

## **Marketing Geography is an Integrated Discipline: A Conceptual Consideration**

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### **Abstract**

*The attempt has been made to discuss the marketing geography is an integrated discipline a conceptual consideration based on the theoretical perception is the main consideration in this paper. Marketing geography has much relevance in the present day and to determine the economy of the any region in the world. Marketing geography has emerged in the broad field of economic geography, which has been treated as a substantiated branch of geography and gaining much significance in the 21<sup>st</sup> century. It is a kind of planning oriented field and to tackle the gross-root level issues have been attracted by the academicians in particular and policy makers in general. The markets are acting as magnet to attract the people involved in the process of transacting the goods and services on the geographical space through the transport network. Markets have not only to deals with the 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 Economic Geography, Resource Geography, Industrial Geography, Manufacturing Geography, Transportation Geography, Rural and Urban Geography, Agriculture Geography, Population Geography, and Regional Geography. The effective linkages have established by the marketing activities and emerged as the nutshell of marketing geography. As a result, markets are become key components not only from the hinterland but also from other than the hinterland to perform their functions effectively. The study is an outcome from the theoretical framework based on the available information and designed the nutshell of marketing geography and accordingly discussed by employing the analytical method.*

**Key Words:** Integrated Discipline, Hinterland, Spatial Organization and Nutshell.

### **Introduction:**

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, so it has attracted by researchers. Marketing process is a geographical factor as exchange of goods and services on a region and act as co-ordinate branches of geography like, the Economic Geography, Industrial Geography, Manufacturing Geography, Resource Geography, Agriculture Geography, Population Geography, Regional Geography, Rural and Urban Geography and Transportation Geography. Therefore, marketing geography has widened because of all the branches interrelated. 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. The main motto is drag the attention of academics that have been specialized in the all branches.

### **Concept of Marketing Geography:**

The word MARKET is derived from the Latin word "Mercatus" which means the place or method of contact between buyers and sellers. **William Applebaum** is widely regarded as the chief architect of marketing geography as a field of study in the United States. **William Applebaum (1954)**, defines that Marketing Geography, who has dealt very effectively and contributed the

dedicated work in the Marketing geography and made it as branch of knowledge concerned with delamination and measurement of marketing as well as channels of distribution through which goods move from producers to consumers. **Abbott (1958)**, stated that marketing includes all the activities involved in the flow of goods and services from productions to consumption **Hodder (1965)**, has described market as an authorized public gathering of buyers and sellers of commodities meeting at an approved place at regular intervals. **Berry (1967)**, defines the marketing geography has put retail interest of geographers in to practice within metropolitan areas in the service of private business enterprises and late the term marketing geography is taken to describe that aspect of geography which is concerned with the tertiary economic activities and particularly the distributive trade. **Yang (1973)**, defines that marketing is common day to day activities which involves exchange of goods and service from producers to consumers. **Davis (1977)**, although marketing is essentially a function of management that oversees the process of buying and selling the strategies and polices involved in marketing are inevitably manifested in some or the other from of spatial mobility. It is observed that there is considerable movement of men and materials from one part to another part. The costs of goods are affected by the distance travelled and mode of transport has a bearing on the determination of price of the commodities. Hence, marketing activities are performing on a geographical space through its prices process has paved the way for the emergence of marketing geography

#### **Significance of Marketing Geography:**

Marketing geography has widely attracted by the academicians in particular and policy makers in general. The Markets have emerged and performing the marketing activities and not related to the locational aspects but also the physico - cultural and religious only aspects, socio-economic causes.

#### **Work has been done in Marketing Geography:**

The confined study has made an endeavor. The proposed study has been underken for the investigation with the help of review of literature related to the Marketing geography and worked for various Foreign and Indian scholars in different economies world. 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. **William Applebaum** has taken up effective measures to study the marketing geography and succussed to make it as distinct field of study in USA in (1954), and accordingly the scholar raised the standard of marketing geography as a most important branch of economic geography to concentrate more on to study different dimension of marketing geography. It is not only to strengthen other aspects of economic geography, but also help the geographers in the marketing field in different regional economies. It contributes significantly to the solutions of the problems in the actual business on marketing and also plan for further development of sale transactions effectively. In (1956) **Tamsakar** observed the Settlement Pattern and Weekly Markets in Pathria region. Subsequently, **Murphy (1961)**, has laid great emphasis to study the Metropolitan Markets of United States. **Hodder (1965)**, contributed significantly to the field of marketing geography by throwing some lights on the Rural Periodic Day Markets in a part of Yourbaland. **Johnson E.A.J (1965)**, an American economist has designed the Market Model and accordingly the Regulated Market Model concept has been implemented in India 1968 to manage the wholesale transaction of agricultural produce effectively in the form of Agricultural Produce Market Committee (APMC) Act. A descriptive study related to weekly markets in a part of Madhya Pradesh Pleatu was focused on size, distribution, classification and attendance in the market centers was studied by **Tamaskar** in

(1966), **Fagerlund and R.H.T. Smith (1970)**, the noted scholars who have focused on Preliminary Map of Market Periodicities in Ghana. **Eighmy (1972)**, observed in the case of West Nigerian Periodic markets the lowest order central places. Later on, pointed out that evolving transport nest extend the reach of Metropolitan Centers, rudimentary urban places evolve from their rural matrix and technological innovations diffuse across areas and down the urban hierarchy. According to **Sexena (1972)**, made a geographical study of the Fairs of Hadoati Plateau in Rajasthan. **Webber and Sysmaski (1973)**, have analyzed the phenomena of periodic markets with aid of the tools classical location analysis. They use the concepts of location theory for investigating the periodic markets. In (1974), both were studied about the market cycles and its complexity. Interestingly note that they focused on market days in a market week, location of the traders routes used to frequent markets, the order of the goods and short term changes in supply and demand. A number of complex market cycle types have been identified with the help of graph theoretic tools as an aid. **C.A. Smith (1974)**, rural weekly marketing system has been seen to exist in the past and continue to exist, because of interplay between trade marketing and authority. **Good (1975)**, opined that the periodic market system provide excellent illustrations of the complex spatial and temporal comforts present in most development problem. The main focus is on the circulation patterns of relatively full-time inherent traders who operate within an extensive network of periodic markets in Uganda. **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. **Bromely (1975)**, opined that the periodic markets are authorized gatherings of buyers and sellers meeting at an appointed place at a least once a week, but not frequently as daily. The specific observation made by **Wanamali (1981)**, on tribal economies and also studied about the spatial behavior patterns of urban-rural interaction and rural service centers distribution in India. **Hugar (1982)**, opined that the role of Weekly Markets in the Development of Rural Areas of Gadag Taluka Subsequently; in 1984 the scholar has emphasized on Spatial Analysis of Markets system in Dharwad District. **Dixit (1984)**, also studied the market structure of Ganga Plain. **Hugar (1992)**, made in a depth study on the Regulated Market of Gulbarga District and also the Stability and Instability of Rural Markets in Gadag Taluka (1994). The Traditional and Non-Traditional Market Place Exchange of Gulbarga District in (2000). **Mulimani (2002)** has emphasized that, the contact zone with contrasting is responsible for Emergence of Periodic Markets in Raichur District of North Karnataka. **Phibankhamti Ryangnga and L.Rynththiang (2012)**, have studied the Periodic Market and Rural Development of Chirapunjee of Meghalaya with respect to the periodicity, traders travel pattern, consumer behavior and hierarchy of the marketing settlements. **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:**

1. the main objective of present study is to discuss the relevance of marketing geography in the present context.
2. to understand the integration of the marketing geography and other branches of geography.
3. to treat the marketing geography as planning oriented with practicability point of view.

#### **Database 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 diagrams and analytical method has been employed accordingly analyzed.

**Integration of Marketing Geography:**

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 deals 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 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. 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. (Fig. 1 &2)

**Integration of Human And Economic Geography With Nexus of Marketing Geography.**

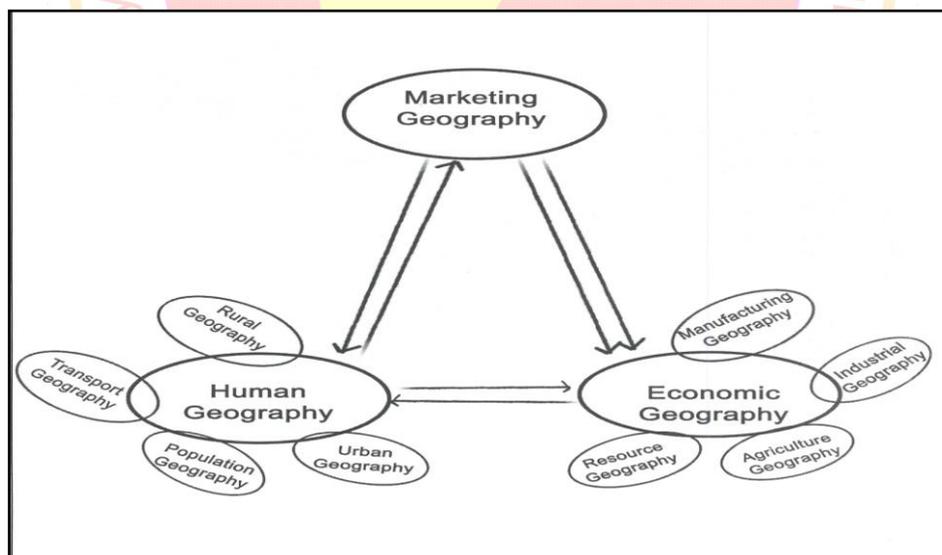
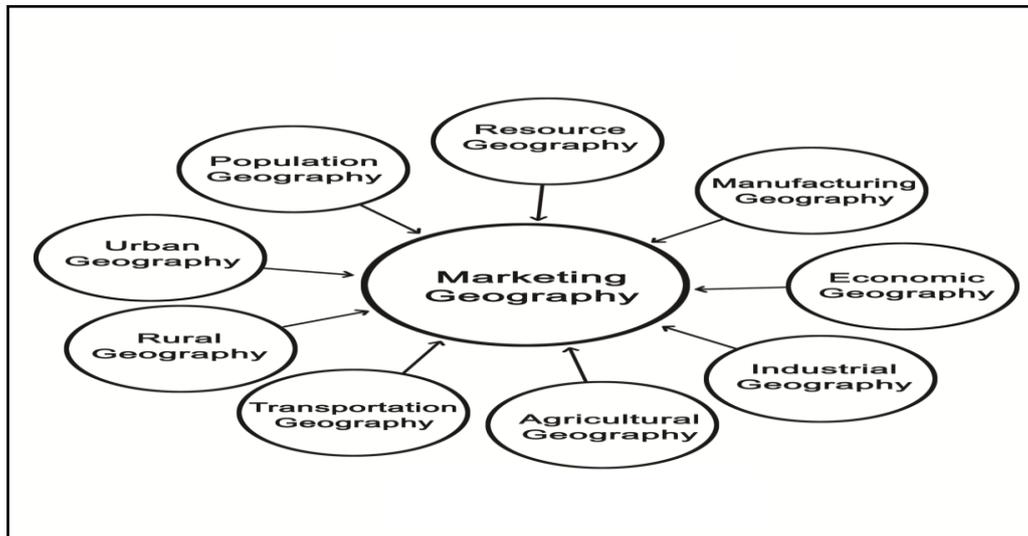


Fig.01

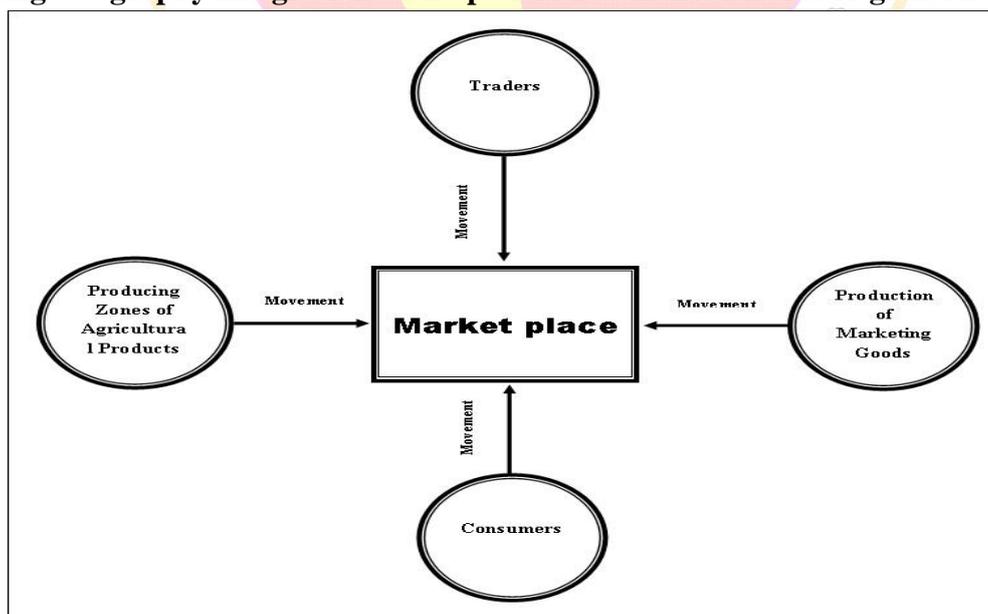
**Integration of Marketing Geography Nexus With Other Branches of Economic Geography**



**Fig.02**

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 (Fig 3)

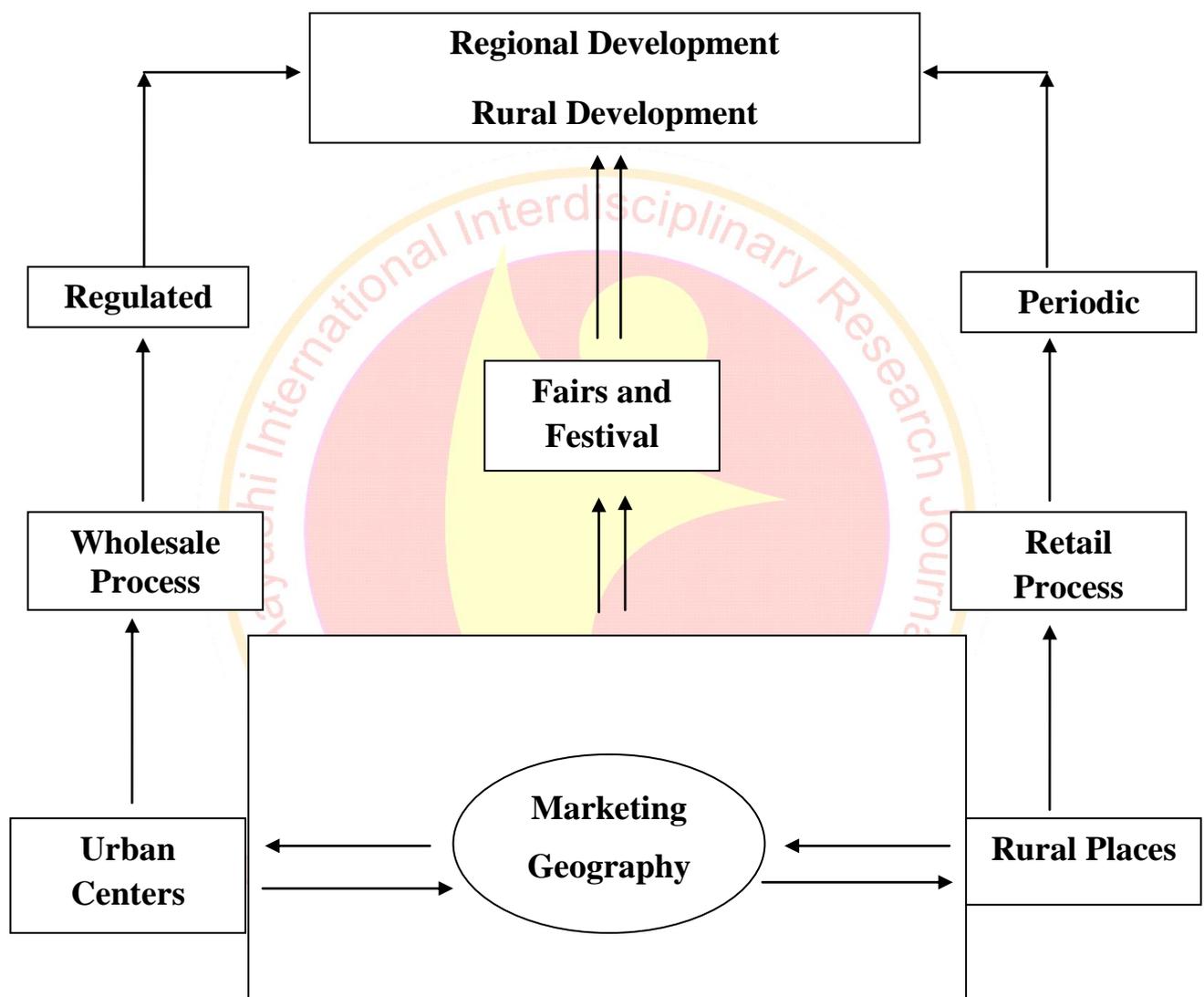
**Marketing Geography Integration with Spatial Movement of Rural/Regional Development**



**Fig.03**

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 (Fig.4)

**Marketing Geography Integretion with Nexus of Regional /Rural Development**

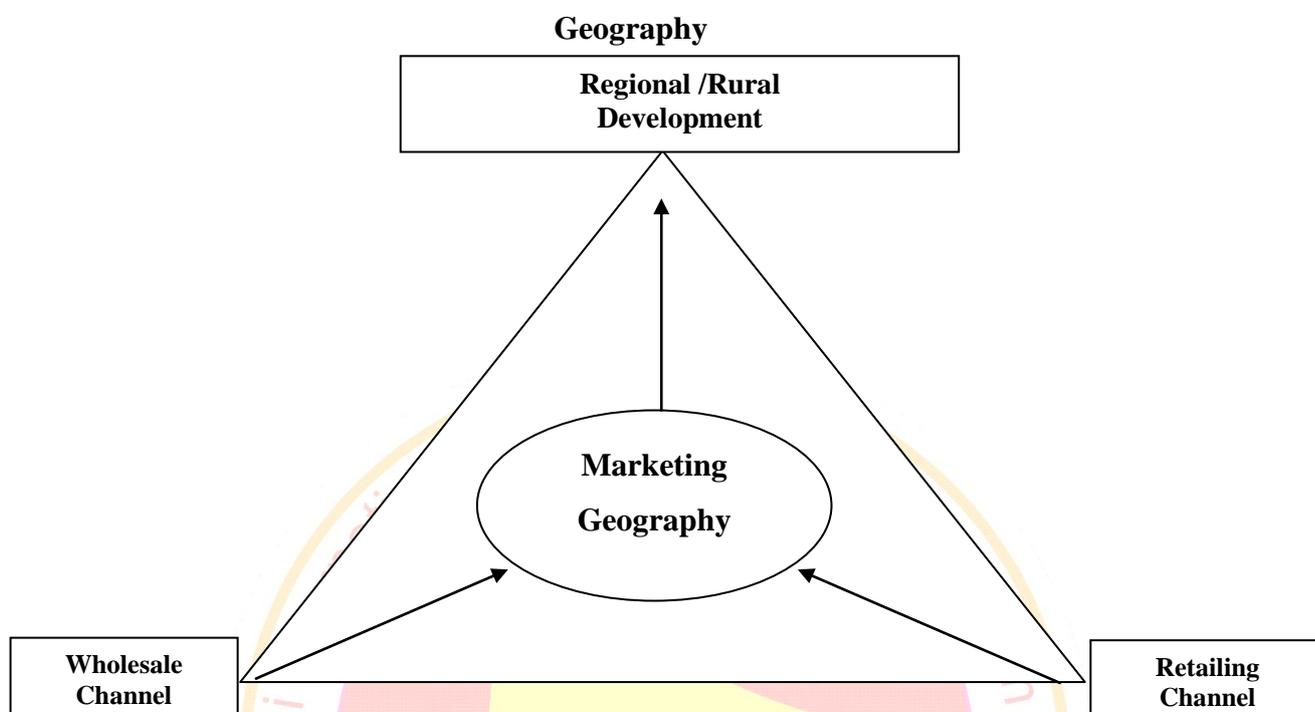


**Fig.04**

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 socio-economic 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. (fig.5)

### **Regional/Rural Development-Wholesale and Retailing Channel Nexus and Marketing**



**Fig.05**

### **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. The main concern is let society may get the benefit for such planning strategies for further improvement in the process of exchange of goods and services and also economic development of region through the marketing activities.

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