obviously, this range of travel distance appears to be well within the reach of a majority of consumers. Transport facilities of the state transport corporation are still not available in remote and inaccessible location. For a few active and vigorous market places, the provision of extra buses of the state transport corporation is made. Doubtless, peasants' resident in villages, is the largest group of consumers in periodic market places and also account for the major volume of transaction. The peasant consumers commonly are a producer also who acquires by purchases from periodic market places those substances/consumption items which he does not produce. Some buyers also purchase raw materials for handicrafts which he can't produce by his own efforts. Basket makers and carpenters purchase their requirements of bamboos and wood at specialized market centres. These purchases are affected normally after they procure commodities of everyday needs at sites of periodic market centres concerned.

**Table No. 42 Types of Consumers in Periodic Market places**

<b>Types of consumers</b>	<b>Frequency</b>	<b>Percent</b>
Purchasers	99	66.0
Producer seller cum consumers	51	34.0
Total	150	100.0

Source: Field survey 2012-13

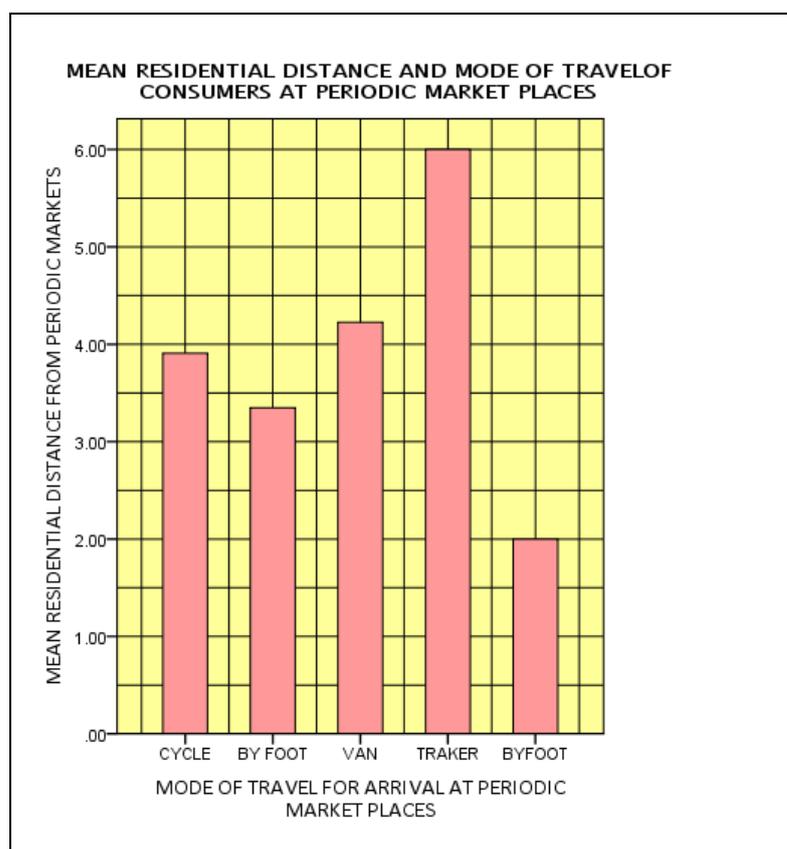


Figure No. 48

Consumers, after making purchases of goods and services, engage in the process of consumption. They use up goods and services, obtainable at periodic market centres and thereby, obtain satisfaction or utility. Behaviour trades of consumers depend principally upon their choice between consumptions and money savings at different levels of income. If the agglomeration of certain goods becomes concentrated at a few large periodic market places, interested consumers are concentrated to rely on a small number of periodic market places for their supply. One of the striking examples of this buying phenomenon is illustrated by the exchange of ‘tulaipanji’ rice in Mohiniganj, ‘Chilli’ in Dhankhoilhat, and ‘Brinjal’ in Bilaspur cattle in Durgapur and Patiraj market centres in uttar dinajpur district.

Consumers of the well to-do landholding category have easy and ready access to relatively attractive periodic market places on account of their long and heavy purses. The observable behaviour of such a category of consumers in acquiring not only conveniences goods and services consists of a series of repetitive and less journey between their residential locations and periodic market places able to cater to their requirements of goods and services. Movements of consumers in periodic market places

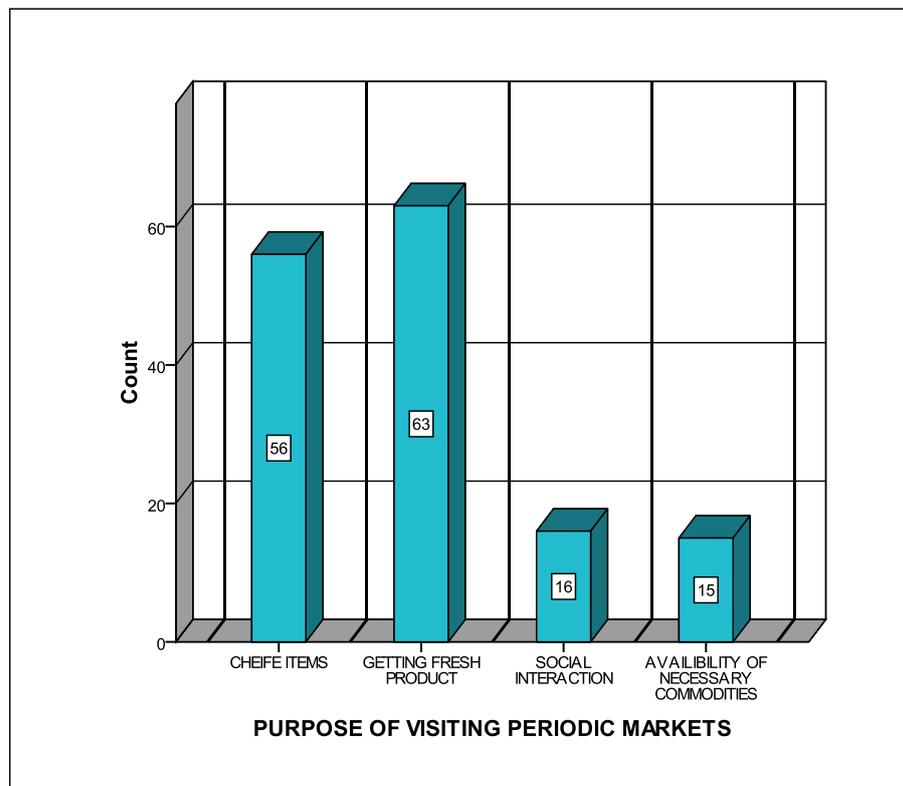
are normally combined for other purposes also. The following set of variable centres into decision making of travel behaviour of consumers to periodic market places:

- Capacity of periodic market places to provide a wide variety of goods and services, usually in demand.
- Price willingness of consumers to purchases certain commodities.
- Subjective evolution of consumers of the cost/convenience of travel distance.

Apart from this some others motive for purchasing actively act on the cognitive behaviour of consumers. Those are

1. Getting fresh product
2. Cheap items
3. Social interaction
4. Availability of necessary commodities

**CONSUMER'S PURPOSE OF VISIT AT PERIODIC MARKET CENTRE**



**Figure No. 49**

Among the sample consumers 63 consumers visit periodic market centres for getting the fresh items. During the enquiry it was revealed that most of the consumers

visit nearby periodic market centres for getting fresh perishable commodities. On the other hand, periodic market serves consumers with chief items as most the commodities are locally produced by producer seller. Among the surveyed consumers 56 consumers visits periodic market places for getting chief items. Apart from freshness and cheapness 16 & 15 consumers visit periodic markets with a motive for social interaction with friend and relatives and availability of necessary commodities compel consumers for attending periodic market places.

The number of periodic market places visited by buyers in a market-week depends upon the urgency of purchasing goods of everyday use and upon modes by which household organizes their purchases, with a single purpose or multipurpose trips. A multipurpose trip can be defined as a trip to a particular marketplace provided with diversified goods and services and other amenities, availed of by the visitor. A set of periodic market places, permits consumers to combine purchases of convenience and /or other higher goods and services with other purposes in a single trip. Even the major portion of purchases of particular goods may not be made at the nearest periodic market place. This depends on the relative purchases frequencies and trip pattern. For a set of consumers the mean distance travelled for particular goods to a particular marketplace depends both on the order of the goods concerned and on the other on the market place. The mean travel distance of the consumers is likely to increase with the availability of higher order goods in marketplaces. This implies evidently that each good/service may have its service area.

**COMMODIT -WISE MEAN DISTANCE TRAVELLED BY CONSUMER IN PERIODIC MARKET CENTRES**

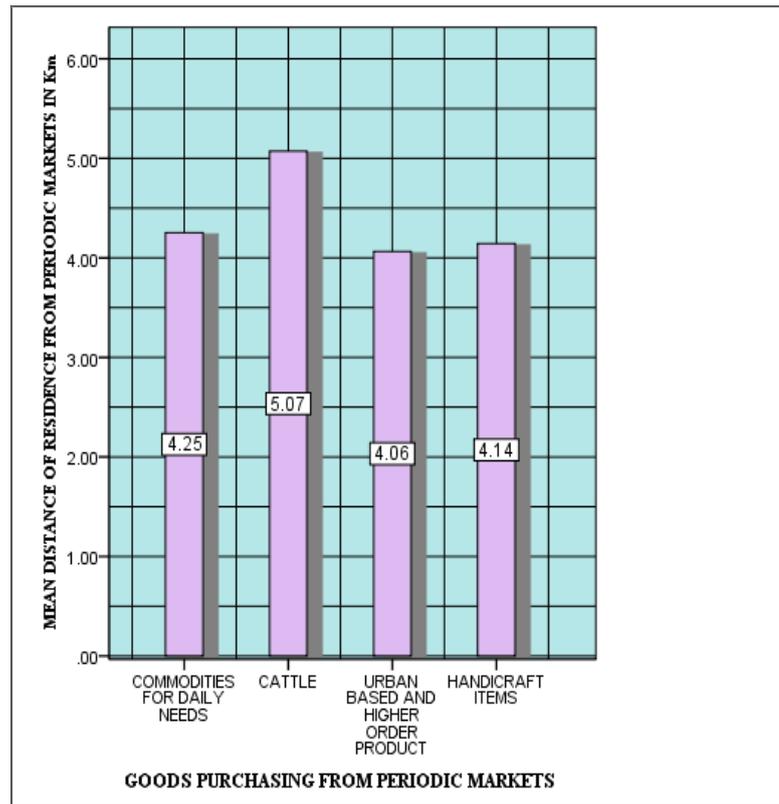


Figure No. 50

**Conclusion:**

Before study of role of market centres in regional economic development it is necessary to study the participants and their behaviour that has lightened the marketing activities. People who are participating in market function are treated as market functionaries. Participant's behaviour largely varies in the district to the periodic market. The study has broadly divided them into sellers and consumers. It has been revealed from the above study that different types of sellers has different trading nature in terms of distance travelled, types of commodities sell at periodic markets and itinerancy etc. As a result their earnings also vary significantly. On the other hand consumer's attendance largely depended on their own consumption purpose. Sometimes specific types of their requirement compel them to visit more distance market centres. Those who wish to purchase cattle wish to visit more distance because it is not always convenient to him to avail a livestock market nearby of his residence. So, they have to travel at least Avg.5 km from their home. Commodities for daily needs are purchased by consumers who use to

visit avg. 4.25 and 4.14 Km from their residential base. Handicraft and earthenware items fragile in nature are always purchased from nearby specialized periodic market centres.

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