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## **Examining the relationship between consumer behaviour and the economy in the Tamluk**

### **Sub-Division of West Bengal**

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**Abstract:**This work aims to investigate the function of periodic marketplaces in rural development. The periodic market is a location where buyers and sellers get together to exchange the necessary goods and services at a specific hour on a specific day of the week. These markets provide both traders and customers with a means of subsistence in the inner rural markets. The weekly marketing meetings are referred to as periodicity, and their frequency varies based on the type of market. The periodicity is mostly determined by the temporal and spatial features of markets, which operate in cycles across a given geographic area. As a result, the current investigation's goal is to examine how traders travel patterns and the regular market meetings occur when the markets are operating. Spatial interaction results from the spatial distribution of periodic markets and their functions. Because of this, the current study sought to determine, by means of their functions, which areas and communities were supplied and which were not by periodic markets. When the market links the areas of surplus and deficiency, the market and its activities become even more effective due to the effective channels of distribution. The study's contribution, when taken as a whole, is an effort to emphasize market and marketing phenomena connected to regional growth in the PurbaMedinipur area of West Bengal. In the analysis of the research work completed from a geographical standpoint, there was a pertinent analysis and diagnostic of the spatial variation suggested in a Physio-cultural context of the district of PurbaMedinipur.

**Keywords:** West Bengal, market Meetings, Traders Travel Pattern, consumer behaviour



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## 1. Introduction:

Periodic markets are important for economic growth, particularly in rural India. Through mutual engagement and trade, the periodic market centre serves as a focal point for buyers and sellers. The market centre has long been seen as a crucial component of economic expansion. A region's agricultural output, crop patterns, crop diversity, and crop intensity are all influenced by the market. The study's main objectives were to assess the hierarchical distribution of periodic markets in the Tamluk Subdivision, as well as their growth and pattern. In relation to the economic space organizations of marketing activities, the spatial system of settlements is precisely and methodically investigated in the current study. The system is also connected to rural communities with an agricultural economy. The study's contribution, when taken as a whole, is an effort to emphasize market and marketing phenomena connected to regional growth in the PurbaMedinipur area of West Bengal. In the analysis of the research work completed from a geographical standpoint, there was a pertinent analysis and diagnostic of the spatial variation suggested in a Physio-cultural context of the district of PurbaMedinipur. The settlement system of this area was thoroughly examined, with markets serving as the main focus. A diagnostic view of the region's market locations in terms of their geographic centrality is provided by this type of study. To determine the hierarchy of the center during the study, each market received particular attention, and the potential surface of the home market was also exposed. This kind of meaningful presentation and interaction has led to links between zones and the trade of goods and ideas between them. With an emphasis on market-related development criteria to balance the region's economic growth, the current study clearly displays the areal links across markets with varied degrees of hierarchy. To determine the hierarchy of the center during the study, each market received particular attention, and the potential surface of the home market was also exposed. This kind of meaningful presentation and interaction has led to links between zones and the trade of goods and ideas between them. With an emphasis on market-related development criteria to balance the region's economic growth, the current study clearly displays the areal links across markets with varied degrees of hierarchy. However, there



is space in the work to raise a number of issues about spatial and geographical complexities based on centrality for the exchange of goods and services. As a focus topic for both marketing and economic geography, the current study is at the very least interested in analyzing the geographical features of market centers. Hodder (2005) He attempts to describe a detailed description of the periodic market related to the origin of the market, spatial distribution, function, arising problems, etc. of Africa South of the Sahara. Clark (2018) Christaller's idea is supported by Clark (2018), who also suggested a customer travel pattern depending on market order and distance. The range of products is closely correlated with the level of the market centre and not just with distance (Clark and Rushton, 1970). Hey and Smith (2020) the study analysed the Spatio-temporal orientation of the market in a regional context by applying the geometry (Position or place of market identify by using a sixty-degree triangle or square grid of a Periodic market system). Ghoshal (2021) regarding the creation and operation of periodic markets, there are two widely accepted ideas. The "traditional view" held that markets emerge as a result of the necessity for trade and to serve residents' internal demands (Bromley, 1971). Bromley, Symanski and Good (2015) the present research paper briefly focuses on the origin and persistence of the rural periodic market in India. Eff and Jensen (2017) the integration of the market was analyzed in two aspects ecological and cultural integration. Market people came from the local area or the hinterland area of the market.

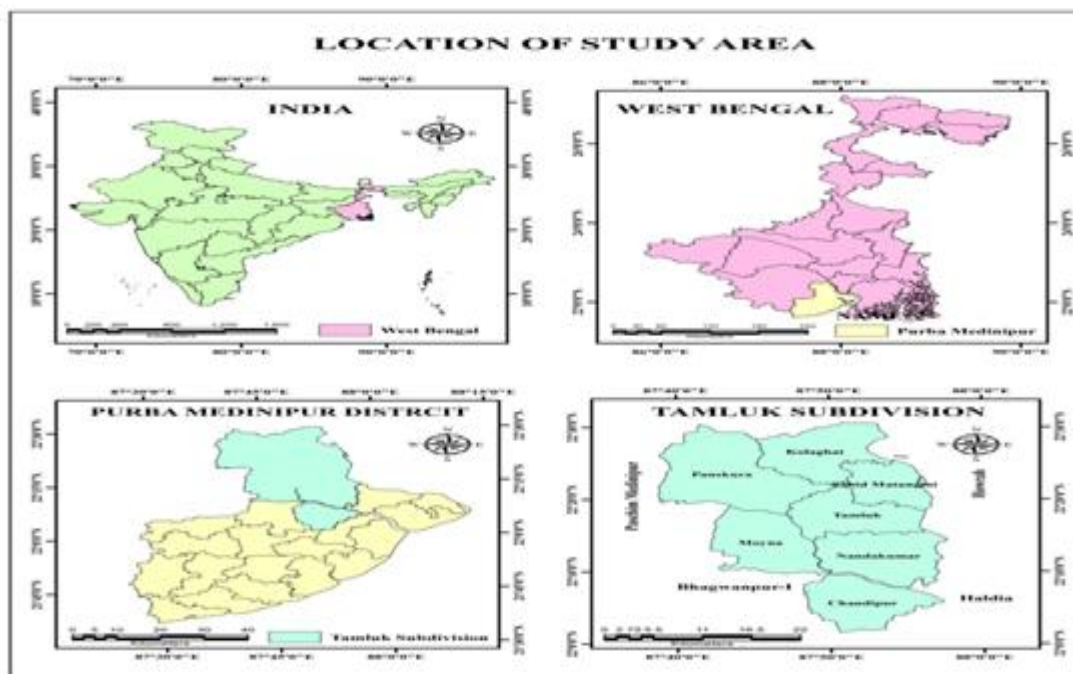
## **2. Objectives**

To Examining the relationship between consumer behaviour and the economy in the Tamluk Sub-Division of West Bengal

## **3. Methodology:**

The study area Tamluk sub-division is the district headquarters under PurbaMedinipur. The unit was split from PaschimMedinipur and established as the 18<sup>th</sup> administrative district of West Bengal on the year of 1<sup>st</sup> January 2002. According to some prior sources the word 'Tamluk' came from Sanskrit 'TamraLipta' means 'Full of Copper'. Tamluk sub-division is developed with parts of seven different blocks under the PurbaMedinipur district. The study area has located just below the tropic of cancer which extended 22°36'12''N to 22°7'2''N and 88°36'3''E

to 87°57'8"E (Fig.1). Tamluk sub-division is consisting of 7 different blocks having an area of about 1768.24 sq. km. Hooghly River and its tributary Rupnarayan separated the study area from Hooghly, Howrah, and Twenty-Four Parana's. From a geomorphological perspective, the Tamluk consists of alluvial plains with recent deposits in the east. The dry, drought-affected areas are found in the west, in contrast to the extremely wet, flood-affected areas in the east. It has a wide diversity of flora and animals, with marshy plains and semi-aquatic vegetation in the east giving way to thick Sal (*Shorearobusta*) forests in the west. The district may be divided into the following sections geomorphologic ally: While its eastern half is densely populated, the western part is home to tribes rich with varied socio-cultural ethnic groupings. Most of the remaining areas are occupied by people who live in rural villages with sparse settlements. Physically, socially, and culturally, PurbaMedinipur is divided significantly between east and west. The PurbaMedinipur district has a hot and humid climate; however, the weather patterns in the north and west are considerably different from those in the east and south. Cyclones that develop over the Bay of Bengal have an impact on the district's eastern and southern regions.



**Figure 1: Location Map of Tamluk Sub-division**



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#### **4. Data Analysis and Results:**

The preceding paper discussion of the hierarchical ordering of identified market centres in the PurbaMedinipur district led to consideration of the market's impact zone in terms of areal, geographical, and functional interaction between centres. The diverse sizes and functional characteristics of distinct market centres generate an uneven surface function in the district, resulting in variable market potential from one market to the next at the local or regional level. The size of the trade area and the hierarchy of the markets determine the variance in market potential. The surface potential pattern of the centres is influenced by the markets' spatio-functional linkages. Berry stated in this regard that the interdependent spatial patterns of different levels of centres and the overlapping market area of commodities and services of associated orders welded the hierarchy of centres together into a central place system. Because the potential surface of marketing activities offers a clear notion of the distribution of "market mass," it is necessary to study a region's interaction potential to comprehend the hierarchical distribution of markets. A centre's hierarchical order can be represented by the amount of its market population, or "market mass." As a result, the higher-order centres form bulges, while the lower-order centres create depression and undulation on the potential surface. This sort of geographical pattern depicts how a region's market potential varies. The distribution of market potential in an area would therefore assist decision-makers or planners in developing a feasible and practical approach to marketing program planning.

##### **4.1 Market potential model**

The study of the level of interaction between sellers and customers of different marketplaces in an area includes a market potential analysis. C.D. Harris created an isorhythmic map of the market potentials of the United States based on retail sales per nation as a measure of mass transportation cost as a measure of distance. This kind of approach takes into account the macro-level perspective surface perspective. The potential interaction between market centres may be characterized by multiplying the population by the region's mean per capita income, according to Haggett, Cliff, and Frey. This approach is particularly useful for analyzing market



potential at the micro-level since the areas around the market have varying levels of resources, resulting in intra-regional variations in per capita income. As a result, the phrase "Domestic Market Potential" is more appropriate for describing market potential at the intra-regional micro-level, where exports are not taken into account. The domestic market potential is an essential measure of a region's hierarchical order of market centres since the higher the order, the greater the likelihood of interaction. The isoline pattern aids in displaying the prospective trend of potential zones, allowing the researcher to conduct a more thorough examination of regional marketing activities.

#### **4.2 Block-wise level of development**

The UNDP (United Nations Development Programme) index of development analysis is used in this technique. The variables chosen for the study are either directly or indirectly connected to marketing functions. The variables chosen in blocks are:

- ❖ Irrigated area (hector)
- ❖ Number of agricultural labours.
- ❖ Food grain production ('000 metric tons).
- ❖ Road length (Km)
- ❖ Population served per bank.
- ❖ Small savings ('000 Rs).
- ❖ Co-operative working capital ('000 Rs.).
- ❖ UNDP index of development used here as:

The development index's total computed values for various blocks and occurrence classes are shown in Table 1, split by the number of variables. In order to create various development classes ranging from extremely high to extremely low, the standard deviation grouping technique is applied. According to Table 1, the Panskura-I block has attained a very high level of development in terms of market-related features. In comparison to other blocks in the district, this block has a higher number of agricultural staff, food grain output, and irrigated lands.



**Table 1: Block-wise level of development related to marketing**

Sl. No.	Average Index Class	Level of Development	No. of Blocks	No. of markets	% of markets
1	0.0275 - 0.1484	Very Low	7	17	29.31
2	0.1484 - 0.2693	Low	7	17	29.31
3	0.2693 - 0.3902	Moderate	7	13	22.41
4	0.3902 - 0.5111	High	3	9	15.52
5	0.5111 - 0.6320	Very High	1	2	3.45

Mean =0.2693; Standard deviation = 0.1210

All of these requirements are related to both permanent and periodic markets, which encourages the development of economic functions in the block because the majority of the district's marketplaces are agro-based. Because of enhanced road density, financial services, and food grain production, the other three blocks, Tamluk, Panskura-II, and Moyna, are classified as high-development. The development of market functions is significantly influenced by both the length of the route and financial aid. The neighborhoods market system has grown uniquely. Only four blocks, or 18.97% of the market under consideration, show a high to a very high degree of development, while 14 blocks, or 58.62% of the permanent market, and show a low to a very low level. Seven blocks' worth of markets contains 22.41 percent of those that are moderately established. Table 1 reveals that the district's permanent markets are not growing at a rate that can impact the overall economic development pattern of the study region.

### 4.3 Composite Index of Development

Das Gupta and Pal's approach to the first principal component analysis is a valuable and adaptable way of constructing a composite index that may be used for a wide range of issues.

The largest sum of squares of co-relation with the variables is described by the index generated by the first principal component analysis, and this characteristic may be regarded as the best representation of all the employed variables. The eigenvector corresponding to the correlation matrix's greatest eigenvalue is chosen. Table 2 shows the estimated composite index values for market function variables for 25 blocks in the PurbaMedinipur district, along with the level of



development classes. To create separate classes, the standard deviation grouping approach is employed. The block-wise pattern of growth is provided in table 2 based on the composite image produced from the above-chosen variables, which largely reflect demographic, agricultural, and infrastructural components. The development indicators are divided into six tiers, ranging from extremely high to very low. Only two blocks, accounting for 5.17 percent of permanent markets under investigation, are classified as extremely high develop, namely the Panskura-I and Potashpur-I blocks, where the chosen components are substantially connected with market economic activity. Because of their high road density and proximity to urban market functions, blocks like Tamluk, Panskura-II, Moyna, Nandakumar, Potashpur-II, and Egra-I are classified as high-development. More than 34% of markets in 9 blocks are classified as extremely poorly developed, meaning they have a low percentage of agricultural workers and produce little food grain.

**Table 2: Composite index of development related to marketing**

Sl. No.	Composite Value Class	Level of Development	No of Blocks	No of markets	% of markets
1	Below -2.0	Very Very Low	3	4	6.9
2	- 2.0 to – 1.0	Very Low	6	16	27.59
3	-1.0 to 0.0	Low	2	5	8.62
4	0.0 to 1.0	Moderate	6	16	27.59
5	1.0 to 2.0	High	6	14	24.14
6	Above 2.0	Very High	2	3	5.17

**4.3 Status of Development based on Composite market function:**

This is a crucial tool for determining how a region's market economic function has changed over time. The UNDP technique of analysis is used to create the development index, which is directly related to the market potential value. The block-wise UNDP index and the total market potential value are used to produce the composite market functional development index. We may obtain a result that provides us with insight into market development in the research region





by multiplying both block-wise information. As a consequence, compared to the two procedures before it, the predicted outcome is far more trustworthy. According to Table 3, the development of four blocks in the market economic function is influenced by 17.24% of the markets in the study region. Ramnagar-I is categorized as high development, whilst the Panskura-I block is categorized as extremely high development. The three main higher-order permanent marketplaces in actuality are Panskura in Panskura-I, Mechada in SahidMatangini, and Ramnagar in the Ramnagar-I block. The other 41 markets, all of which are in the extremely low development category, account for 70.69 percent of the marketplaces in the research region. Local commodity-driven and subsistence-oriented markets dominate these blocks. As a result, market participation is weak, resulting in low market potential and a low degree of functional development pattern in the district.

**Table 3: Level of composite market function development**

Sl.	Functional development index	Level of development	Number of blocks	Number of markets	Percent of markets
1	Above 4000	Very High	2	4	6.9
2	3000 - 4000	High	3	10	17.24
3	2000 - 3000	Moderate	2	3	5.17
4	1000 -2000	Low	3	8	13.79
5	Below 1000	Very Low	15	33	56.9
<b>Total</b>	25	58	100		

**4.4 Composite market component analysis**

It is also a significant approach for studying any geographical area's market function-related growth process. Market distribution is always influenced by various types of manufacturing, transportation networks, working populations, and financial support. The detailed computation is provided in the consolidated result in table 4 below, which shows the market-related development pattern:

**Table 4: Composite Market Component Analysis**

Sl. No.	Composite development class	Development Class	Number of blocks	Number of markets	Markets (%)
1	Below – 17569.9	Very low	3	6	<b>10.34</b>
2	-17569.9 to 1260.6	Low	14	33	<b>56.9</b>
3	1260.6 to 20091.1	Moderate	6	15	<b>25.86</b>
4	20091.1 to 38921.6	High	1	2	<b>3.45</b>
5	Above 38921.6	Very high	1	2	<b>3.45</b>
Mean= 1260.61		Total →	25	58	<b>100</b>
SD= 18830.49					

Based on the mean and standard deviation of the calculated composite development value, the 25 blocks are divided into five levels of development zones, ranging from very low to very high. Only two blocks in the PurbaMedinipur district Panskura-I and SahidMatangini are classified as having high to very high levels of development, and there are only four markets there, which account for 6.90 percent of the permanent market under examination. There are 39 permanent markets spread across 17 blocks, which represents about 67 percent of all permanent markets and indicates a low to moderate level of development. As a result, the suggested technique may provide some insight into the district's market-related economic development.

#### 4.5 Average scoring analysis

The researcher proposes this approach for determining the block-wise growth pattern associated with market activity.

**Table 5: Score assigned with development level**

Sl. No.	Level	Score Assigned
1	Very High	25
2	High	20
3	Moderate	15
4	Low	10
5	Very Low	5

Each block is given a score based on its established values. The total of the scores of individual blocks is multiplied by the number of procedures used to compute the block-wise score (here three ways are used, hence the number is three). Table 5 demonstrates that the developed to



high developed class includes eight markets from three blocks: Panskura-I, Tamluk, and SahidMatangini, which account for over 14 percent of the markets under consideration. This is due to the proximity of the districts' two major metropolitan centres. Tamluk town has the district headquarters in Tamluk and SahidMatangini blocks, whereas Panskura Municipality is on the Panskura-I block. As a result, the marketplaces in these three blocks are influenced by these two major centres. The growth of transportation, the sale of industrial items in markets, and the sale of agricultural products at a greater rate are all caused by the placement of urban centres, which leads to the development of markets and the economic pattern of the blocks. There are 19 blocks under investigation, with more than 70% of permanent markets belonging to the low-developed class of market economic functions. Even though two metropolitan centres, Contai and Egra, are included in this category, most of the blocks where rural economic activities are a major influence in poor development remain. The low degree of market development is due to low demand and a subsistence agriculture style. As a result, the block's local rural markets are underdeveloped, as is the rural market's economic role.

**Table 6: Block-wise level market development (based on average scoring method)**

Development score	Developmental Status	Number of blocks	Number of markets	Market (%)	Remarks
4.82 – 8.38	Underdeveloped	1	2	<b>3.45</b>	Underdeveloped market zone. Special attention is needed for market development
8.38 – 11.93	Low developed	19	41	<b>70.69</b>	Low market activity zone. Basic parameters are necessary for marketing activity.
11.93 – 15.49	Moderately Developed	2	7	<b>12.07</b>	Moderately developed market activity zone.
15.49 – 19.05	Developed	2	6	<b>10.34</b>	Developed market Zone
19.05 – 22.61	High developed	1	2	<b>3.45</b>	High market attraction Zone
Mean = 11.93	Total	25	58	<b>100</b>	
SD- 3.56					

The investigation of the following approaches to the district's market functions reveals diverse



patterns of economic growth. All of the methodologies are based on publicly available statistics and market survey data gathered by the researcher. So, while there may be some discrepancies between the computed result and the actual picture of the district, the computed result can provide a detailed picture of the district's economic development, which is useful for economists, social scientists, and planners involved in developmental activities.

#### 4.6 Strategy for Market Development

Rural markets are a separate activity that attracts and serves the needs and desires of mostly rural residents. These marketplaces may be thought of as a function that affects product demand and people's purchasing power. The PurbaMedinipur district's rural non-municipal marketplaces and periodic markets were studied since they have an impact on local economic functions. The examination of the district's permanent and periodic markets reveals the following features, from which we may deduce the markets' general issues.

**Table 7: Relation between the number of banks and the population served by the bank**

Relational variables	Co-relation (Pearson method)	Remarks
Number of banks and population served per bank	-0.530	Highly negative
Co-operative working capital and population	0.104	Highly weak positive
Small savings and population	0.499	Moderately positive

The majority of the time, landowners and wholesalers intentionally inflate the price of land. As a result, small farmers who wish to sell their surplus products to consumers are forced to sell them at a cheap price to dealers or market middlemen.

#### 4.7 Strategy to cope with the problems

As the preceding sections have demonstrated, the rural market has been a vital source of economic activity and employment for the rural inhabitants of the PurbaMedinipur area. It also serves as the economic underpinning for market settlements' expansion. Market centre expansion is influenced by agricultural productivity, transportation infrastructure, per capita



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income, consumer goods availability, and customer choice and demand. "Comprehensive development requires a mix of four factors: natural inputs, man-made inputs, economic infrastructures, and farmers' input," Johnson said. However, agricultural input supply, communication linkages between production centres and markets, and institutional services are all critical aspects in the establishment of rural market centres. Rural market dynamics differ from those of other market types, and rural market development tactics differ dramatically from those of other market types.

## 5. Conclusion

The market potential surface has been explored in terms of market hierarchy and trade area size. The market potential isoline depicted on the map reveals the district's largest market potential zone based on the computed market potential value. The researcher employed Reilly's approach to determining the domestic market potential, which includes the market population and distance between the district's centres. The examination of market impact has been debated. Individual markets' trade area boundaries are defined using Reilly's retail gravitation model. The entire district is split into distinct trade area limits of differing sizes using Reilly's technique. Because higher-order centers have greater trading regions, it is also connected to market hierarchical ordering. Converse updated and expanded this chapter. To calculate the trading area between two markets, Reilly's law is utilized as a 'Breaking-Point' model. The nature of the retail trade boundary region of 223 recognized markets in the PurbaMedinipur district is shown in this manner, which illustrates the core function of agglomeration. The district map depicts a generalized surface that emphasizes higher-order markets over lower-order marketplaces. Market development is more rapid in blocks with a high accessibility rate. Karl Pearson's product movement co-relation was used to calculate the overall pattern of market accessibility development. The co-relation values reveal a weak to moderate positive link with the district's population. The district's permanent and periodic markets are inextricably linked to the economic growth process, as outlined. In economics and economic geography, many indexes are used to assess the state of local and regional economic development. The



researcher employed five different approaches to measuring the block-wise development pattern in this chapter, all of which are directly or indirectly connected to market functions. In block-wise permanent markets, the calculating procedure is included, but here the researcher inserts periodic markets for the district's aggregate degree of development. Nimtouri, Khanchi, Nandakumar, and Mahishadal are four additional significant substantial marketing sub-regions within the research area. The first three of these markets are situated along NH-41, while the fourth market is situated along the Mechada-Haldia State Highway through Tamluk. The vast agricultural land in the area is used to grow rice and bettle leaves, making Nimtouri and Khanchi high-end bettle leaf processing facilities and Nandakumar a significant rice market. The Haldia Development Authority currently owns and operates the ancient market known as Mahishadal, which was constructed by the local zamindar. Many people are employed in Nimtouri and Khanchi, where bettle leaves are produced, processed, and sent to Indian markets via the Mechada railway station. Additionally, there is considerable demand in the district for "mithapata" (sweet bettle leaves) from this region. Panskura Station Bazar and Panskura Puratan Bazar are two of the largest market zones in the study area. Vegetables and other agricultural products are the main emphases of both marketplaces. This area is situated on the NH6 and the South-Eastern railway line, halfway between Howrah and Kharagpur. The wholesale market at Panskura Station Bazaar is open from 9 p.m. to 4 a.m. The vegetables are grown in the neighbouring agricultural areas of the Daspur and Ghatal blocks of the Paschim Medinipur district. From this market area, vegetables are transported to the large adjacent towns of Howrah and Kolkata. Without it, the district's other urban markets would go without food. Due to its national highway, railway links, and huge agricultural fields, the area is a significant market economic zone. The 'hat,' or weekly market, has played an essential role in rural economic growth. The hierarchical arrangement of periodic marketplaces has been developed thanks to people's involvement in the markets. The frequency of periodic markets by days has also been calculated, demonstrating the shift from bi-weekly or tri-weekly to daily periodicity. Purba Medinipur's periodic market concentration was calculated using the Gibbs technique of population concentration. It is obvious from the calculations that the district's



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metropolitan centres served as distribution cores, attracting periodic marketplaces to them. All of these studies reveal that the district's monthly markets serve not just as a focal point for rural economic activity, but also as social and cultural gathering places. The above study depicts the current pattern of both permanent and periodic rural markets in the PurbaMedinipur district as a whole. These analyses are based on a combination of traditional and researcher-proposed methods. Nonetheless, the insights gathered from the detailed investigation may aid planners and managers in the district's economic growth. The growth centres' impacts on the social and economic advancement of rural Bangladesh (Mondal and Das, 2010). Growth hubs like the market area have greatly aided the development of the agricultural, fishing, and handloom industries. The purchasing power of villagers has increased more than ever, and they are developing more intense shopping habits. Rural markets are constantly at risk due to infrastructure-related problems. The infrastructure improvement of the rural market has improved employment opportunities, increased the number of vendors, and increased market activity, all of which have transformed the market into a growth hub. Das (2017) studied the potential services of markets and related economic functions, correlated market development with regional development, and found that the discrete market potential is helpful to the process of economic regionalization in the PurbaMedinipur district of West Bengal. The block-wise level of development was examined using the UNDP Index method by the author. A variety of variables are used in this method, including the number of agricultural workers, food grain production, road length, population served by each bank, small savings, etc. The analysis of the status of economic development concerning the market function and analysis of inter-block disparity related to marketing functions deals with the fourth hypothesis ( $H_4$ ); the periodic markets played a significant role in the economic development of the PurbaMedinipur district. Analysis accepted the hypothesis and concluded that periodic markets played a crucial role in the overall economic development of the PurbaMedinipur district.



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