



A COMPARISON BETWEEN TRADITIONAL AND MODERN SHOPS AROUND GARIAHAT MARKET AREA OF KOLKATA

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Abstract

Market is an essential element in any human settlement. In a city region market is the main lifeline and the main reason behind the overall development of the region and its surroundings. A market again in itself holds a variety of aspects and intermingling of different kinds of people as the socio-cultural patterns of the buyers, sellers and others coming into the market area throughout the day, is very different. In this paper the study area thus chosen is of the notable market area in the city of Kolkata known as the Gariahat Market. This market has a long drawn history. It was present here in the city of Kolkata since time immemorial. This market thus has a huge extent and likewise there are also a plenty of difference in the nature of life existing here. There is also a huge diversity in the types of people coming here. People from all classes and from a variety of background come here to shop for their daily needs and also for their pleasure. Thus this market area allows for the accomplishment of a number of things. The pattern of sellers is so much varied that one could hardly realize the difference between the product qualities. The occurrence of so many types of shopkeepers itself is evident enough for the mixing of all classes of people here. In the olden days there were occurrence of only proper shops, may that be small or big but in the current age the occurrence of shops has doubled in number and apart from normal shops the presence of hawkers along the footpaths has been a matter of concern for quite some years now and modern day shopping malls, which are acting like a symbol for the young generation, is increasing in number slowly here. Shoppers thus are getting an easy access to all types of commodities within a short range and thus it is automatically giving a boost to their standard of living. The main aim of this paper is to show a comparison between modern and traditional shops of this market area.

Keywords: *Market layout, source areas of goods, diversity of consumers, contrasting perceptions of consumers.*



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Introduction

Market is an essential element in any human settlement. In a city region market is the main lifeline and the main reason behind the overall development of the region and its surroundings. A market again in itself holds a variety of aspects and intermingling of

different kinds of people as the socio-cultural patterns of the buyers, sellers and others coming into the market area throughout the day, is very different.

Background of the Study:

The study area thus chosen is of the notable market area in the city of Kolkata known as the Gariahat Market. This market has a long drawn history. It was present here in the city of Kolkata since time immemorial. This market thus has a huge extent and likewise there are also a plenty of difference in the nature of life existing here. There is also a huge diversity in the types of people coming here. People from all classes and from a variety of background come here to shop for their daily needs and also for their pleasure. Thus this market area allows for the accomplishment of a number of things. The pattern of sellers is so much varied that one could hardly realize the difference between the product qualities. The occurrence of so many types of shopkeepers itself is evident enough for the mixing of all classes of people here. In the olden days there were occurrence of only proper shops, may that be small or big but in the current age the occurrence of shops has doubled in number and apart from normal shops the presence of hawkers along the footpaths has been a matter of concern for quite some years now and modern day shopping malls, which are acting like a symbol for the young generation, is increasing in number slowly here. Shoppers thus are getting an easy access to all types of commodities within a short range and thus it is automatically giving a boost to their standard of living.

The Gariahat Market area is thus allowing all ages of people a great amount of satisfaction and this is evident from the heavy crowd in this region at all times of the day. In a way this particular market area is so famous that even people from far off places come here to shop. This is again evident from the fact that the nearest railway station to this area i.e. the Ballygunge Station is the point where people are arriving almost every day either to do work in this market area or to shop here. The main hub of this region is the Gariahat Market KMC Building where there are all types of goods sold. The Gariahat Market Vegetable Market has vendors coming from far away rural areas. These vendors travel all the way by train to reach this area in the early hours of the day and throughout the day they take part in the most common function in the city i.e. in the ‘buying and selling’ commercial activity. Thus everyday long hours of labor is given by these hardworking people to earn the minimum amount so as to support a satisfying living back home in the rural countryside. On the other hand the stalls in the Gariahat KMC Building selling different commodities may not always have to cater to a huge crowd of buyers unlike the vegetables and fish vendors as the

requirements of the shoppers definitely depend of the daily food items essential to be bought. However, it would not be justified to say that the number of customers the shopkeepers of the stalls have to cater to is any less. Goods such as household essentials are always having a high demand and likewise these items are also having a good supply chain for this market. The stationary shops located within the Gariahat Market KMC Building are also having a very high demand because of the types of daily essentials being sold there.

But apart from the main building the shops located along the Rashbehari Avenue and the Gariahat Road are have huge number of customers and thus the daily sale of these shops are also very high. The hawkers nevertheless are the most favored by the shoppers as they are having a huge range of products starting from clothes to showpieces and many more that too at a comparatively cheaper rate than the proper shops. Thus competition in between the sellers of all kinds is very high and the nature of competition is both intra and inter i.e. competition is there in between a hawker with another hawker and also in between a hawker and a proper shop owner.

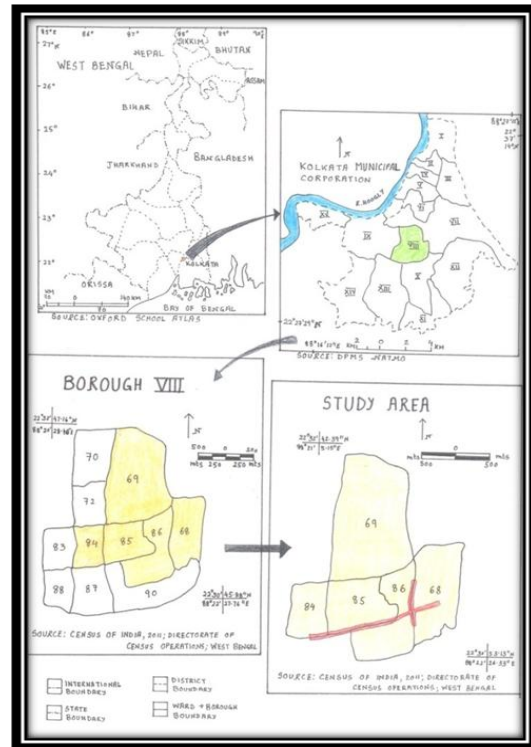
Objectives of the Study

- To make a comparison between traditional and modern shops around Gariahat Market area.
- To analyze the functioning of Gariahat Market
- To study the economic profile of the shopkeepers and the consumers.
- On the consumer's front the objective is to understand the perspective of the consumers
- On the local residents front the objective is similar as the other consumers and
- To analyze the consumers' behavior pattern.
- To study the contrasting picture between different typologies of shops in the Gariahat Market area.

Location Of Study Area: This market has a long stretch, starting from the Gariahat Crossing and reaching till the Lake Mall, along an important road i.e. Rashbehari Avenue . On the other ends it is reaching up till the Gariahat Pantaloons and on the other extreme it is reaching up till the Golpark area. The latitudinal extent of the Gariahat Market is from 22 31' 14.01" N and 88 20'48.60"E to 22 31'6.48"N and 88 22'6.76"E.

Methodology: The methods adopted in this study are quite simple:

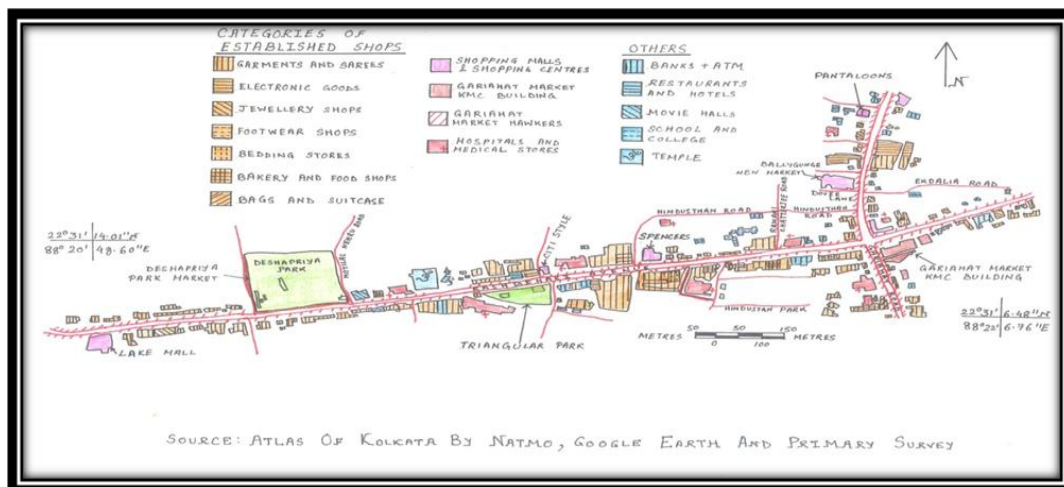
- The work was done in many steps; the first being that of the pre-field work followed by the post-field work.
- The pre-field work consisted of gathering secondary data of the study area. Then there was the job of preparing a questionnaire having all the necessary questions to be asked later to the various respondents and then again it involves the crucial work of going through various journals and articles dealing with similar topics.



- Regarding post-field work a systematic survey of shopkeepers, consumers and local residents have been done.
- The collected data has thus been compiled and henceforth how and what the situation is and also how the perception of the people thus surveyed has come out clearly.
- All these respective study details have been represented through suitable cartograms given in the following pages.

Layout of the Study Area

The layout of the market area is shown below:



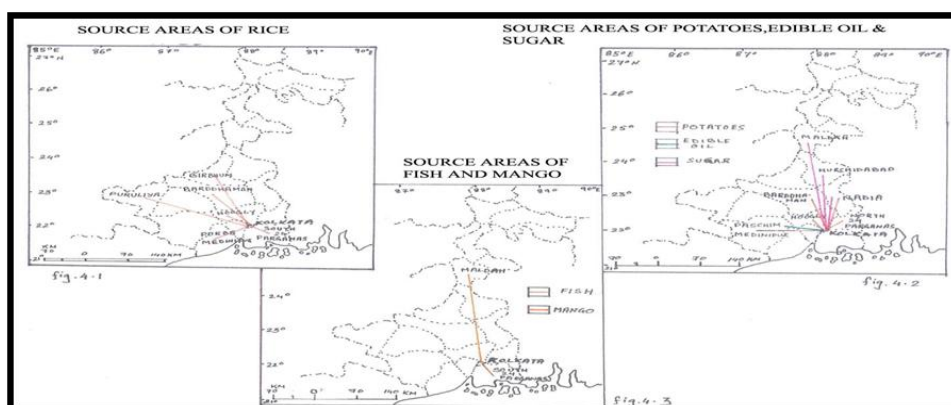
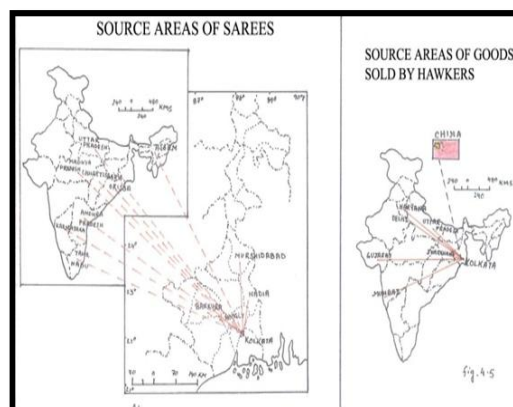
Sources of Goods Sold

The main source areas of goods are discussed below:

- Sarees - From within West Bengal

And Elsewhere in India

- China-Source Region for Plastic Goods.
- Edible Goods- From the Rural Area.



- For most of the shops of Gariahat Market KMC Building the maximum sale ranges from Rs. 30,000 to Rs. 50,000.
- For most of the vegetable sellers it ranges from Rs. 10,000 to Rs. 15,000.
- For the hawkers the average monthly sale for most of them ranges from Rs. 25,000 to Rs. 35,000.
- For the Deshapriya Park Market the sale ranges from Rs.30, 000 to Rs. 45,000 for the majority. For only two of the surveyed shops there, the amount has gone up to Rs. 60,000 to Rs. 75,000.
- However, the situation is completely different for the shopkeepers of the well-established shops as most of them have a monthly sale of Rs. 4 lakhs to Rs.5 lakhs. This shows that they are having the maximum benefits or profits and henceforth are so well established.
- But the even bigger establishments i.e. the shopping malls and centers have such huge sales running in lakhs of rupees on a daily basis. These are thus the biggest functionaries in the city and are also the busiest centers in the market.

Other Aspects of the Shops Surveyed

- For the KMC shops most were established at least 15 to 25 years back and some were even established 25 to 35 years back.
- Similar is for the vegetable sellers who were selling their vegetables here mostly for the past 15 to 35 years.
- The hawkers are relatively recent as they have all been here for not more than 15 years.
- The shopping malls are the most recent establishment as, except for the Gariahat Pantaloons none have been established more than 5 to 15 years ago.
- The shopping malls have the highest number of working staffs.

Facilities Available In The Shops Of The Study Area

- Majority of the well established shops have ac facilities and these are all well-furnished.
- The well established shops have been renovated more than once since inception.
- A small percentage of shops surveyed have the generator back-up facility in both Gariahat KMC market

Perception Study Of Shopkeepers

- Number of buyers have generally increased
- 50% of the shops surveyed in Gariahat KMC market were satisfied with the sale of their commodities.
- Majority of shopkeepers were of the opinion that this area is very fruitful to run their business and also that they face competition regarding the sale of their goods.

Other Aspects Related To Surveyed Customers

- **Distance decay:** In most of the cases it is seen that with distance the number of incoming shoppers to this market area has decreased.
- **Mode of transport used to reach the market area:** the people surveyed in Gariahat market mostly used public transport to reach the market area. In case of pantaloons most of the people have used their own vehicle to reach there.

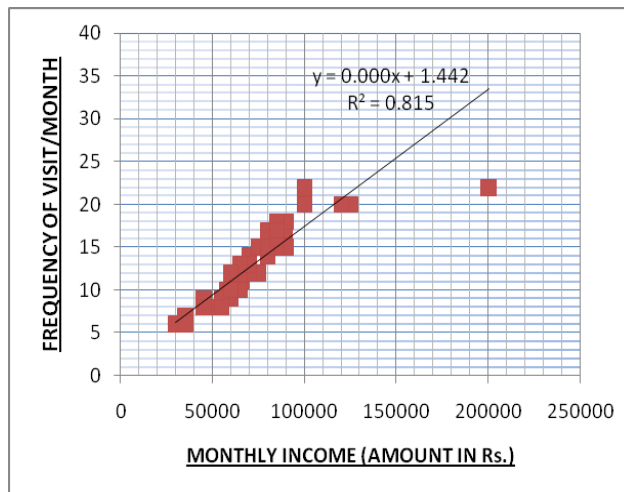
Diversity Of Consumers' Behaviour

- **Purpose of visit:** In Gariahat market and Spencers people were there mostly to shop for their daily needs and other essentials.

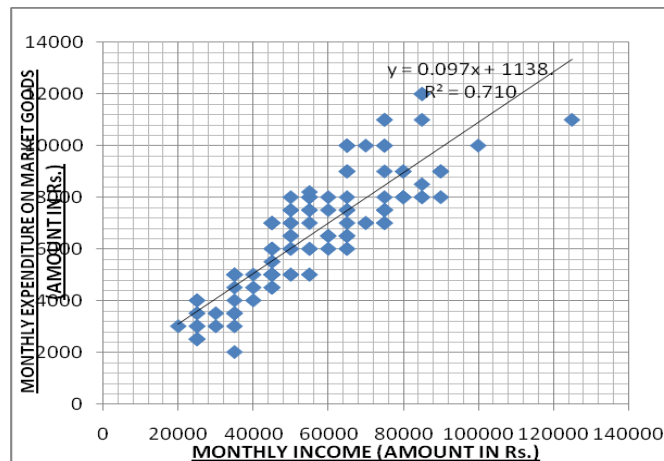
- **Frequency of visit:** the customers surveyed in Gariahat market and Deshapriya Park market mostly were frequent visitors of the market area. Same goes for those surveyed in Spencers.

Relationship Between Economic Parameters Of Customers Visiting The Market Area

Relationship between monthly income and frequency of visit per month to the market area of the surveyed residents



Relationship between monthly expenditure on market goods and monthly income of surveyed customers



The relation between monthly income and expenditure and relation between monthly income and frequency of visit show a positive relation.

Conclusion

- The Gariahat market area has different categories of shops.
- The hawkers draw in different types of customers. They sell a range of goods which are relatively cheap and hence people of the lower income groups can easily afford to buy them.

- The survey conducted on the well-established shops has revealed that these shops acquire the maximum sale every month and hence these are better developed.
- The shopping malls and centres here draw in a huge crowd.
- In this diverse market area the struggle for existence is high and the hawkers here face a tough competition with the giant super markets or shopping centres here.

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