



# Role of Middlemen in Price Differentiation with Special Reference to Food Grains Prices in Patna

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**Abstract :** *Today, the role of physical distribution of goods has become more dynamic in highly competitive marketing environment. It is not restricted to merely making goods available to the customer, but takes into account customers' satisfaction and cost reduction. Thus, the management of channel of distribution is critical in marketing management. During the course of study it was revealed that middlemen play an important role in our society but their involvement leads to rise in the prices of food grains.*

**Key words:** *Physical Distribution, Middlemen, Consumer, Farmers and Price Differentiation.*

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### Introduction:

Our Project on Role of middlemen in price differentiation with special reference to food grains prices in Patna is a survey to assess the difference of price at which wholesaler buys product from producers and the price at which it reaches to the consumer and the reason thereof. Our study is focused on food grains market located at Patna town itself.

Our research aims to analyze the causes and effects of the presence of middlemen in distribution channel. During the course of the study it was revealed that middlemen play an important role in our society but their involvement leads to rise in the prices of food grains ([research.stlouisfed.org](http://research.stlouisfed.org)).

### Objectives:

In our project we have focused mainly on difference of price at wholesale and retail market, centered on accomplishing the following objectives:

- To assess the difference of price at which wholesaler buys products from producers and the price at which it reaches the consumers.
- To analyze the causes and effects of presence of middlemen in distribution channel and how it is affecting consumers.