

PROBLEMS AND PROSPECTS OF MARKETING GEOGRAPHY IN INDIA

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Abstract:

Marketing geography is playing vital role not only to determine the economic aspects but also concentrate more on the cultural and environment aspect in a region. It always functioning an equilibrium way between both the wholesaling and retailing process depending upon quantum of goods/products for transactions. The nature of sale transactions is determined by natural conditions of a given environment. As a result, within the prevailing environment, marketing geography integrate the sale transaction effectively not only to serve the people but also the achieve the Rural/Regional development. Marketing activities are the outcome from both rural and urban products and flows from the channels of both wholesaling and retailing through the functions of Regulated and Periodic markets in any geographical space. As a result, Markets are magnate to attract the marketing activities not only from the hinterland but also from other than the hinterland to perform their functions effectively. The transportation is the main mechanism for the marketing activities and predominating and for organizing the spatial units which are interrelated to each other. The transportation is the key functions to carry out the marketing activities.

Key Words:

Marketing, Geography, Rural/Regional, Development and People.

INTRODUCTION:

The “marketing”, in general business term, is concerned with distribution of the demand of various goods and services and with the arrangements of supply of the same through an efficient distribution network. It is essentially that function of management oversees the buying and selling of a firm's commodities. The strategies and policies involved in marketing are inevitably manifested in some spatial form. It is the areal expression which is given to the source of demand and areal structure of system of supply that provide the foundation for a geographical study of marketing. However, if one consider the large section of the working population that is engaged exclusively in marketing functions, the large part of the urban landscape that is devoted to the structures of wholesale and retail trade, and the complex channels of distribution that lead from producing to consuming areas, it becomes even clearer that there is place and need for special attention to marketing geography. Such a development would not only greatly increase understanding in the other fields of economic geography, but would also help the geographer working in the field of marketing to contribute significantly to solutions of problems in the actual business of marketing.

The root of marketing geography is the “marketplace”. The word “market” is derived from the Latin word “mercatus” which refers to a place where buyers and sellers meet. Markets are spatial units; thus their location, site, situation, physical extent, morphology and areal combination, etc. are of spatial significance to geographers. In brief, marketing geography is concerned with the location and distribution of markets, their infrastructural pattern, measure and extent of marketing activity, movement of commodities, consumer behaviour, perception and the determination of hierarchy in order to prepare a systematic plan for regional development, and their role and rationale in socioeconomic development.

Marketing geography has now emerged as a subject of its own and has emerged as the foremost and integrative topic for the study of economic geography. Marketing is not only an indispensable feature of modern life but also an indicator of regional economic development A need for the study of marketing in economic geography is evident, not only to strengthen various aspects of economic geography, but also to help the geographer in the field of marketing to find significant solutions to

problems in the actual business of marketing. Marketing geography is associated with the channels of distribution through which goods move from producer to consumer.

Marketing geography has emerged recently in 1954 as a distinct branch of geography in a broader perspective of economic geography. It is gaining much significance not only to deal with economic activities but also to play a vital role in spatial organization on the geographical space. Therefore, it integrates many interrelated branches of geography within in the discipline itself. Particularly, the Agriculture Geography, Industrial Geography, Rural and Urban Geography, Manufacturing Geography, Population Geography, and Regional Geography. The effective linkages between the interrelated branches established by the marketing activities and emerged as the nutshell of marketing geography. As a result, Markets are magnet to attract the marketing activities not only from the hinterland but also from other than the hinterland to perform their functions effectively. The transportation is the main mechanism for the marketing activities and predominating and for organizing the spatial units which are interrelated to each other. The transportation is the key functions to carry out the marketing activities. Therefore, the transportation geography is also well integrated to the marketing geography. Marketing geography mainly deals with locational characteristics of market centers and men and materials have to move from between haves and have nots for their functions and it reflect for the development of socio- economic activities in particular and the other activities in general on a given geographical space. The rural area is known for producing the agricultural products and required the manufacturing/industrial products. Whereas, the urban area is also reciprocating the required goods and services as mutually exclusive. The rural area is also always looking forward the agriculture produces which are very effective for day to day life. Whereas the Urban area is also heavily depends upon the rural produces for their day to day consumption and much influence for social assembly. As a result, Markets are vibrant in the regional economies and playing a vital role not only in the rural development but also for regional development.

The spatial movement is largely depends upon the level of marketing functions associated with socio-economic conditions of the people in a given region. Therefore, markets are focal points for encouraging the transactions-sale of the goods and services which are access to the market place. The movement of agricultural produces/ industrial /manufacturing goods and services cannot reach to the consumers without markets. Therefore, the markets are encouraging the spatial movements of goods and services between the producers to consumers from areas of sufficiency to deficiency such movements have more significant due to the exchange process. Therefore markets deals with marketing activities in rural and regional level.

Marketing geography is playing vital role not only to determine the economic aspects but also concentrate more on the cultural and environment aspect in a region. It always functioning an equilibrium way between both the wholesaling and retailing process depending upon quantum of goods/products for transactions. The nature of sale transactions is determined by natural conditions of a given environment. As a result, within the prevailing environment, marketing geography integrate the sale transaction effectively not only to serve the people but also the achieve the Rural/Regional development. Marketing activities are the outcome from both rural and urban products and flows from the channels of both wholesaling and retailing through the functions of Regulated and Periodic markets in any geographical space. The fairs and festival also carried out the kind of activities in a seasonal manner through the same process. The improvement of socioeconomic conditions the people have witnessed through the process of marketing activities in the interior of rural is a good sign for rural development. In a similar manner, these activities are also predominant in the urban areas of any geographical space is an indicator to achieve the regional development. Therefore, the marketing geography deals both dimensions of marketing activities in the regional economies.

Review of Literature:

The proposed study has been undertaken with the help of review of literature related to the Marketing geography. Hence attempt has been made to the review available literature on marketing geography.

Ramakrishna (1931) floated the concept of Marketing in India for the first time and studied about the markets and market area for Malabar products. Later on, Krishnan (1932), throws same lights on fairs and trade centers of Madurai and Ramand District.

Tamsakar (1956) observed the Settlement Pattern and Weekly Markets in Pathria region.

Shrivastva (1975), who presented a model for the study of an individual market place with particular references to developing countries and suggested comprising eight steps such as origin, morphology, functional aspect, market area and other special features of a market place.

Belgaum (2012), has discussed the Markets and Market Functions with the efficient channels of distribution and identified the efficient surplus in deficit areas which are responsible for spatial movement and interaction in Haveri District of Karnataka State.

Objectives:

- The main objective of present study is to discuss the relevance of marketing geography .
- To Examine the Problems and prospects of marketing geography in India

Methodology:

The present study is based on the secondary source and information has been collected from various journals, articles, books of marketing geography. The collected information has been presented in the form of analytical critical method.

Results and Discussion:

The early phase of geo-economic study of marketing and market-place started in thirties of the last century. After 1970, several studies were conducted by geographers at Udaipur, Madras, Madurai, Mysore, Gorakhpur, Nagpur, Allahabad, Jabalpur, Kanpur and Varanasi, which were related to marketing in their regional setting. In fact, this was the real beginning of the geography of commercial activities in India. The NCAER (National Council of Applied Economic Research) has also helped in promoting the study of market centres with a view that market towns could accelerate the process of spatial development of India. Among commercial activities, marketing is considered to be the dominant activity worldwide; therefore, geographers have taken more interest in studying various facets of marketing geography. Geographers have done considerable work in the field of commercial activities in general and marketing geography in particular. Their main emphasis is on regional study as well as on the study of individual market town. The research work in the field of marketing geography is very tentative and there is a vast scope of research, especially in the field of origin of markets in various geo- historical regions. The study of retail marketing in urban areas is a potential field of study because it will help in urban commercial planning. The concept of hierarchy has been used in marketing geography to obtain the status of market centres in a region. The delimitation of market area or trade area is also an important aspect, which not only helps in understanding the present status of a market town but also provides a base for future planning. The studies related to the role of market towns in regional development and planning provides a base for spatial planning. Agricultural marketing which is an interdisciplinary subject dealt by economists and agriculturalists. Geographers have recently given attention to this subject, but their studies are important for spatial planning of markets and market yards. Many of the phenomena that the geographers map in various kinds of studies, such as terrain, soil, vegetation, climate, land use, mineral resources, industries, settlements, types of farming, traffic and transportation or communication systems, bear upon marketing in various ways. The marketing geographer should consider all these significant factors in their future studies. In India, like other branches of geography, attention towards philosophical and methodological research in marketing geography is quite low. Since, different countries of the world have different geo-economics situations and are culturally highly diversified, therefore, there is a need to study the markets and marketing pattern of each geo-cultural region. It is a fact that skill in geographic techniques is not acquired without a solid background in geography, so it is necessary for the marketing

geographer to obtain relevant knowledge of the principles and methods of economics, marketing research, statistics, and the theory and practice of accounting. Thereafter they should blend these techniques with those of geography. Better research and more valuable results can be derived from such cross-fertilization of ideas and research methods. There is a vast scope of research in the field and it can be stated that it is a rapidly growing field of study, having a short history and a long future.

Marketing geography has much relevance in the present day, mainly because of marketing is a part of human activity and is indispensable for the survival and betterment of society. Marketing process is a geographical factor as exchange of goods and services on a region. Market have emerged and performing the marketing activities on a geographical space and people have involved in the process of goods and services through the distribution. Geographically, market is well defining area varying from micro to macro level. Therefore, it plays an important role not only sale transaction but also economic development of nation.

Conclusion:

Marketing geography has been widen its horizon within the field of economic geography and taken the human geography in its fold and also inter-related the sub branches of its discipline. Marketing geography has been treated as one of the planning oriented approach and accordingly the planning strategies have been designed in the deferent geographical regions in the world to achieve either rural development or regional development. Therefore, it has much relevance in the regional studies and maintaining the equilibrium minimizing the spatial gaps on a geographical space. Hence, marketing geography with its different models would be effective tools for rural, urban as well as agricultural development and planning. This subbranch of geography has very bright future prospects in agriculture, rural marketing, consumer behaviour, retailing, and corporate sector as well as in the comparative analysis of rural and urban trade and marketing.

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