

Socio-Economic Conditions of Traders and Decision of Work Participation: A Case Study from Rural India

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Abstract

This paper analyse the role of socio-economic condition of traders in the decision of work participation in different rural markets. Moreover, the travelling behavioral pattern of traders for visiting a particular market has also been assessed for the nature and causes of their spatial movement. The study is based on primary data collected through field survey in Eastern Uttar Pradesh. Thirty one rural markets have been undertaken for the detailed field work, whereas, fifty per cent traders from each selected rural markets were interviewed. The participation and proportion of traders in different rural markets has been decided by their prevailing socio-economic characteristics. Traders belonging to socially and economically lower strata are represented in higher proportion in the rural markets.

Keywords: Socio-Economic Conditions, Traders, Decision of Work Participation, Rural India

Introduction

Marketing is a system through which goods and commodities move from producer to consumer, thus it is the participants who make marketing an effective function (Saxena, 2002). Rural markets are organized to facilitate the activities of market participants, i.e. buyers and sellers who visit different markets in a region (Amani and Khan, 1993). So, they are the important components of market, who assemble for exchange process. These markets are attended by peoples of different religions and castes and at the same time also belong to the different social as well as economic classes and strata (Thakur, 1997). The proportion of market participants by different categories reflects the socio-economic profile of the surrounding areas (Khan et al., 2003). In rural retailing, producers, traders and consumers are the key component, although traders play a controlling role in marketing process.

Traders are the people, who buy and sell goods and services in the market place for business purpose or who display merchandise in the hope of making a sale (Bromley, 1980). They dealt in various kinds of commodities like agricultural crops, meat and fish, dairy products, grocery items, sweet and savory snacks, earthen wares, wooden items, iron items, electrical items, electronic goods, durable goods, agricultural implements, clothes/garments, ladies items/cosmetics, stationery items, medicines, handicrafts, livestock and bicycle/bike, etc. They are the most vital section of the rural markets in the study area owing to their higher proportion among rest of the sellers in the selected rural markets. Unlike farmer-sellers who mostly dealt in agricultural products, the proportion of traders is higher in daily markets as compared to the periodic markets (Khan, M.M. et al., 2018). The transformation in the context of rural markets occurs first in the socio-economic status of participants i.e. traders and then subsequently to its rural hinterland (Khan and Khan, 2014).

Objectives, Database and Methodology

Taking into consideration the higher participation of traders into rural markets, efforts have been made to analyse their socio-economic conditions which are responsible for their decision making. Further, an assessment of the travelling behavioral pattern of traders has been done for the nature and causes of their spatial movement or travel for visiting a particular market. The study is based on primary data collected through field survey in 2014 using stratified random sampling technique. Out of the total rural markets (205) of the district, 15 per cent markets (31 rural markets) which are spread all over the study area have been undertaken for the detailed field work, on the following basis: (a) accessibility, that is, along the road or away from the road (within 10-15 km) (b) Nature of the market, that is, daily or periodic.

To assess the role of socio-economic condition of traders on the decision of work participation, a detailed assessment of five selected indicators pertaining to socio-economic condition have been made (table 1). For the detailed study, 50 per cent traders from each selected rural market were interviewed.

Table 1. Selected Indicators of Socio-Economic Condition of Traders

Indicators	Socio-Economic Condition
1	Gender and Age
2	Caste
3	Income
4	Landholding
5	Education

Study Area

The Ambedkarnagar district in North Indian State of Uttar Pradesh has been selected as study area, taking into consideration its agricultural base as well as presence of large number of rural market centres. The area is very backward in infrastructure as well as in industrial development. More than 90 per cent population of the district depends upon agriculture for their livelihood. It forms a part of the Ghagra sub-basin of Ganges basin and lies between 26° 09' N and 26° 40' N latitudes and between 82° 12' E and 83° 05' E longitudes (fig.1). The total area of the district is 2361 sq km, which supports a population of 2,026,876 persons. About 91 per cent population lives in villages and it mostly depends on rural market centres. Administratively, the district has been divided into four tehsils (subdivisions) and nine development blocks. It has total 1780 inhabited villages, 7 town areas and 205 rural markets.

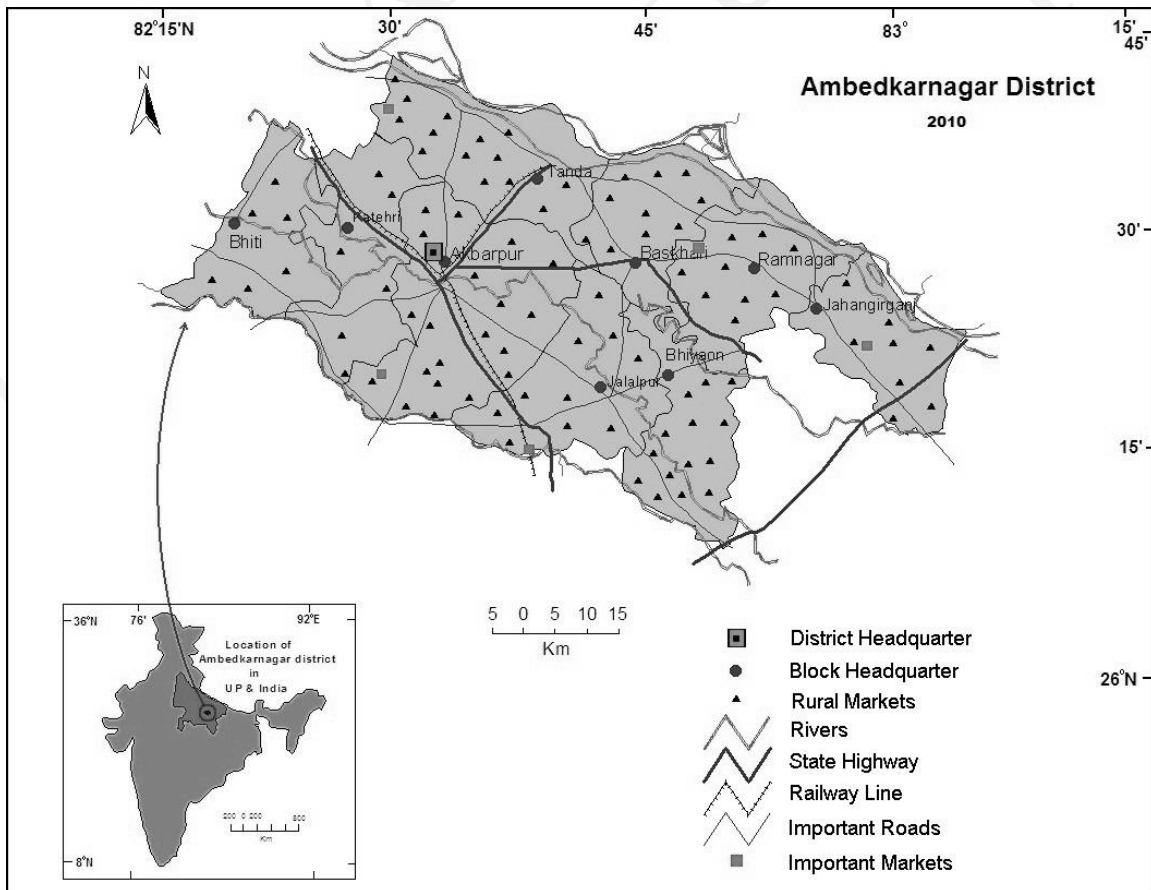


Figure 1. Location of Study Area

SOCIO-ECONOMIC CONDITION OF TRADERS:

1. Gender and Age-wise Distribution and Proportion of Traders

Gender and age are the most important components which controls the participation of market participants into the rural markets. Traders are the most vital section of the rural markets in the study area owing to their higher proportion (58.92 per cent) among rest of the sellers in the selected rural markets. The study attempts to analyse the participation of male and female traders of different age group in selected rural markets. Table 2 shows that the male traders constitute 83.50 per cent of the total traders attending the rural markets; whereas the average share of female traders is only 17.08 per cent. The share of female traders varies among different markets and ranges between 23.53 per cent in Deoriya to 11.64 per cent in Pratappur Chamurkha. The proportion of female traders is very selective in rural markets; they dealt mostly in vegetables trading, ladies stuffs and handicrafts goods. They are generally from socially backward communities. Females of high socio-economic strata are not allowed to do work as traders.

The age structure of the traders has also shown the variation in the number of traders in different age groups. The mature groups (30-50 years) of traders were found in larger proportions (60.85 per cent) in the selected rural markets. Under this age group of traders, male traders constitute 60.40 per cent as well as female traders' occupied 63.15 per cent share. The share of male traders represented in the selected markets with a varying proportion between 72.72 per cent in Baskhari to 47.61 per cent in Birhar. The share of female traders also varied from market to market and ranges between 100 per cent in Jalalpur, Lorepur Tajan, Achti and Bandipur to 40 per cent in Manguradela. The high proportion of female traders in mature age group is due to the fact that males are engaged in the production process either as an owner of means of production or as hired laborers. Women are free and usually worked as part-time traders in the nearby rural

markets to sell the domestic surpluses of agricultural or handicrafts products. They are also not observing the taboos of *pardah* (veil) due to their low social status.

The adult groups (18-30 years) of traders were found in second largest proportions (29.82 per cent) in the selected rural markets. Under this age group, male traders constitute 30.30 per cent where as female trader occupied 27.36 per cent share among the total traders. The share of male traders in the selected rural markets varies between 43.24 per cent in Herapur Mundera to 15.38 per cent in Jalalpur. There is a wide range of variation in the share of female traders from market to market with highest proportion in Indaipur, Deoriya and Amburpur (50 per cent) and lowest in Padampur Chauraha (12.50 per cent). Moreover, it is significant to note that in 8 markets found no participation of female traders of adult age group (fig. 2). The low proportion of adult female traders is mainly due to the fact that females of this age group are not usually permitted to go the market place for trading activities. The juvenile (under 18 years) and senile (above 50 years) population are found in very low proportion and low proportion with a share of 0.75 per cent and 8.86 per cent respectively. The proportion of traders under these age groups are very low because the senile population does not have the potential to go to the markets for trading and the juvenile population is not well versed with the selling and marketing techniques. The proportion of juvenile and senile population is found in very low proportion in periodic markets, as compared to the daily markets. This is attributed to the long distance and inaccessibility to the markets from their residence, while in daily markets the traders are home based, hence they are relatively in higher proportion.

2. Caste-wise Distribution and Proportion of Traders

According to the Indian *Varna* (caste) system, the society is divided into four social groups, i.e. *Brahmin*, *Kshatriya* and *Vaishya* as high castes (privileged class), and *Sudra* as most deprived and backward class. The *Brahmin* and *Kshatriya* are considered as administrative and warrior classes, whereas the *Vaishya* is known as trading class. The

nature of occupation and composition of traders in the study area are also embedded in the social stratification of caste system prevailing in the study area. The caste wise study of the traders in the selected rural markets shows that majority of these traders are belong to backward and scheduled castes and together share 62.77 per cent of the total traders (table 3). The OBC (Other Backward Castes) occupied the highest proportion with 55.07 per cent, followed by HC (High Castes) with 37.23 per cent and SC (Scheduled Castes) with 7.70 per cent among the total traders. The upper castes found in the selected rural markets of the study area are *Pandit, Thakur, Banya* among Hindus and *Pathan, Sheikh, Syed* among elite Muslims.

Whereas among OBC, the major backward castes found are *Yadav (Ahir), Nau, Dhunia, Kumhar (Prajapati), Saini (Mali), Koiri, Kunjra (Raina), Rangrez, Halwai, Sonar, Maurya, Lohar, Lonia, Julaha (Ansari), Darzi (Idreesi), Churihaar (Siddiqi) and Kasai*, etc., while among the scheduled caste, *Chamar, Dhobi and Pasi* are the major castes.

Table 2. Gender and Age-wise Distribution and Proportion of Traders

S. No.	Selected Markets	Juvenile Population (Under 18 years)				Adult Population (18-30 years)				Mature Population (31-50 years)				Senile Population (Over 50 years)				Total				Total Traders
		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
1	Mijhoura	0	0.00	0	0.0	9	32.14	2	33.33	16	57.14	4	66.66	3	10.71	0	0.00	28	82.35	6	17.65	34
2	Bhiti*	0	0.00	0	0.0	19	32.20	3	30.00	33	55.93	6	60.00	7	11.86	1	10.00	59	85.51	10	14.49	69
3	Jalalpur	0	0.00	0	0.0	2	15.38	0	0.00	9	69.23	3	100.00	2	15.38	0	0.00	13	81.25	3	18.75	16
4	Pratappur Chamurkha*	3	2.32	0	0.0	32	24.80	5	29.41	78	60.46	10	58.82	16	12.40	2	11.76	129	88.36	17	11.64	146
5	Khemapur	0	0.00	1	14.28	8	29.62	2	28.57	14	51.85	4	57.14	5	18.51	0	0.00	27	79.41	7	20.59	34
6	Pahetipur*	0	0.00	0	0.0	18	32.72	4	33.33	32	58.18	5	41.66	5	9.09	3	25.00	55	82.09	12	17.91	67
7	Lorepur Tajan	0	0.00	0	0.0	4	28.57	0	0.00	9	64.28	3	100.00	1	7.14	0	0.00	14	82.35	3	17.65	17
8	Rampur Sakarwari	0	0.00	0	0.0	6	31.57	1	25.00	11	57.89	3	75.00	2	10.52	0	0.00	19	82.61	4	17.39	23
9	Kasaruwa*	2	1.55	0	0.0	31	24.03	8	27.58	80	62.01	18	62.06	16	12.40	3	10.34	129	81.65	29	18.35	158
10	Bariyawan*	0	0.00	0	0.0	19	22.61	5	29.41	55	65.47	9	52.94	10	11.90	3	17.64	84	83.17	17	16.83	101
11	Khaspur	0	0.00	0	0.0	13	30.23	3	30.00	27	62.79	7	70.00	3	6.97	0	0.00	43	81.13	10	18.87	53
12	Rasoolpur Mubarakpur*	3	1.82	0	0.0	46	28.04	10	29.41	98	59.75	21	61.76	17	10.36	3	8.82	164	82.83	34	17.17	198
13	Uthrahu	0	0.00	0	0.0	14	35.89	1	14.28	22	56.41	4	57.14	3	7.64	2	28.57	39	84.78	7	15.22	46
14	Herapur Mundera	0	0.00	0	0.0	16	43.24	2	28.57	19	51.35	5	71.42	2	5.40	0	0.00	37	84.09	7	15.91	44
15	Hanswar*	0	0.00	0	0.0	28	31.46	5	31.25	57	64.04	9	56.25	4	4.49	2	12.50	89	84.76	16	15.24	105
16	Baskhari*	0	0.00	0	0.0	21	27.27	4	33.33	56	72.72	7	58.33	0	0.00	1	8.33	77	86.52	12	13.48	89
17	Hussianpur	1	2.63	0	0.0	14	36.84	3	37.50	20	52.63	5	62.50	3	7.89	0	0.00	38	82.61	8	17.39	46
18	Indaipur	0	0.00	0	0.0	5	22.72	2	50.00	14	63.63	2	50.00	3	13.63	0	0.00	22	84.62	4	15.38	26
19	Makrahim	0	0.00	0	0.0	9	29.03	3	37.50	19	61.29	5	62.50	3	9.67	0	0.00	31	79.49	8	20.51	39
20	Acchti	0	0.00	0	0.0	4	30.76	0	0.00	8	61.53	3	100.00	1	7.69	0	0.00	13	81.25	3	18.75	16
21	Birhar	0	0.00	0	0.0	8	38.09	0	0.00	10	47.61	3	75.00	3	14.28	1	25.00	21	84.00	4	16.00	25
22	Jahangirganj	0	0.00	0	0.0	8	32.00	0	0.00	17	68.00	4	80.00	0	0.00	1	20.00	25	83.33	5	16.67	30
23	Padampur Chauraha*	0	0.00	0	0.0	11	25.58	1	12.50	29	67.44	7	87.50	3	6.97	0	0.00	43	84.31	8	15.69	51
24	Deoriya	0	0.00	0	0.0	4	30.76	2	50.00	9	69.23	2	50.00	0	0.00	0	0.00	13	76.47	4	23.53	17
25	Manguradela	0	0.00	0	0.0	5	22.72	1	20.00	13	59.09	2	40.00	4	18.18	1	20.00	22	81.48	5	18.52	27
26	Nag Jalalpur	0	0.00	0	0.0	18	42.85	0	0.00	21	50.00	7	100.00	3	7.14	0	0.00	42	85.71	7	14.29	49
27	Saidapur	0	0.00	1	14.28	14	41.17	3	42.85	18	52.94	3	42.85	2	5.88	0	0.00	34	82.93	7	17.07	41
28	Malipur*	2	3.92	0	0.0	18	35.29	4	36.36	27	52.94	6	54.54	4	7.84	1	9.09	51	82.26	11	17.74	62
29	Amburpur	0	0.00	0	0.0	14	42.42	4	50.00	19	57.57	4	50.00	0	0.00	0	0.00	33	80.49	8	19.51	41
30	Bandipur	0	0.00	0	0.0	7	29.16	0	0.00	16	66.66	4	100.00	1	4.16	0	0.00	24	85.71	4	14.29	28
31	Bhiyaon	0	0.00	0	0.0	12	41.37	0	0.00	15	51.72	5	83.33	2	6.89	1	16.66	29	82.86	6	17.14	35
Total		11	0.76	2	0.70	437	30.30	78	27.36	871	60.40	180	63.15	128	8.87	25	8.77	1,442	83.50	285	17.08	1,727

Source: Field survey

* Daily Permanent Markets

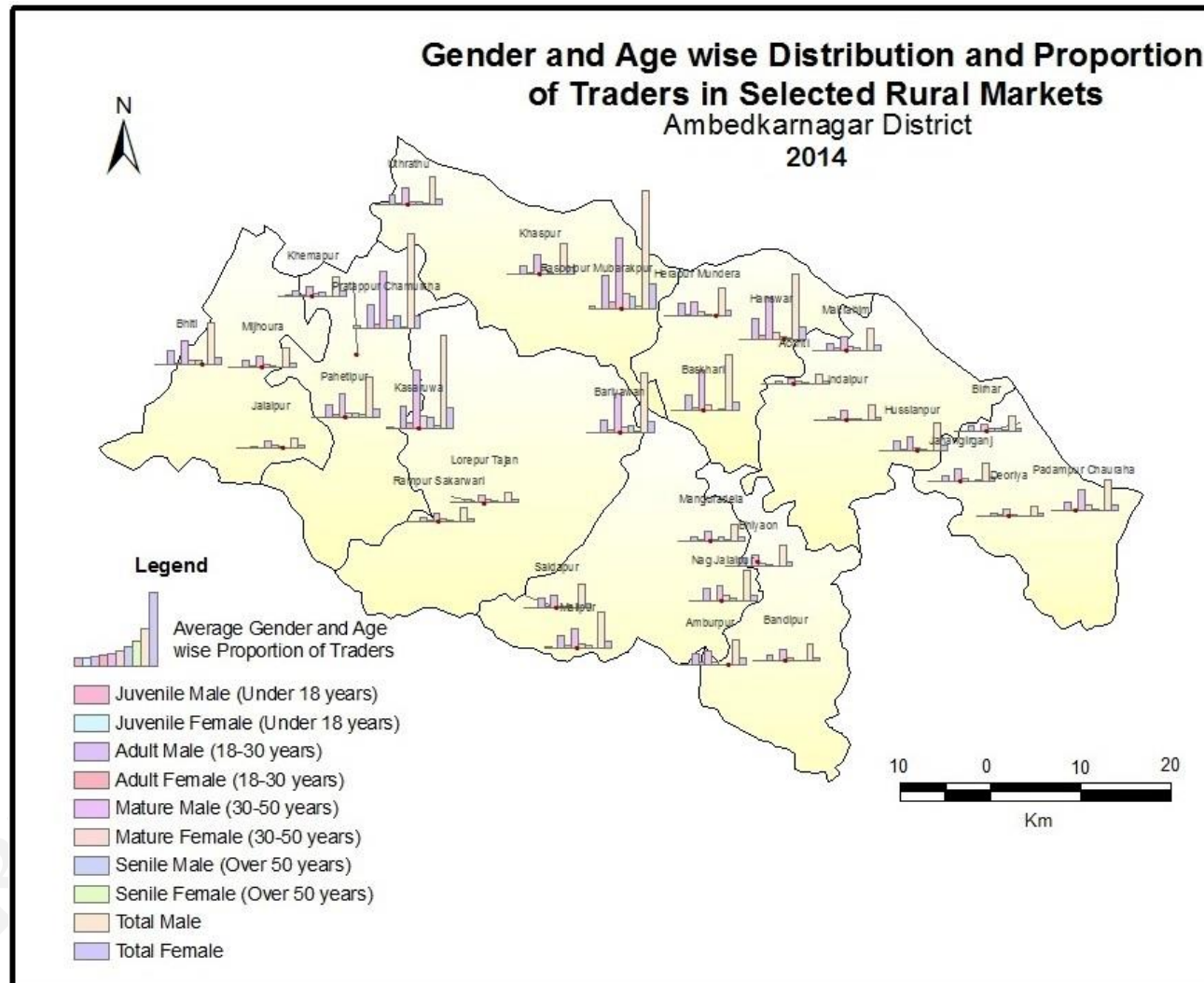


Figure 2

The pattern of participation of traders in the daily and periodic markets of the study area presents a different scenario. The backward and scheduled castes participate in rather larger proportion in periodic markets than in daily markets, where they deal in all commodities but of low quantity and quality. The share of OBC in the periodic markets ranges between 77.78 per cent in Manguradela and 69.57 per cent in Rampur Sakarwari, whereas in daily markets they share 42.70 per cent in Baskhari and 38.71 per cent in Malipur. Similarly, the share of SC in the periodic markets varies between 15.91 per cent in Herapur Mundera and 10 per cent in Jahangirganj, whereas in daily markets their share varies between 8.57 per cent in Hanswar and 3.42 per cent in Pratappur Chamurkha. They are mostly involved in the trading of low range perishable and non-perishable goods like vegetables, food grains, earthen wares, wooden wares, handicrafts, animals, scraps and fried edible items, etc. They perform a large range of services and worked as potter, tailor, cobbler, cycle repair, barber, washer men and so on. Their high rate of participation in rural trading systems is attributed to their traditional skills, low income, unemployment and absence or small size of agricultural holdings (Khan et al., 2003).

The socially high castes traders are represented in moderate proportion in the rural markets with 37.23 per cent share. Their proportion in selected markets varied between 56.45 per cent in Malipur and 11.11 per cent in Manguradela. Like other social classes, the pattern of participation of high castes traders in the daily and periodic markets is also different. Study highlighted that the high castes traders participate in rather large proportion in daily markets than in periodic markets. The share of high castes traders in the daily markets varies between 56.45 per cent in Malipur and 49.44 per cent in Baskhari, whereas in the case of periodic markets their share varies between 14.29 per cent in Bandipur and 11.11 per cent in Manguradela (fig. 3). The high castes generally do not prefer to work as a trader in small periodic markets because of their high social status in the area. They mainly deals in neat and clean business like ready-made garments and cloth, agricultural inputs, general stores, medical stores, electrical and electronic goods, etc. Even socially recognized

trading class (*Vaishya*) is also represented in low proportion in the periodic markets as compared to the daily markets. It is due to the fact that the transportation and loading and unloading costs of commodities for particular day(s) of the week exceed the profit incurred from the sales in such market centres.

The study of the selected rural markets highlighted an interesting fact that various castes of backward and scheduled castes are specialized socially in the manufacturing and trading of various commodities like *Ahir* in milk and dairy products, *Baretha* in washing clothes, *Nau* in hair cutting, *Halwai* in sweets, *Idreesi/Darzi* in tailoring, *Rangrez* in dyeing of clothes, *Siddiqui/Churihaar* in selling bangles, *Mochi* in shoe repairing, *Kumhar* in pottery and *Kasai/Chikwa* in meat, etc.

Table 3. Caste-wise Distribution and Proportion of Traders

S. No.	Selected Market	High Castes (Privileged)		Deprived/ Other Backward Castes (OBC)		Most Deprived/ Scheduled Castes (SC)		Total Traders
		No.	%	No.	%	No.	%	
1	Mijhaura	4	11.76	25	73.53	5	14.71	34
2	Bhiti*	37	53.62	28	40.58	4	5.80	69
3	Jalalpur	2	12.50	12	75.00	2	12.50	16
4	Pratappur Chamurkha*	79	54.11	62	42.47	5	3.42	146
5	Khemapur	4	11.76	26	76.47	4	11.76	34
6	Pahetipur*	36	53.73	28	41.79	3	4.48	67
7	Lorepur Tajan	2	11.76	13	76.47	2	11.76	17
8	Rampur Sakarwari	3	13.04	16	69.57	4	17.39	23
9	Kasaruwa*	85	53.80	66	41.77	7	4.43	158
10	Bariyawan*	54	53.47	42	41.58	5	4.95	101
11	Khaspur	7	13.21	40	75.47	6	11.32	53
12	Rasoolpur Mubarakpur*	108	54.55	83	41.92	7	3.54	198
13	Uthrathu	6	13.04	34	73.91	6	13.04	46
14	Herapur Mundera	5	11.36	32	72.73	7	15.91	44
15	Hanswar*	52	49.52	44	41.90	9	8.57	105
16	Baskhari*	44	49.44	38	42.70	7	7.87	89
17	Hussianpur	6	13.04	34	73.91	6	13.04	46
18	Indaipur	3	11.54	20	76.92	3	11.54	26
19	Makrahim	5	12.82	30	76.92	4	10.26	39
20	Achti	2	12.50	12	75.00	2	12.50	16
21	Birhar	3	12.00	19	76.00	3	12.00	25
22	Jahangiranj	4	13.33	23	76.67	3	10.00	30
23	Padampur Chauraha*	28	54.90	20	39.22	3	5.88	51
24	Deoriya	2	11.76	13	76.47	2	11.76	17
25	Manguradela	3	11.11	21	77.78	3	11.11	27
26	Nag Jalalpur	6	12.24	38	77.55	5	10.20	49
27	Saidapur	5	12.20	30	73.17	6	14.63	41
28	Malipur*	35	56.45	24	38.71	3	4.84	62
29	Amburpur	5	12.20	31	75.61	5	12.20	41
30	Bandipur	4	14.29	21	75.00	3	10.71	28
31	Bhiyaon	4	11.43	26	74.29	5	14.29	35
Total		643	37.23	951	55.07	133	7.70	1,727

Source: Field survey

* Daily Permanent Markets

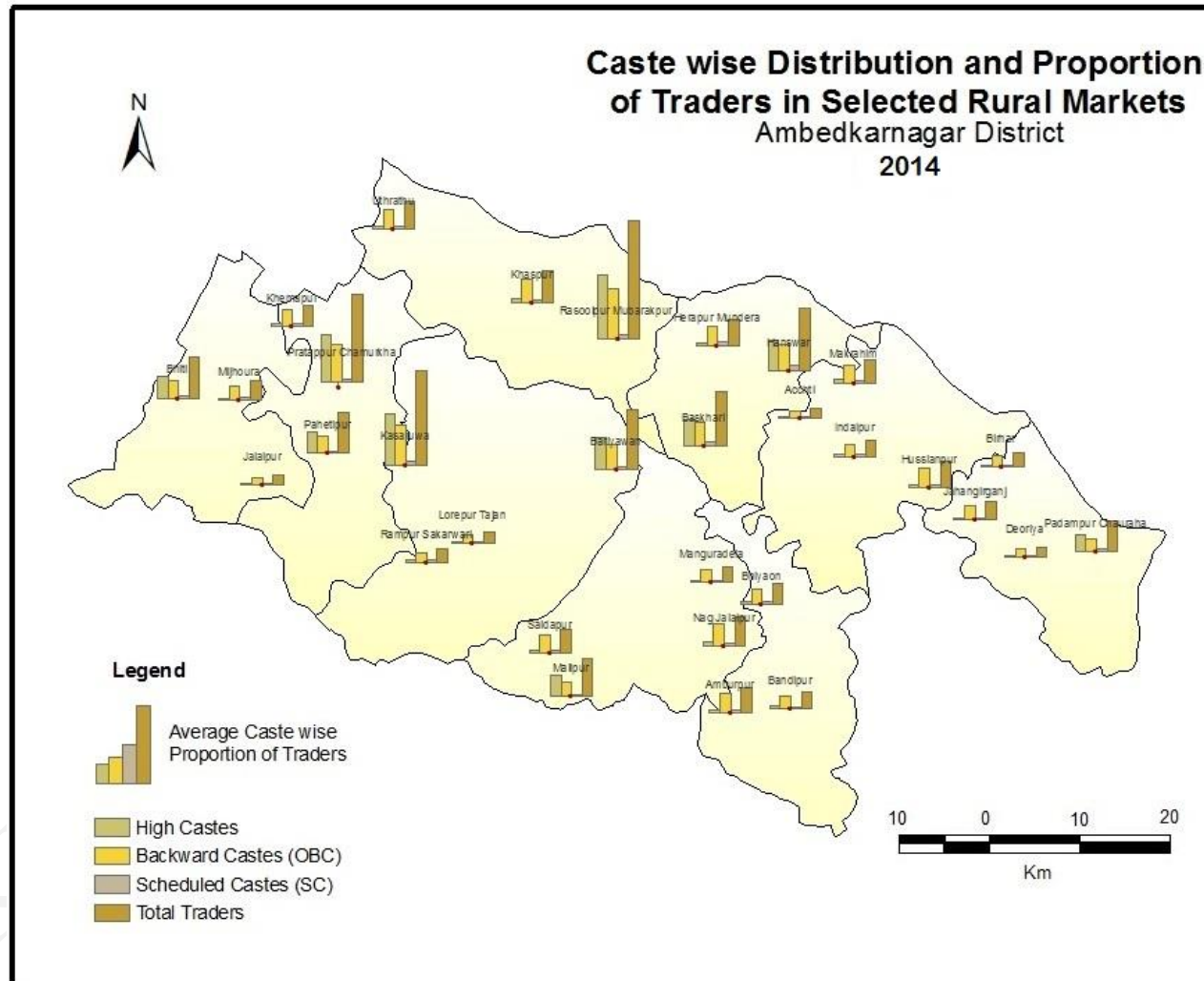


Figure 3

3. Income-wise Distribution and Proportion of Traders

Income-wise analysis of traders reveals that the traders who have monthly income ranging between Rs 1,000 to 5,000 are found in higher proportion, i.e. 67.98 per cent (table 4). The study reveals difference of participation among different selected markets which ranges between 81.48 per cent in Manguradela to 59.41 per cent in Bariyawan. The traders who are earning more than Rs 5,000 per month have low proportion, i.e. only 32.02 per cent among the total traders in the markets, with highest (40.59 per cent) in Bariyawan and the (18.52 per cent) in Manguradela. Any traders having monthly income less than Rs 1,000 was not found in the selected markets.

Table 4. Income-wise Distribution and Proportion of Traders

S. No.	Selected Market	Less than Rs 1000 per month		Rs 1000-5000 per month		More than Rs 5000 per month		Total Traders
		No.	%	No.	%	No.	%	
1	Mijhoura	-	0.00	27	79.41	7	20.59	34
2	Bhiti*	-	0.00	41	59.42	28	40.58	69
3	Jalalpur	-	0.00	13	81.25	3	18.75	16
4	Pratappur	-	0.00	88	60.27	58	39.73	146
5	Chamurkha*	-	0.00	27	79.41	7	20.59	34
6	Khemapur	-	0.00	40	59.70	27	40.30	67
7	Pahetipur*	-	0.00	13	76.47	4	23.53	17
8	Lorepur Tajan	-	0.00	18	78.26	5	21.74	23
9	Rampur Sakarwari	-	0.00	18	78.26	5	21.74	23
10	Kasaruwa*	-	0.00	95	60.13	63	39.87	158
11	Bariyawan*	-	0.00	60	59.41	41	40.59	101
12	Khaspur	-	0.00	42	79.25	11	20.75	53
13	Rasoolpur	-	0.00	119	60.10	79	39.90	198
14	Mubarakpur*	-	0.00	37	80.43	9	19.57	46
15	Uthrathu	-	0.00	35	79.55	9	20.45	44
16	Herapur Mundera	-	0.00	63	60.00	42	40.00	105
17	Hanswar*	-	0.00	53	59.55	36	40.45	89
18	Baskhari*	-	0.00	37	80.43	9	19.57	46
19	Hussianpur	-	0.00	21	80.77	5	19.23	26
20	Indaipur	-	0.00	31	79.49	8	20.51	39
21	Makrahim	-	0.00	12	75.00	4	25.00	16
22	Birhar	-	0.00	20	80.00	5	20.00	25
23	Jahangirganj	-	0.00	24	80.00	6	20.00	30
24	Padampur Chauraha*	-	0.00	31	60.78	20	39.22	51
25	Deoriya	-	0.00	13	76.47	4	23.53	17
26	Manguradela	-	0.00	22	81.48	5	18.52	27
27	Nag Jalalpur	-	0.00	39	79.59	10	20.41	49
28	Saidapur	-	0.00	33	80.49	8	19.51	41
29	Malipur*	-	0.00	38	61.29	24	38.71	62
30	Amburpur	-	0.00	32	78.05	9	21.95	41
31	Bandipur	-	0.00	22	78.57	6	21.43	28
32	Bhiyaon	-	0.00	28	80.00	7	20.00	35
Total		-	0.00	1,174	67.98	553	32.02	1,727

Source: Field survey

* Daily Permanent Markets

* 1 USD = 60 INR (2014)

The income-wise proportion of traders in the daily and periodic markets of the study area showed a different situation. The traders earning Rs 1,000 to 5,000 per month are in higher proportion in periodic markets than in daily markets. Their share in the

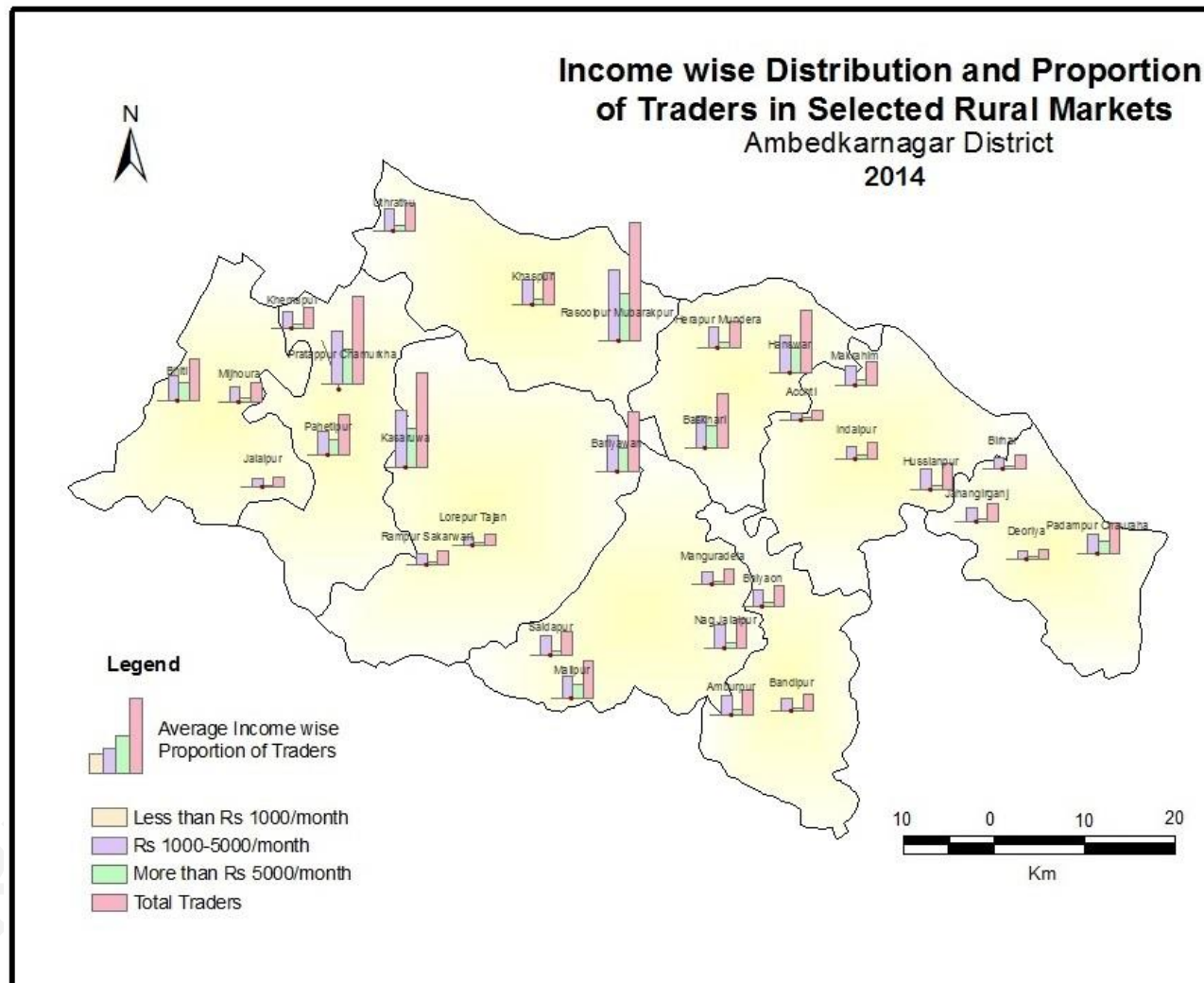


Figure 4

periodic markets ranges between 81.48 per cent in Manguradela to 75 per cent in Achti, whereas in daily markets they vary between 61.29 per cent in Malipur to 59.41 per cent in Bariyawan. Contrary to this, the proportion of traders earning more than Rs 5,000 per month is higher in daily markets. It varies between 40.59 per cent in Bariyawan to 38.71 per cent in Malipur, while in the periodic markets their share varies between 25 per cent in Achti to 18.52 per cent in Manguradela (fig. 4). The high income group traders were in low proportion due to low demand of goods of high quality and price structure in rural periodic markets. The high transportation, loading and unloading costs and low profits are the factors which compels them to stay away from participation in these market centres.

4. Landholding-wise Distribution and Proportion of Traders

Table 5 shows the landholding wise participation of traders in selected rural markets of the study area. It indicates different categories of landholders such as landless, marginal (below 1 hectare), small (1-2 hectares), semi-medium (2-4 hectares), medium (4-10 hectares) and large (above 10 hectares). Study shows that more than 77 per cent traders belong to marginal and small categories of landholders who have less than 2 hectares of land, while only 18.94 per cent are semi-medium, medium and large landholders.

The individual share of marginal landholders is maximum (55.41 per cent) among the total traders in the selected rural markets. It is followed by small landholders (21.95 per cent), semi-medium landholders (12.80 per cent), medium landholders (3.71 per cent), large landholders (2.43 per cent) and landless (4.05 per cent). The proportion of marginal landholders varies market to market from 57.69 per cent in Indaipur to 52.94 per cent in Lorepur Tajan and Deoriya. Among the 31 selected rural markets, the share of marginal landholders is higher than that of average (55.41 per cent) in 17 markets. It is point to note that, the maximum range of participation of marginal farmers is found in small and medium periodic markets than the daily markets. The

participation of small landholders (21.95 per cent) is on second position in the selected rural markets. Their highest share (25 per cent) is found in Jalalpur, whereas the lowest share is in Achti (18.75 per cent). Twelve selected markets witnessed more than average participation (21.95 per cent) by the small landholders. Their participation share ranges between 25 per cent in Jalalpur to 22.15 per cent in Kasaruwa. The study also highlighted the very low share of medium and large farmers in rural markets. Their share is merely 6.14 per cent to the total traders in the selected markets (fig. 5).

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Table 5. Land Holding-wise Distribution and Proportion of Traders

S. No.	Selected Market	Landless		Marginal (< 1 ha.)		Small (1-2 ha.)		Semi-Medium (2-4 ha.)		Medium (4-10 ha.)		Large (>10 ha.)		Total Traders
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
1	Mijhoura	3	8.82	19	55.88	7	20.59	4	11.76	-	0	1	2.94	34
2	Bhiti*	2	2.90	38	55.07	15	21.74	9	13.04	3	4.35	2	2.90	69
3	Jalalpur	1	6.25	9	56.25	4	25.00	2	12.50	-	0.00	-	0.00	16
4	Pratappur Chamurkha*	5	3.42	80	54.79	32	21.92	19	13.01	6	4.11	4	2.74	146
5	Khemapur	2	5.88	19	55.88	7	20.59	4	11.76	1	2.94	1	2.94	34
6	Pahetipur*	1	1.49	37	55.22	15	22.39	9	13.43	3	4.48	2	2.99	67
7	Lorepur Tajan	2	11.76	9	52.94	4	23.53	2	11.76	-	0.00	-	0.00	17
8	Rampur Sakarwari	1	4.35	13	56.52	5	21.74	3	13.04	1	4.35	-	0.00	23
9	Kasaruwa*	5	3.16	86	54.43	35	22.15	21	13.29	6	3.80	5	3.16	158
10	Bariyawan*	4	3.96	55	54.46	22	21.78	13	12.87	4	3.96	3	2.97	101
11	Khaspur	3	5.66	29	54.72	11	20.75	7	13.21	2	3.77	1	1.89	53
12	Rasoolpur Mubarakpur*	7	3.54	108	54.55	43	21.72	26	13.13	8	4.04	6	3.03	198
13	Uthrathu	1	2.17	26	56.52	10	21.74	6	13.04	2	4.35	1	2.17	46
14	Herapur Mundera	1	2.27	25	56.82	10	22.73	5	11.36	2	4.55	1	2.27	44
15	Hanswar*	3	2.86	59	56.19	23	21.90	13	12.38	4	3.81	3	2.86	105
16	Baskhari*	5	5.62	49	55.06	19	21.35	11	12.36	3	3.37	2	2.25	89
17	Hussianpur	1	2.17	26	56.52	10	21.74	6	13.04	2	4.35	1	2.17	46
18	Indaipur	1	3.85	15	57.69	6	23.08	3	11.54	1	3.85	-	0.00	26
19	Makrahim	2	5.13	22	56.41	8	20.51	5	12.82	1	2.56	1	2.56	39
20	Acchti	2	12.50	9	56.25	3	18.75	2	12.50	-	0.00	-	0.00	16
21	Birhar	2	8.00	14	56.00	5	20.00	3	12.00	1	4.00	-	0.00	25
22	Jahangiranj	-	0.00	17	56.67	7	23.33	4	13.33	1	3.33	1	3.33	30
23	Padampur Chauraha*	2	3.92	28	54.90	11	21.57	7	13.73	2	3.92	1	1.96	51
24	Deoriya	2	11.76	9	52.94	4	23.53	2	11.76	-	0.00	-	0.00	17
25	Manguradela	2	7.41	15	55.56	6	22.22	3	11.11	1	3.70	-	0.00	27
26	Nag Jalalpur	2	4.08	27	55.10	11	22.45	6	12.24	2	4.08	1	2.04	49
27	Saidapur	2	4.88	23	56.10	9	21.95	5	12.20	1	2.44	1	2.44	41
28	Malipur*	2	3.23	33	53.23	14	22.58	8	12.90	3	4.84	2	3.23	62
29	Amburpur	1	2.44	23	56.10	9	21.95	5	12.20	2	4.88	1	2.44	41
30	Bandipur	1	3.57	16	57.14	6	21.43	4	14.29	1	3.57	-	0.00	28
31	Bhiyaon	2	5.71	19	54.29	8	22.86	4	11.43	1	2.86	1	2.86	35
Total		70	4.05	957	55.41	379	21.95	221	12.80	64	3.71	42	2.43	1,727

Source: Field survey

* Daily Permanent Markets

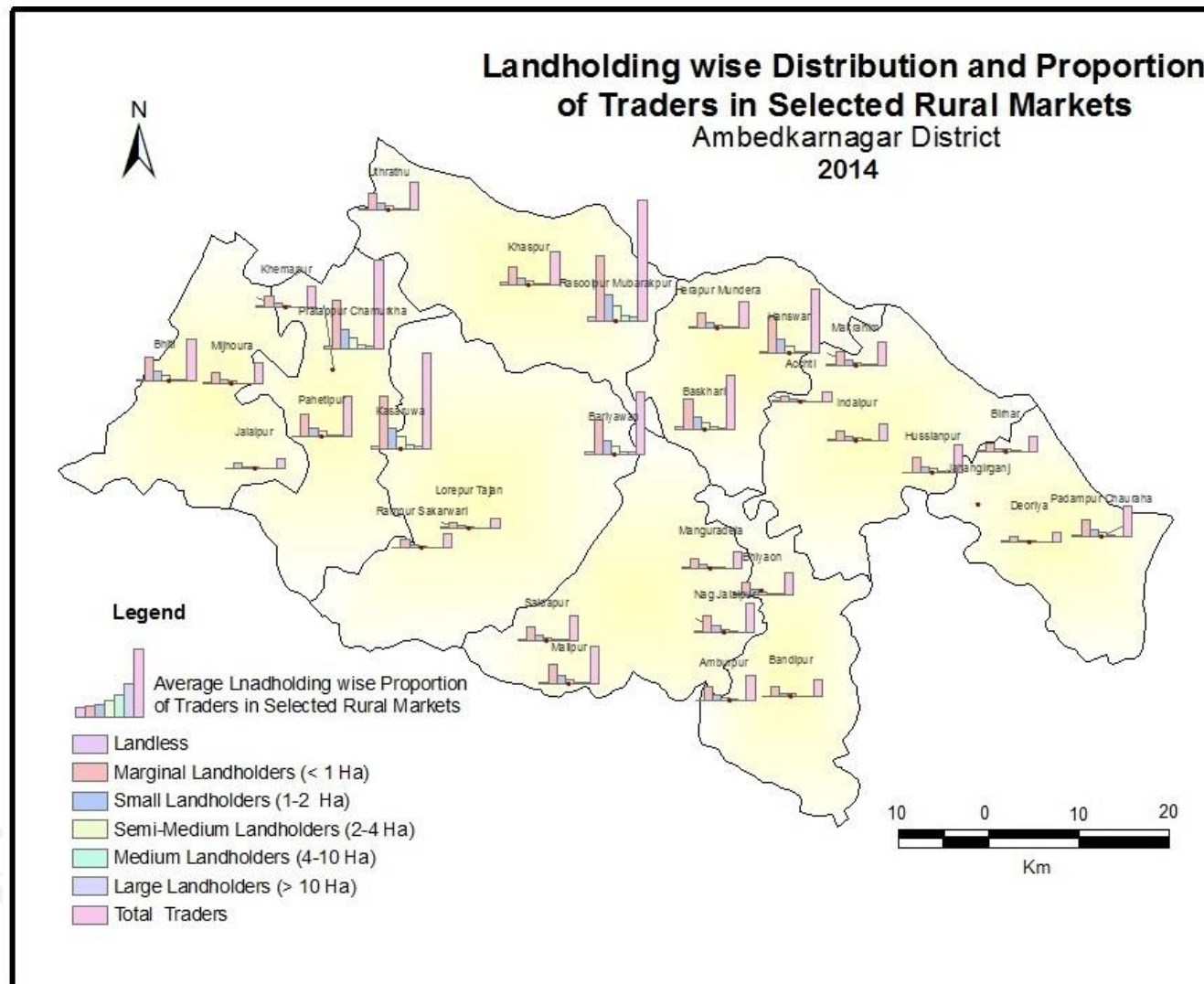


Figure 5

5. Education-wise Distribution and Proportion of Traders

Table 6 shows the education-wise distribution and proportion of traders in selected rural markets of the study area. Among the total traders in different selected rural markets, the higher proportion of illiterate traders is found in periodic markets due to the higher participation of marginal and backward classes in these markets. The proportion of illiterate traders in the periodic markets varies between 6.67 per cent in Jahangirganj to 3.57 per cent in Bandipur. Contrary to this, the proportion of illiterate traders in the daily markets ranges between 4.48 per cent in Pahetipur to 6.67 per cent in Jahangirganj. Study shows that more than 73 per cent traders are educated only up to high school. While 21.25 per cent are having with intermediate education. The individual category of traders who are educated from class 6th to 10th is maximum (55.47 per cent) among the total traders in the selected rural markets. It is followed by traders educated up to intermediate (21.25 per cent) and up to class 5th (17.89 per cent). The proportion of traders educated up to class 5th varies market to market from 25 per cent in Jalalpur to 13.73 per cent in Padampur Chauraha. The participation of traders educated from class 6th to 10th (55.47 per cent to the total traders) recorded highest proportion (62.50 per cent) in Acchti, whereas the lowest share found in Pratappur Chamurkha (52.05 per cent) (fig. 6).

The proportion of traders educated up to intermediate (21.25 per cent) participate in rather higher proportion in daily markets than periodic markets. They witnessed more than average participation (21.25 per cent) in daily markets, which varies between 27.54 per cent in Bhiti to 26.67 per cent in Haswar. Their share of participation in the periodic markets is lesser than the average participation and varies between 14.29 per cent in Bandipur and 11.11 per cent in Manguradela. Study also highlighted the participation of well educated traders in higher order daily markets. The factors that have contributed to the rising aspirations and demands among rural people are increase in literacy levels, migration to urban areas and growth in multi-media (Khan and Khan, 2012).

Table 6. Education-wise Distribution and Proportion of Traders

S. No.	Selected Market	Illiterate		Up to Class 5		Class 6-10		Intermediate		Graduate & above		Total Literate		Total Traders
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
1	Mijhoura	2	5.88	8	25.00	20	62.50	4	12.50	0	0.00	32	94.12	34
2	Bhiti*	3	4.35	10	15.15	36	54.54	19	28.78	1	1.51	66	95.65	69
3	Jalalpur	1	6.25	4	26.66	9	60.00	2	13.33	0	0.00	15	93.75	16
4	Pratappur Chamurkha*	6	4.11	22	15.71	76	54.28	39	27.85	3	2.14	140	95.89	146
5	Khemapur	2	5.88	8	25.00	20	62.50	4	12.50	0	0.00	32	94.12	34
6	Pahetipur*	3	4.48	10	15.62	35	54.68	18	28.12	1	1.56	64	95.52	67
7	Lorepur Tajan	1	5.88	4	25.00	10	62.50	2	12.50	0	0.00	16	94.12	17
8	Rampur Sakarwari	1	4.35	5	22.72	14	63.63	3	13.63	0	0.00	22	95.65	23
9	Kasaruwa*	6	3.80	23	15.13	83	54.60	43	28.28	3	1.97	152	96.20	158
10	Bariyawan*	4	3.96	15	15.46	53	54.63	27	27.83	2	2.06	97	96.04	101
11	Khaspur	3	5.66	12	24.00	31	62.00	7	14.00	0	0.00	50	94.34	53
12	Rasoolpur Mubarakpur*	8	4.04	29	15.26	104	54.73	53	27.89	4	2.10	190	95.96	198
13	Uthrathu	3	6.52	10	23.25	27	62.79	6	13.95	0	0.00	43	93.48	46
14	Herapur Mundera	2	4.55	10	23.80	27	64.28	5	11.90	0	0.00	42	95.45	44
15	Hanswar*	4	3.81	16	15.84	55	54.45	28	27.72	2	1.98	101	96.19	105
16	Baskhari*	3	3.37	13	15.11	47	54.65	24	27.90	2	2.32	86	96.63	89
17	Hussianpur	3	6.52	10	23.25	27	62.79	6	13.95	0	0.00	43	93.48	46
18	Indaipur	1	3.85	6	24.00	16	64.00	3	12.00	0	0.00	25	96.15	26
19	Makrahim	2	5.13	9	24.32	23	62.16	5	13.51	0	0.00	37	94.87	39
20	Acchti	1	6.25	3	20.00	10	66.66	2	13.33	0	0.00	15	93.75	16
21	Birhar	1	4.00	6	25.00	15	62.50	3	12.50	0	0.00	24	96.00	25
22	Jahangirganj	2	6.67	7	25.00	17	60.71	4	14.28	0	0.00	28	93.33	30
23	Padampur Chauraha*	2	3.92	7	14.28	27	55.10	14	28.57	1	2.04	49	96.08	51
24	Deoriya	1	5.88	4	25.00	10	62.50	2	12.50	0	0.00	16	94.12	17
25	Manguradela	2	7.41	6	24.00	16	64.00	3	12.00	0	0.00	25	92.59	27
26	Nag Jalalpur	3	6.12	11	23.91	29	63.04	6	13.04	0	0.00	46	93.88	49
27	Saidapur	2	4.88	9	23.07	25	64.10	5	12.82	0	0.00	39	95.12	41
28	Malipur*	2	3.23	9	15.00	33	55.00	17	28.33	1	1.66	60	96.77	62
29	Amburpur	2	4.88	9	23.07	25	64.10	5	12.82	0	0.00	39	95.12	41
30	Bandipur	1	3.57	6	22.22	17	62.96	4	14.81	0	0.00	27	96.43	28
31	Bhiyaon	2	5.71	8	24.24	21	63.63	4	12.12	0	0.00	33	94.29	35
Total		79	4.57	309	18.68	958	57.92	367	22.18	20	1.20	1654	95.77	1,727

Source: Field survey

* Daily Permanent Markets

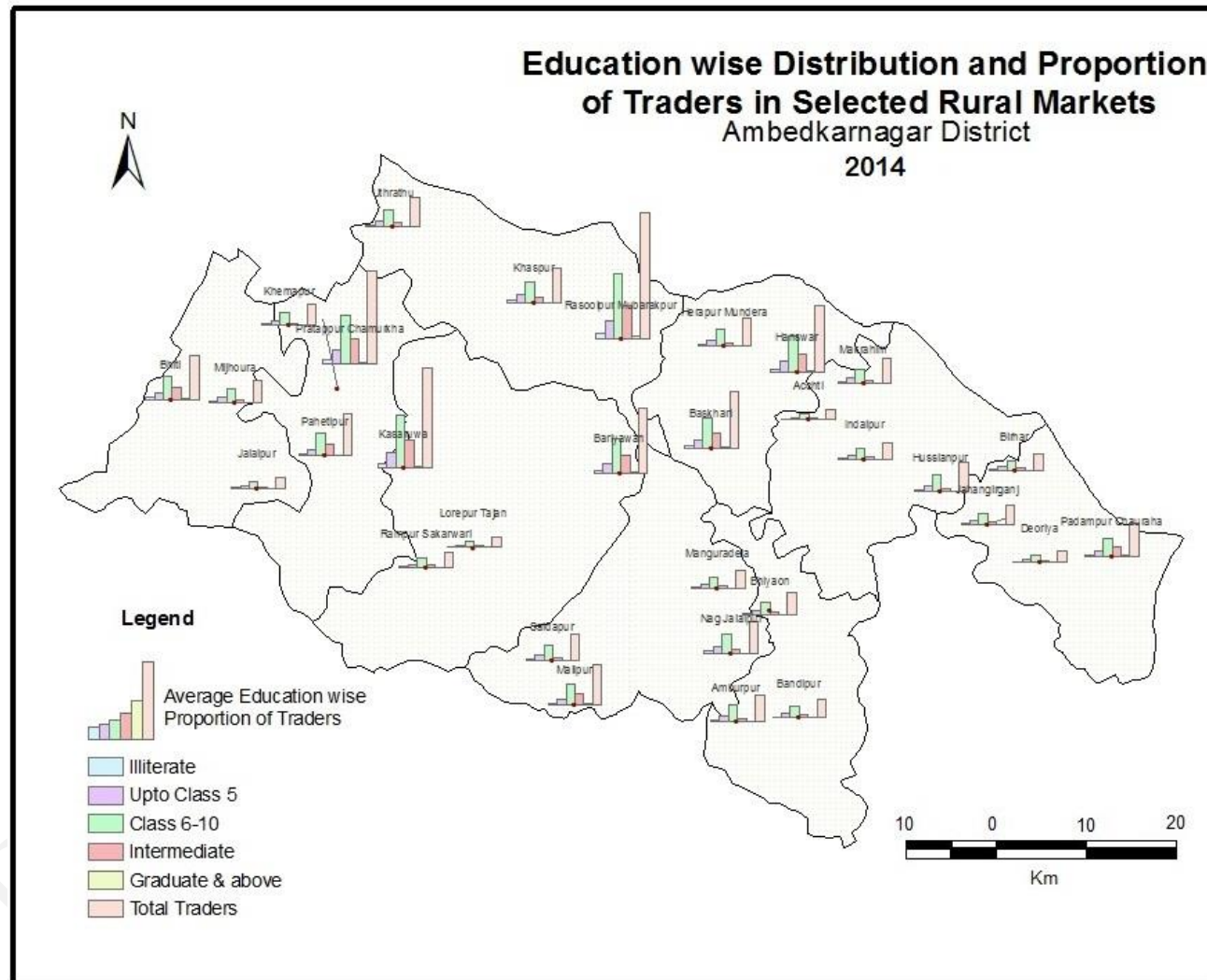


Figure 6

TRAVEL BEHAVIOUR OF TRADERS

The behavioural pattern of participants in these rural markets are determined by various factors such as, distance, level of accessibility, size of market, specialization of market trade in a particular commodity or commodities, profitability, economic and social relations, security, transport facilities and so on. Behavioural pattern of market-place participants vary from persons to persons, and depend upon his economic status, social structure, cultural practices, local geographical situations as well as level of literacy.

For the trading into rural markets, the behaviour of traders is motivated by several factors like: (a) more profit (b) good sale (c) lesser cost (d) cash payment (e) Market visit for combined benefits and so on. Propensity of traders visits to a market depend upon the economic return from the per unit sale of business. If the threshold limit of firm (minimum number of demand required for economic viability of a firm) exceeds the range of goods (willingness of consumers to purchased the goods), the traders will move farther distance and may visits more than one markets with a view to get economic viability of their firms (Stine, 1969). Their journey will be continued till the traders may achieve at least the turn over more or equal to sum of purchase, transport and variable costs. If the range of goods exceeds the threshold limit, the traders will be home based and would not travel any distance to get economic viability (Khan, et al., 2003). The travel behaviour of traders depends on the factors which maximise the profits on investments. The most common feature is to visit the nearest or most accessible market from the home or the marketplace where the traders can get the best economic return (Asif and Khan, 2019).

Table 7 highlights that the mean distance traveled by sellers and traders of various commodities in selected rural markets. The study shows the visiting pattern and traveling distance made by traders in daily rural markets and periodic markets are different. Traders and sellers in daily markets travelled less distance as compared to the periodic markets. In daily markets, many traders are home based i.e. their shops and residence are found in the markets. The itinerant and part-time traders, who are not having permanent shops in

the markets, travel an average distance of 6.75 kilometres from their residence to the markets. The nature of commodities for transactions has also affected the traders travelling distance in the daily rural market centres. Big traders involved in the trading of durable goods in daily rural market centres travelled the average distances up to 10 km followed by traders dealing in cosmetics/fashionable items (9 km), grocery (8.7 km), agricultural implements (8.6 km), oilseeds and food grains (8 km), electrical goods (7.8 km), electronic goods (7.4 km), iron items (7.2 km), vegetables (6.4 km), stationary (5.9 km), sweet and savory snacks (5 km), dairy products and fruits (4.8 km), wooden items (4.6 km), meat and fish (4.4 km), repair and services (4.2 km) and pottery (3.4 km). The market wise travel pattern shows variation among daily markets, which varies between 9.38 km for Rasoolpur Mubarakpur to 5.10 km for Bhati (table 7).

In rural periodic markets, traders have to travel a longer distance to get the economic viability of the business. Thus, they visit a number of periodic markets held in a region on different days of the week. The rural periodic markets are spatio-temporally arranged taking into consideration the convenience of both traders and consumers. Their arrangements are such that the traders return their home every night after selling their products into different periodic markets. Study shows that the average distance travelled by traders of different commodities and items in periodic markets is 7.62 km. The maximum distance in periodic markets is travelled by livestock traders (23.52 km) followed by traders dealing in food grains (11.05 km), garments (10.62 km), oil seeds (10.24 km), cosmetics (9.52 km), fruits (8.05 km), vegetables (7.90 km), agricultural implements (7.33 km), grocery (6.90 km), sweet and savory (5.62 km), meat and fish (5.43 km), durable goods (5.14 km), stationary (5.12 km), iron goods and dairy products (5.10 km), handicrafts (5.07 km), wooden items (4.81 km), pottery (4.76 km), repair and services (4.71 km), electronic goods (4.65 km) and electrical goods (4 km) (fig. 7). The market wise travel pattern shows variation among periodic markets, which varies between 10.47 km for Deoriya to 6.11 km for Indaipur.

Table 7. Average Distance (Kms) Traveled by Traders of Various Commodities in Selected Rural Markets

Selected Rural Markets	Food grains	Oilseeds	Vegetables	Fruits	Meat & Fish	Dairy	Grocery items	Sweet & Savory snacks	Earthen wares	Wooden items	Iron items	Electrical	Electronic	Durable goods	Agricultural implements	Clothes/garments	Ladies items/cosmetics	Stationery	Handicrafts	Livestock	Bike/ Bicycle	Repairing & services	Average
Daily Markets:																							
Bhiti	7	6	5	3	3	4	6	3	3	5	6	6	5	8	8	7	6	4	2	-	-	5	5.10
Pratappur	9	7	7	5	4	5	9	4	4	3	9	8	7	7	10	6	7	4	4	-	12	4	6.43
Chamurkha	6	8	7	4	3	5	6	4	3	5	6	7	6	9	7	5	8	5	3	-	9	3	5.95
Kasaruwa	11	10	8	6	4	6	10	5	4	5	9	8	8	10	8	8	10	7	4	-	16	4	7.67
Bariyawan	9	9	7	5	5	4	9	4	3	4	8	7	7	8	9	7	9	6	3	-	-	2	6.25
Rasoolpur	7	11	9	8	6	6	12	7	5	8	10	10	11	12	12	10	12	9	7	-	19	6	9.38
Mubarakpur	8	9	8	6	7	4	13	7	4	5	7	11	10	13	11	9	10	7	6	-	17	6	8.48
Hanswar	9	8	5	5	5	5	11	6	3	4	6	9	9	14	8	7	9	6	6	-	18	5	7.52
Baskhari	6	7	4	3	3	5	5	5	2	3	6	5	5	9	7	8	9	6	3	-	-	3	5.20
Padampur	7	6	4	3	4	4	6	5	3	4	5	7	6	11	6	9	10	5	4	-	14	4	6.05
Chauraha	7.90	8.10	6.40	4.80	4.40	4.80	8.70	5.00	3.40	4.60	7.20	7.80	7.40	10.10	8.60	7.60	9.00	5.90	4.20	-	10.50	4.20	6.75
Malipur	9	8	7	8	4	5	7	4	4	4	4	4	3	-	7	10	8	6	4	18	-	4	6.37
Average Daily Markets	7.90	8.10	6.40	4.80	4.40	4.80	8.70	5.00	3.40	4.60	7.20	7.80	7.40	10.10	8.60	7.60	9.00	5.90	4.20	-	10.50	4.20	6.75
Periodic Markets:																							
Mijhoura	10	9	12	8	7	6	7	6	4	6	7	-	-	-	9	13	14	-	7	36	-	5	9.76
Jalalpur	10	9	6	7	5	5	7	5	5	5	6	4	4	5	6	8	7	5	5	19	-	5	6.57
Khemapur	10	9	6	7	5	5	7	5	5	5	6	4	4	5	6	8	7	5	5	19	-	5	6.57

Lorepur Tajan	12	11	9	10	9	7	5	6	6	7	8	-	-	-	11	15	11	-	6	32	-	6	10.06
Rampur Sakarwari	8	7	5	9	4	4	7	4	4	6	7	3	6	4	5	6	5	4	-	24	-	4	6.30
Khaspur	18	17	9	12	7	7	10	8	5	6	5	5	5	6	8	14	12	7	6	22	-	6	9.29
Uthrahu	9	11	8	9	4	5	7	7	4	4	4	4	4	5	9	9	7	6	-	19	-	5	7.00
Herapur Mundera	12	12	7	8	5	6	6	6	4	4	5	5	4	6	8	10	11	5	-	18	-	5	7.35
Hussianpur	11	11	9	8	4	5	7	6	5	5	4	4	4	5	6	10	9	6	5	27	-	4	7.38
Indaipur	8	7	6	7	3	4	5	6	6	3	4	5	6	-	5	7	8	4	-	19	-	3	6.11
Makrahim	10	9	7	7	5	5	6	5	4	4	5	3	4	-	5	9	11	5	4	16	-	4	6.40
Accthi	11	12	11	13	8	6	6	5	5	7	6	-	-	-	13	14	10	-	5	28	-	4	9.65
Birhar	10	8	6	6	4	4	6	5	6	3	6	3	3	-	4	7	6	4	-	24	-	5	6.32
Jahangirgan j	14	11	8	8	6	6	8	6	5	4	5	4	4	5	7	12	10	5	6	20	-	6	7.62
Deoriya	12	10	10	9	9	8	9	7	7	6	7	-	-	-	10	13	12	-	5	39	-	5	10.47
Manguradel a	12	10	8	6	4	3	7	5	4	4	4	3	6	-	5	11	9	4	4	19	-	4	6.60
Nag Jalalpur	13	12	10	9	6	4	9	7	5	5	4	5	5	-	8	14	12	6	5	26	-	6	8.55
Saidapur	10	9	9	8	5	5	8	6	4	5	5	4	5	-	7	13	10	6	-	20	-	4	7.53
Amburpur	13	11	7	7	5	3	6	5	5	4	3	4	4	-	8	11	11	5	-	25	-	5	7.47
Bandipur	9	12	6	5	6	5	5	4	4	4	5	3	5	-	6	8	9	4	5	24	-	4	6.65
Bhiyaon	11	9	6	5	4	4	7	5	4	5	3	5	7	-	7	9	8	5	4	19	-	5	6.60
Average Daily Markets	11.0	10.2	7.9	8.0	5.4	5.1	6.9	5.62	4.7	4.8	5.1	4.0	4.6	5.14	7.33	10.6	9.52	5.1	5.0	23.5	-	4.71	7.62
Total Average	9.47	9.17	7.1	6.4	4.9	4.9	7.8	5.31	4.0	4.7	6.1	5.9	6.0	7.62	7.97	9.11	9.26	5.5	4.6	23.5	10.5	4.46	7.19

Source: Field survey

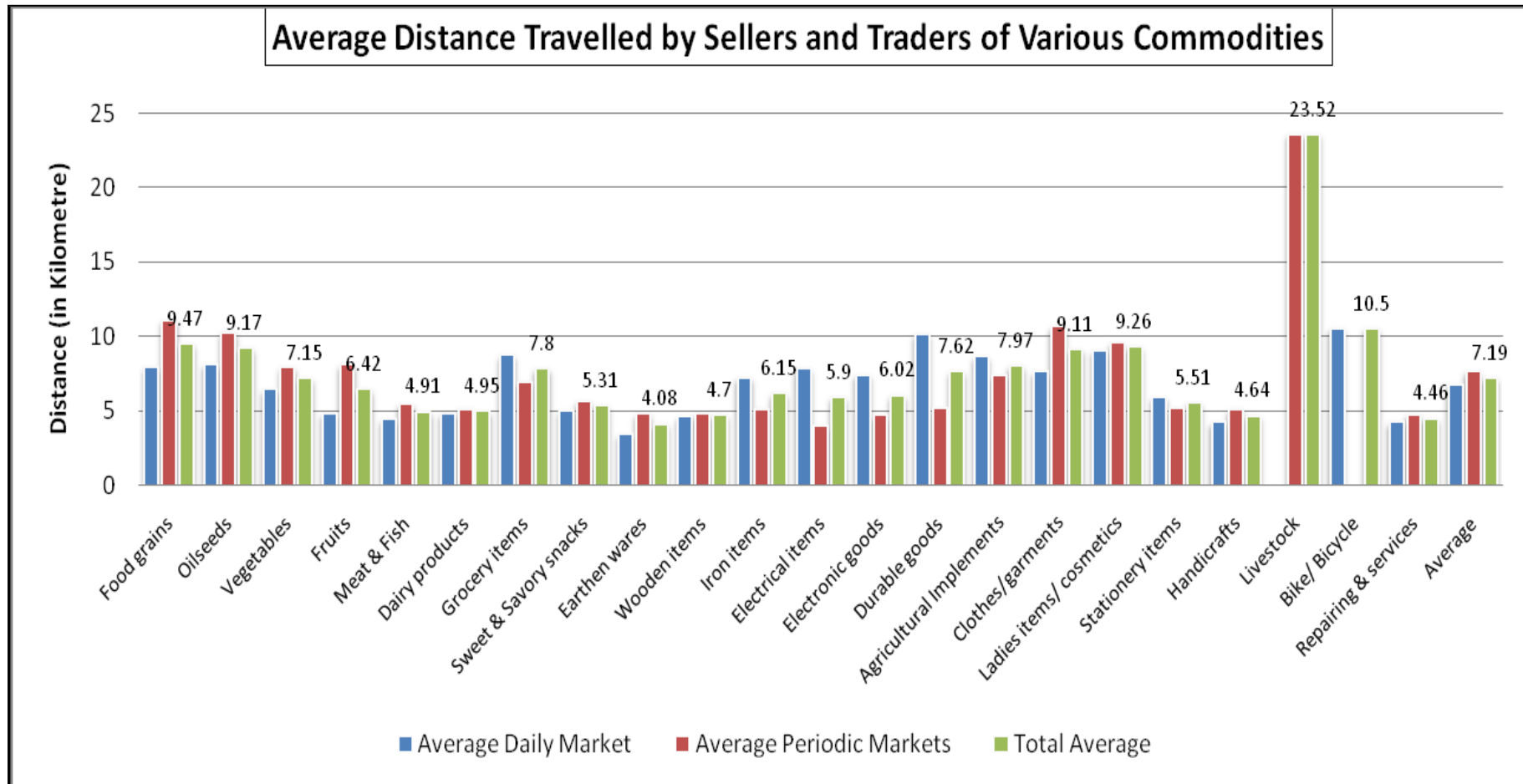


Figure 7

Conclusion

It is quite clear from the above discussion that the activities of rural traders, who assemble for marketing process, have been influenced by their socio-economic characteristics. Their high rate of participation in rural trading systems is attributed to their traditional skills, low income, unemployment and small size of agricultural holdings. Indian society is very much based on social hierarchy. The high castes generally do not prefer to work as a trader in small periodic markets because of their high social status in the area. The various classes of backward and scheduled castes are specialized socially in the manufacturing and trading of various commodities, which shows high impression of caste system in work force also. Interestingly, a particular caste is specialised in a particular work.

The high income group traders were in low proportion due to low demand of goods of high quality and price structure, which they mostly dealt in. The higher proportion of illiterate traders is found due to the higher participation of marginal and backward classes in these markets. Whereas, the well educated traders are mostly found in higher order daily markets. Study highlighted that the nature of commodities for transactions affect the traders' travelling behaviour in rural markets.

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