

# Analysis of Allahabad Fringe Area in the Light of Marketing

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## ABSTRACT

*This Research Paper mainly deals with the Allahabad Fringe areas. These areas are mixed aspect of urban as well as rural elements.*

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## INTRODUCTION

The advancement in the landscape of area is materialized by effective specialization from a self contained subsistence economy. The essence of urban character is service for a tributary area. A town owes its growth to such specialized resource oriented functions. All these aspects of urbanism are related to the transformation of the rural urban fringe with mixed landscape of urban and rural elements. The real spirit of these activities lies in the service centers developed in the contiguous area of the city and procedure for their investigation needs extensive study. Harris and Ullman<sup>i</sup> have mentioned characteristically urban functions as follows-

1. Central place function, or general services, which are carried out for a more or less extensive but contiguous area;
2. Transport functions, which are carried out at break bulk-point along the major lines of communications;
3. Special functions, which are carried out for non-local, non-contiguous areas. These could include extractive and manufacturing industries with worldwide markets, or minor industries having smaller distributive area than the general service area.

The essence of urban character is service for a tributary area. Thus central place functions have been highly developed and have specialized field. Christaller<sup>ii</sup> established the importance of a town, which could be measured by its population size and centrality. A town owes its growth to such specialized resource-orientated functions. The nature and degree of specialization reveal three aspect of urbanism.

1. The urban role in regional economy.
2. The particular aspects of urban society which correlate with types of specialism.
3. The relation between patterns of function and location.

The function carried not in fringe areas correspond to the local and regional spatial organizations. Robert Smith<sup>iii</sup> puts forward two spatial characteristics that can be associated with town functions;

1. There should be distributional characteristics of town in similar functional classes that are peculiar to those classes.
2. Different functional classes ought to be associated with different types of hinterlands.

### Central Place Theory

Christaller aimed to establish deductive theories which reveal the ordering principle in the distribution of towns. He justifiably set his idea alongside those of Von Thunen in relation to agricultural production<sup>iv</sup> and Weber in relation to industrial location. Christaller sought to elaborate a deductive theory which more and more occupies the soul of science. *'The more advanced a theory is, the more is exposition assumes deductive form.....an advanced science is an immense system of interconnected facts, news discoveries are fitted into the system even if at times the system must be modified to accommodate them.'*

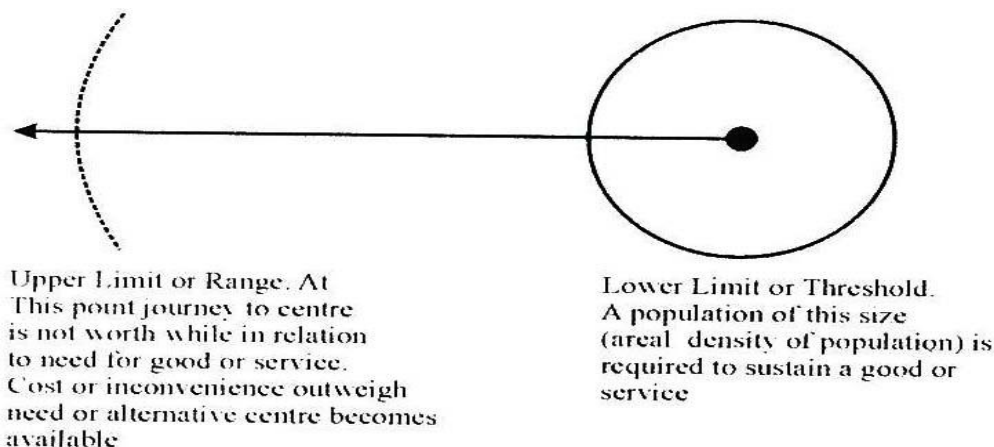
There are variations in quantity and quality, costs and needs in terms of frequency and population. This is the base of concept of threshold population and range of a goods or services.

### Threshold Population<sup>v</sup>

This term is not used by Christaller but it is implied in his construct. The threshold is defined as the minimum population that is required to bring about the offering of certain goods for sale or to sustain any services, in economic terms this means the minimum demand to make such an offering viable.

## Range of a Goods or services

This is the maximum distance that people long to travel to purchase goods or derive a service offered by a central place.



**Fig. 5.1 : The Lower Limit (Threshold) and the Upper Limit (Range) of a Good from a Central Place.**

Christaller has demonstrated that there is strict ordering whereby each settlement serves its own hinterland and an area of population equivalent to the hinterlands of two other settlements in addition; hence it has been called 'the rule of three' using the constant 'K' to express this. K=3 denotes marketing principle; K=4, the transport principle and K=7, the administrative principle.

The principle of general interaction was, for the first time, applied by Reilly as '*The Law of Retail Gravitation*' to analyse the interaction among major cities.

These central places' theories deal magnificently with main city Allahabad but their limitation become evident when it comes to apply in the fringe areas with specialised functions, small marketing structure and micro spatial organization. The activities of fringe market are varied in nature. These activities, therefore, can be studied in the light of accessibility of the fringe area.<sup>vi</sup>

### Central Location

These locations are found at the most accessible areas as the goods of daily requirement are purchased from these centres, by the consumers.

### Arterial Location

The fringe areas are prominently developed along the roads or other approaching way to the main centres. The activities of marketing being carrying out along these extensions of service centres, meet the need of commuting persons. These arterial locations, thus, are developed along roads sides.

### Specialised Locations

These locations are developed on the basis of speciality of the certain goods. These service centers cater the needs of a particular class of consumers. The nature of items served by these centers varies significantly. The accessibility of the area

At some range from the centre, the incompetence of travel measured in time, cost and trouble may outweigh the value or need to the goods, or an alternative nearer centre becomes available.

very much, depends on the nature and characteristics of consumer and the items being served (Fig. 5.3)

These three types of locations can be explained with the help of grocery shops, petrol pumps and restaurants etc. The activities of the central place in the fringe areas are classified based on these criteria.

The concept of locational factor and classification of activities of central places in the fringe areas can be explained with the help of '*Rent Theory*'<sup>vii</sup> proposed by Alonso. According to rent theory, Alonso says the rate of rent is highest at the centre of business area. This theory, therefore, can explain the location of different types of marketing activities in the fringe area of Allahabad.

The spatial process in the marketing system involves the study of following elements:

- i. Consumer behaviour,
- ii. Retail, and to a lesser extent wholesale, location decision,
- iii. The effectiveness of transport in the market system, as well as,
- iv. Market research in terms of information flow.<sup>viii</sup>

Present study is only concerned with the marketing system of retail and wholesale location decisions, the effectiveness of transport and market research in terms of information flow as it reflects the processes involved in the transformation of Allahabad Fringe Area.

## ORIGIN AND DEVELOPMENT OF MARKETING CENTRE IN ALLAHABAD

Origin of marketing centres comes to fore due to sequential development of economy as a system. Berry<sup>ix</sup> states that marketing centres originate due to mutual exchange system crossing the family unit or the nearest social class boundaries. This system of distribution is progressive towards consumers which gives rise to commercial system of periodic markets and originates the fairs along commercial paths.

Firstly, the exchange of goods starts among the complementary production areas. For example, the people of plain areas and hill areas start commercial activities between them by exchanging their specialized goods. Thus the marketing centre develops at the confluence of their region for convenience of exchange. The consumers and sellers meet at a certain interval of time period originating the phenomenon of marketing. Hodder has also supported this theory of origin and development of marketing centres.<sup>x</sup>

The origin of marketing centres in Allahabad fringe can be divide into three categories in historical perspective.

- 1) Early and very ancient period,
- 2) Twentieth Century Time Period,
- 3) Present era.

### (1) Early and Ancient Period

Allahabad has been one of the oldest city in India to attract religions tourists as it has been mentioned in many of the holy epics and Vedas with the name 'Prayag'. Evidently, the process of marketing had been developed very early. Jhusi is an example one of the oldest marketing centre.<sup>xi</sup> Naini and Phaphamau are other centres those have been old marketing centres in Allahabad fringe. These regions have been linked with Allahabad city by roads and railway bridges. Probably these centres used to meet the needs of religions tourists around them before the construction of bridges. These centres, therefore, can be said to be very ancient. Jhusi is considered to be emerged as marketing centre before 6000 B.C.<sup>xii</sup> It was a periodic market at that time. Its situation on the bank of the Ganga kept it on the path of development by catering the needs of tourists wishing to have the holy dip into the Ganga. After the construction of Railway Bridge in 1900 its importance enhanced. Now it is a city region and also daily co-periodic market.

Naini, lying at the Allahabad fringe boundary can be included in the category of one the very old market. Naini, situated in the east of confluence of the Ganga and Yamuna, used to provide shelter to the religious tourists who stayed there before visiting the holy sites in Allahabad in the absence of any bridge its importance increased significantly as a marketing centre and it contributed to the emergence of fringe around it.

In the similar fashion, Phaphamau was also a prominent place where religious tourists used to stay as it was lying in the north of holy Ganga River. The marketing centre flourished in Phaphamau before the construction of bridge over the Ganga River to connect it. Tourist provided the stimulus to the development of Phaphamau as the marketing centre. The construction of bridge (1905 A.D.) enhanced the accessibility of the region and Phaphamau emerged as an important marketing centre. It lies at the inner boundary of Allahabad fringe.

### (2) Twentieth Century Period

In the beginning of twentieth century a significant marketing centre named Sahson, came into prominence which is not the part of present study as there is completely absence of fringe phenomena in between Jhusi and Sahson link road and it will take a decade or more to be part of the fringe but it gave a thrust to the development of fringe along its link road.

Sahson is said to be originated as a marketing centre in 1900 A.D.

In the post independence ear, the region witnessed a rapid growth of population and a number of measures were adopted to increased the agriculture production and for better connectivity of the region by construction of roads etc. All these development in the region, made a number of marketing centres to be established rapidly and thus converting the land-use pattern in their vicinity. In 1960s, the number of marketing centres grew many fold as is evident from the map. The most important examples of this period are Kathula Gauspur, Akbarpur, Marham Uparhar, Maharudih, Lakhaniapur, Bhagipur etc. It is, therefore, very much clear point that the marketing centres has been contributed to the development of the fringe areas which have been delimited in the first chapter.

### (3) Present Era

The decade of 1960s had witnessed phenomenal growth of marketing centres which were bi-weekly and were mainly situated along either national highways or state highways but the main feature of present era i.e. after 1970, is that marketing centres established in this period were almost weekly and these were situated between the already existing marketing centres and at the circumference of their served areas as to facilitate the unserved areas. Sewaith, Jagdishpur, Rangpur, Berui, Chandrapur, Sarangapur and Shaha marketing centre can be the best cited. There are the marketing centres that contributed a lot to the transformation of Allahabad fringe by offering the opportunities to the local inverters in real property to advance the stream of development and conversion of land-use pattern in the fringe areas.

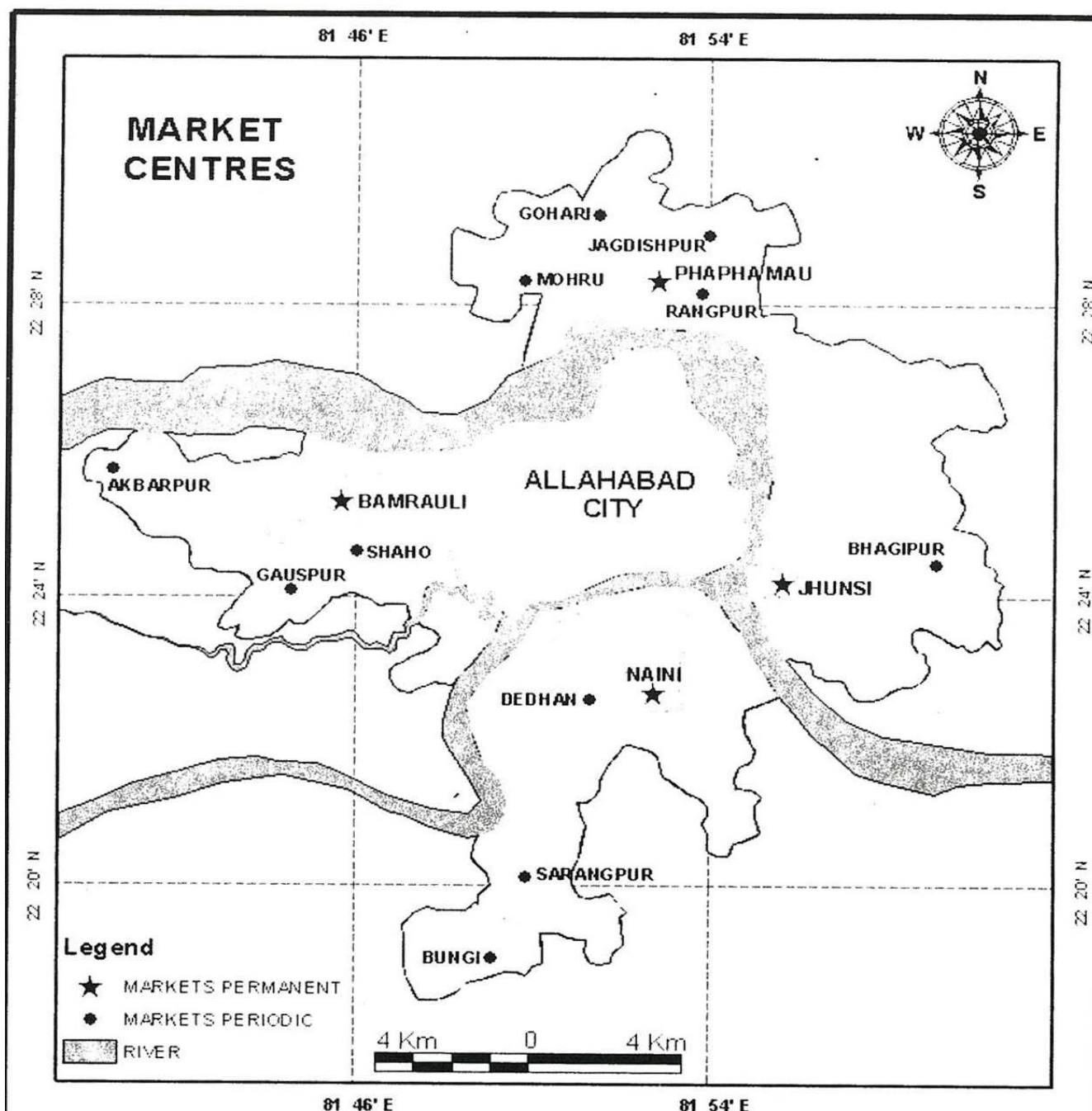
#### Allahabad: Origin and Periodicity of Marketing Centres

Sr. No.	Name of marketing centre	Year of establishment	Periodicity
1	Jhusi	6000 B.C.	Daily + Bi-Weakly
2	Sahson	1900	Daily + Bi-Weakly
3	Bamrauli –Uparhar	1960	Bi – Weakly
4	Akbarpur	1960	Bi-Weakly
5	Mahrudih	1960	Bi-Weakly
6	Marham Uparhar	1960	Bi-Weakly
7	Gohari	1960	Bi-Weakly
8	Kathula Gauspur	1960	Bi-Weakly
9	Bhagipur	1960	Bi-Weakly
10	Pursotampur	1960	Bi-weakly
11	Lakhaniapur	1960	Bi-weakly
12	Rampur	1965	Weakly
13	Sarai Lal Khatun	1970	Weakly
14	Tikari Taluka Parila	1970	Weakly
15	Jagdishpur	1970	Weakly
16	Sewaith	1970	Weakly
17	Chandrapur	1970	Weakly
18	Dabhano	1970	Weakly
19	Shaha	1970	Weakly
20	Sarangapur	1970	Weakly
21	Berui	1971	Weakly
22	Rangpura	1972	Weakly
23	Bongi	1981	Weakly

The opening days for markets in any segment of the fringe are arranged in such an order that they do not clash in respect of opening days and at least one of the marketing centers has opening day in the area. Thus, any particular area has got one the markets opened each or alternate day during a week.

Origin of marketing centers comes to force due to sequential development of economy as a system. The periodic markets evolve in order to meet the requirements of local society in less developed countries or developing countries as most of the population is engaged in agricultural activities of primary sector and more or less they depend on periodic markets to fetch their daily needs. The process of marketing had been developed very early in Allahabad around the city. Naini and Phaphamau are old marketing centers.

Other important marketing centers are Katurah Gauspur, Akbarpur, Marhan Uparhar, Mahrudih, Lakanipur and Bhagipur. These marketing centers established direct relationship with Allahabad city and lead to the extension of city with special characteristics called the fringe. These marketing centres have served as the main centre of diffusion of innovations. Mass in the countryside got acquainted with urban based consumer goods and facilities and thus marketing centers started attracting the population to be in the vicinity of the city. It created a chain of retail shops, repairing centers and residential areas to be developed along road sides. Consequently, the city expanded into countryside to evolve rural urban fringe.



Thus marketing centers in the fringe have contributed significantly in its growth and development.

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