

E- MARKETING OF FISH

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ABSTRACT

Seafood is dominated as an important place in our country, whereas it is a dynamic part in our health and balanced diet. It has been estimated that more than of 70 per cent of the world's population consumes fish and fish products. However in India, most of the consumers buy fish from many traditional market, road side stalls and door to door vendors. Fish vendors have an effective monopoly in both sea and inland fish. Since fish is a most perishable product, online marketing is a dynamic process that is constantly evolving and changing all over the world including India. Online fish marketing is the new innovative approach in the marketing system. In online marketing the fish marketers finds difficult to sell the fish and fish products. With the arrival of many new technologies there is a rapid change in online marketing. Now a day's most of the customers are aware and having increased knowledge towards online marketing and many e- commerce sites for promoting and selling products. Fish vendors/ merchants gets order through a single touch of customers on their android mobile apps, through websites, blogs etc. Fish marketers are facing many challenges in online marketing such as irregular supply, lack of fresh fish, unknown customers etc. The present paper captures the challenges faced by the marketers and to find the various tools in digital marketing. Under this study 130 respondents are selected and the data has been collected with the help of questionnaire using purposive sampling method.

Key words: online marketing, fish vendors, challenges, tools.

1. INTRODUCTION

E- Marketing stands for electronic marketing or internet marketing/ online marketing. It is a process of planning and executing the conception, promotion, distribution and pricing of product and services. Online marketing is the marketing of selling products and services using digital technology mainly on internet. Now a day's online marketing widely spread all through the places. When it comes to online fish marketing it has emerged in a great way and is assumed to be interrupting traditional fish vending business. In India online marketing system has a rapid change in recent years and there is a steady rise in e- commerce fish market and also increased growth of e- grocery. Mostly in online fish marketing claims to provide fresh and preservative free fishes, which give an end point over the other fish merchants. People always prefer to purchase fish from vendors nearby i.e. local fish market but growth in modern online marketing people used to prefer to purchase their product and services delivered at their door step. In online marketing of fish there is a direct connection between suppliers and customers through various media channels and this minus the intermediaries who would take a significant share of profits. Such media channels and other apps and websites offer the customer in ordering, billing, payment and home delivery of cleaned and ready to cook. This avoids the customer to visit fish market, bargaining, waiting for services, cleaning and cutting the fish. Fish vendors carry out number of digital tools (social media, websites, mobile apps, you tube marketing, blog marketing etc.) in marketing their fish through online and also they facing many challenges while marketing their fish. This research paper attempts to study the digital tools adopted and challenges faced by the marketers in online marketing of fish.

2. REVIEW OF LITERATURE

1. Shyam S. Salim et.al., (2018) this study is an attempt to assess the online fish trade existing in Ernakulam district of Kerala. Online fish trading firms face a lot of challenges faced but the marketers and the study was concluded that necessary consideration should be taken by the government in providing promotional support and to take necessary action to help the poor marketers from exploitation.

DR. Yashoda Durge (2018) this research paper attempts to study seafood purchaser's behaviour to know information insights into location, time of purchase preferred days of purchase, orders, per month and spends. The study concluded that customers do not either

have the time or want to brave crowded markets with slushy floors and fishy smell. Such consumers are willing to pay for the convenience of cleaned, cut, hygienically packed, fresh seafood delivered at their doorstep. This provides an opportunity for companies to cater to such requirements.

3. STATEMENT OF THE PROBLEM

E- Marketing refers to the marketing conducted over the internet. Two synonyms of e marketing are internet and online marketing. E- Marketing is an ability to target the customers faster and cheaper. Fish marketers are using many digital tools to promote their business. In recent years there are number of social media apps and websites are more popular among the people. Mostly the customers are used to prefer to buy the products through online without wasting their time, energy and effort. Through online marketing customers are enjoying a number of benefits apart from the customer fish marketers are facing lots of problems in online marketing. Due to advanced technology and at the same time many constraints are in a open way, the present study was analysed to identify the challenges faced by the fish marketers through the mode of e- marketing. Some main challenges faced by them are irregular supply of fish, transportation constraints, unknown customers etc.

4. OBJECTIVES

- ✓ To find out the various common tools in digital marketing.
- ✓ To explicit the challenges faced by online fish marketing

5. RESEARCH METHODOLOGY

In due consideration of the above-mentioned objectives, the following methodology has been adopted for conducting the present study. Data has collected from 130 respondents from kannyakumari district. The sampling method used in this study was purposive sampling method.

Data Source: This study is descriptive and analytical in nature and hence both Primary and Secondary data has been collected for the study.

Primary Data: It has collected from the respondents directly with the help of Questionnaire. Data collected from 130 respondents. Out of them 75 were male and 56 were female.

Secondary Data: Secondary data has collected from various Books, and Websites.

6. TOOLS IN DIGITAL MARKETING

Digital marketing also called as online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. Due to trending life, marketers are used to sell their product through internet. They use many digital tools to carry out their business. The following table shows the tools which were used by the fish marketers to sell their products.

TABLE: 1

TOOLS USED IN DIGITAL MARKETING

SL. NO	DIGITAL TOOLS	GARRETT MEAN SCORE	RANK
1	You tube marketing / Video marketing	53.23	III
2	Blog marketing	36.78	VIII
3	Social media marketing	56.13	I
4	Websites	52.09	IV
5	Mobile apps	54.56	II
6	E- mail marketing	47.08	VI
7	Pay per click	44.96	VII
8	Key word strategy	48.81	V

Source: Primary data

From the above table, it was clearly stated that, the Garrett score for the purpose of tools used in digital marketing was ranging from 56.13 to 36.78 and the tool ‘social media marketing’ was ranked first with the mean score of 56.13. Due to increase in technology most of the respondents are using social media to order their fish. Mostly marketers communicate with their customers by creating various groups in Whatsapp, facebook, Instagram etc. This leads the marketers to easily materialize their product to the customers. ‘Mobile app’ was

ranked second with the mean score of (54.56), in recent times there are many apps emerged to sell the fishes through online. The apps used for online fish marketing are Lucious, Tender cut, Zapp fresh, fresh to home etc. By this apps it provides a root for the marketers to sell their products. Followed by video marketing/ you tube marketing ranked third with the mean score of (53.23). Probably most of the people are watching video for their entertainment purpose in that marketers create a separate way to target the customers through videos and by YouTube channels for selling their fish. The least rank goes to ‘blog marketing’ with the mean score of (36.78), blog marketing is only a channel. It can have recordings, podcasts, content articles, news subjects, offer affiliate marketing, gives guideline or knowledge and it incorporates content that fills the channel. Since blog marketing was not much popular among the respondents so it ranked to last. Followed by pay per click ranks to seventh with the mean score (44.96). Pay per clicks is one of speediest types of marketing channels. The promotion of pay per click is no longer displayed on the sidebar on search engines. Most of the customers are not ready for spot payment as they were not aware of the pay per clicks.

It was concluded that in recent years most of the respondents are using android mobile and also they are using different kinds of social media. Through the usage of social media marketers are used to sell fish in different aspects of digital channels.

7. CHALLENGES FACED BY ONLINE FISH MARKETERS

In today’s ever – changing and ever- expanding digital world, every marketers faces number of challenges .With the number of internet users increasing by the day and their needs changing almost every second, targeting the right audience has become one of the biggest challengers for marketers. The following table shows the challenges faced by online fish marketers by applying Mann- Whitney U Test.

TABLE NO: 1

CHALLENGES FACED BY ONLINE FISH MARKETERS

SL.NO	CHALLENGES	MEAN SCORE (GENDER)		Z VALUE	P VALUE
		MALE	FEMALE		
1	Irregular supply	69.77	59.86	1.702	.089
2	Lack of fresh	66.64	63.99	.418	.676

	fish				
3	High landing prices	72.70	55.99	2.702	.004*
4	Unknown customers	70.14	59.38	1.725.	0.84
5	Unavailable of preferred fishes	68.48	61.56	1.120	.263
6	Lack of awareness	57.51	61.05	3.008	.001*
7	Transportation constraints	66.59	64.05	.448	.522
8	Huge overheads/ advertisement	74.64	53.42	3.407	.000*

Source: Primary Data

From the above table, it shows that the Mann- Whitney U Test was used to analyse the challenges faced by online fish marketers and the mean score for the male is highest in lack of awareness (71.48), most of the marketers are not aware of online marketing they are still selling their fish in traditional way but increasing in technology they are not still get aware about the online world, followed by lack of fresh fish (59.14), sometimes marketers could not get fresh fish due to some problems like natural calamity, high price, ban period etc. Another important challenge faced by marketers is Transportation constraints (58.59), most of the time the marketer could not able to find the correct location to deliver the product thus leads the marketers inconvenience to deliver the product to the customer at the correct time. The lowest mean score in male is huge overheads/ advertisement (48.68), marketer's high landing price (51.03) and irregular supply (54.75) sometimes marketers could not get regular supply of fish according to the taste of the customers.

The mean score of female is higher in high landing price (79.99) which is followed by huge overheads/ advertisement (69.85), the next highest mean score is irregular supply (65.05). The lowest mean score in female is lack of awareness (51.81), then the next lowest mean score lack of fresh fish (61.57) and transportation constraints (62.01).

Regarding the challenges faced by online fish marketers there is a significance relationship between ‘High landing prices’, ‘Lack of awareness’ and ‘Huge overheads/advertisements’, since their P values are statistically significant at 5 per cent level.

8. SUGGESTION

- ❖ Most of the respondents are not getting aware about digital marketing, it was a most preferred challenge faced by the marketers so they have to advertise about their marketing channels towards the consumers.
- ❖ Marketers are facing many troubles in irregular supply of fish; due to some problems they are not able to supply the fish properly. So the marketers should take extra effort in the regular supply.
- ❖ Most of the marketers are not aware about the digital marketing therefore they have to attend some training programmes to know about the new technologies of digital marketing to reach the customers through online.
- ❖ Marketers should have knowledge about the location where the customers live in.
- ❖ Marketers should promote their product through advertisement which in turn helps the customer to gain knowledge about the online marketing.

9. CONCLUSION

Digital fish trade is gaining grips in this digital marketing where consumers prefer everything should be delivered at their doorsteps. All the online fish marketers were recently origin and firms with wider outreach or strong backward and forward linkages were found to rectify much higher returns when it compared to other mode of online marketing and also it faces many challenges for the marketers which include irregular supply of fish, unknown customers, lack of awareness etc. Digital fish marketing is definitely going to target more market share in future considering the push that digital technology is given by the government and private organization. Many municipality marketers and other street vendors are selling fish at a specific time as fish is best consumed fresh. Fish marketers coming to the door steps to sell is becoming rarity as new housing towers do not allow hawkers inside the premises. Yet there is a new trend of consumers who shop on websites and order by phone through social media or other mobile apps to have door delivered. This is because they do not have enough time or want to purchase in crowded markets with slushy floors and fishy smell. Such customers are willing to pay for the convenience of cleaned, cut and hygienically packed fish delivered

at their door steps. This provides a big advantage for the online fish marketers to increase their sales. They also use various digital channels to promote their sales through online.

10. REFERENCE

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