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A STUDY ON SEAFOOD MARKETING IN KANNIYAKUMARI DISTRICT

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Abstract

Fisheries, the economic backbone of this coastal district, having a long coastal area, district plays a major role in marine commodities. The marine ecosystem provides mankind with food, medicines, industrial products and pleasure. This ecosystem has to be maintained in a healthy state, if it is to provide people the benefits in a sustained manner. Natural, healthy ecosystems have evolved over millions of years, resulting in complex interactions of the environment and all the species living in them. Such interactions allow the optimal utilization of the ecosystem resources by a maximum number of species that includes the human beings. The waters along the Bay of Bengal coast of India are biologically very productive and possess several unique environmental features. This study would enable to take corrective actions in Seafood Marketing where the changes are necessary to attract. For that, the researcher collected 90 samples from the respondents. Percentage and chi-test used to analysis and conclude this study.

Key words: Seafood Trade, Technological Improvements, Fish Processing, Animal Husbandry.

Introduction

In India, the marine fishing industry occupies an important place in the organized sector. As a source of food, fisheries stand almost at par with agriculture and animal husbandry. Fisheries have a large potential to fulfill the basic objectives of production-cum full employment as envisaged in the development plans of India. Fisheries provide employment to millions of people directly and indirectly. In a direct way it provides employment through the allied activities like net making, boot carving, fish processing, fish transportation, ice and salt making and the like.

India has a long sea coast where marine fishing is a big business. Several lakhs of people are engaged in capturing, processing and marketing fish and fish products. Nine states viz. Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Orissa and West Bengal have sea coast where marine fishing is done. Fishery plays an important role in India's economy in augmenting food supply, in generating employment, raising nutritional levels and earning foreign exchange. The fish production has shown a steep rise during the last four decades.

The structure of fish marketing has been changing considerably since the days of technological improvements are fishing industry. The rapid paces of technological changes in the production methods have posed challenges to the marketing system. The infrastructure developments have enabled to have fresh fish to more consumers and new markets. The infrastructures include good roads, ordinary truck transport, transport by insulated vans, supply of ice, cold storage at landing port markets and consuming markets, processing units, etc. However, they are quite inadequate as against the requirements and at some places they are lacking.

Statement of the Problem

Kanniyakumari is a leading fish producing district in Tamil Nadu. Fishing related economic activities involved such as dry fish preparation, making nets, marketing of fresh fish, salting, weighing, gutting, icing, etc. In fishing industries are not recognized properly for small-scale fisheries. Most of the fishing communities have low in economic status in the society. Even there are more employment opportunities and income generating activities. Lack of awareness among the fishermen relating to the efficient marketing for their products. The present research aims at studying the marketing Conditions of Marine Fishing in Kanniyakumari District. The Indian seafood marketers have to face many problems

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regarding trading of our country. Marketing plan has to play in many business activities of buying and selling. Fish is a highly perishable commodity, has to distribute of fish at the landing centers or near-by areas. The fishermen are said to have suffered from not getting the fair price for their produce. The consumers have paid different price for fish; general opinion is that conditions of monophony characterize the fish marketing structure.

Review of Literature

Dinçer T (2018) "An Overview of the Seafood Consumption and Processing Sector in Some Mediterranean Countries", in this review current situation and the evolution of the seafood processing sector and consumption patterns of fisheries products in some selected Mediterranean countries are presented. Seafood consumption per country is a good indication of volume of the seafood trade. European Mediterranean countries consume almost 7.5 million tonnes of seafood each year; these countries just produce 2.75 million tonnes of domestic seafood products annually and import 1.8 million tonnes of fisheries products from non-European Mediterranean countries every year. There is a significant difference in seafood consumption between European Mediterranean countries and those of African Mediterranean countries. A wide array of factors causes these differences in consumption patterns including cultural and gastronomic habits, demography and standards of life, as well as general logistics constraints such as deficiencies in road transportation and lack of wholesale food markets and processing facilities. A balance of this trade should be established and the solution can be transferring the processing technologies by using the EU funds and supports for these non-European Mediterranean countries.

Koli PA (2008), "Problems of Fisheries Cooperatives", in his study published in Southern Economist states that, the Indian Fisheries Industry, in general and fisheries co-operatives, in particular, is facing problems. The over fishing and over-crowded boats must be strictly prohibited, otherwise, the famous tragedy of commons will soon be experienced.

Seafood Marketing

Sea food marketing is very important part of seafood trade. The success of the trade much depends upon how efficient is the seafood marketing system is. Simply put Seafood marketing finds a good market to sell Fish and its products, serving as a direct link between the trader and the consumer. Its utility and efficacy lies in safeguarding the interest not only of the trader but of the consumer as well. It must satisfy both of them; the trader must not be allowed to feel satisfied with marginal returns and medium quality. Seafood marketing here has an important role to play. It must induce the trader to endeavour for maximum production best quality of commodity and its timely supply of seafood at reasonable cost. This can be achieved only when seafood marketing is able to offer a really encouraging market in and outside the country. Its role in earning foreign exchange and thus promotion of the economy of the country need not be emphasized as also its effectiveness in solving to some extent the food problems of countries faced with food shortage

Objectives of the study

❖ To determine the socio-demographic conditions of living of fishing workers.
❖ To study the level of satisfaction of the fishermen.
❖ To analyses the Opinion about promotional effectiveness

Collection of Data

This study is based on both primary and secondary data. A questionnaire was prepared well structure to study about seafood marketing. The required primary data were collected from the selected households with the help of interview schedule through personal interview method. 90 sample collected by the researcher for analyzed the data. Apart from the marketing, the various problems have been collected from fishermen from fisheries activities. General particulars and Census Report have taken from various journals, magazines, books and websites

Use of Statistical Tools

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For measuring various phenomena and analyzing the collected data effectively and efficiently to draw sound conclusions, a number of statistical tools including percentage analysis, and chi-test have been used for the testing of hypotheses.

Limitations of the Study

- ❖ Regarding this study only 90 fishermen were selected.
- ❖ The study focused only on Kanniyakumari District
- ❖ Some respondents tend to given misleading information.

RESULTS AND DISCUSSIONS
Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Gender	Male	51	57
	Female	39	43
	Total	**90**	**100**
Age	Below 25	11	12
	26-35	27	30
	36-45	21	23
	46-55	16	18
	Above 55	15	17
	Total	**90**	**100**
Educational Qualification	Below SSLC	19	21
	Higher Secondary	32	36
	Graduation	24	27
	Post - Graduation	15	17
	Total	**90**	**100**
Monthly Income	Less than 10000	13	14
	10001-20000	16	18
	20001-30000	32	36
	30001-40000	17	19
	Above 40000	12	13
	Total	**90**	**100**

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Majority of respondents' age group were 36-45. Higher Secondary qualifications were high as compared to other Educational groups. Majority of the respondents Monthly Income were Rs. 20001-30000.

Table 2: Type of business

Category	No of Respondents	Percentage
Whole Seller	14	16
Agent	17	19
Retailer	26	29
Vendor	33	37

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Total	**90**	**100**

Sources: Primary Data

The above table depicts that the Type of business. It shows that the 33 respondents were doing Vendor, 26 respondents as Retailer, 17 respondents were doing Agent and 14 respondents were doing Whole Seller.

Table 3: Methods adapted to fishing

Category	No of Respondents	Percentage
Mechanized	41	46
Catamaran	14	16
Hire	17	19
Labour	18	20
Total	**90**	**100**

Sources: Primary Data

The above table depicts that the Methods adapted to fishing. It shows that the 41 respondents were using as Mechanized method, 18 respondents using as Labour, 17 respondents using as Hire and 14 respondents were using Catamaran method.

Table 4: Nature of business

Category	No of Respondents	Percentage
Domestic	36	40
Export	32	36
Both	22	24
Total	**90**	**100**

Sources: Primary Data

The above table depicts that the Nature of business. It shows that the 36 respondents were doing as Domestic business, 32 respondents doing as Export business and 22 respondents were doing as Both.

Table 5: Distribution of the respondents and their promotional sources

Particular	No of Respondents	Percentage
Word of mouth	38	42
Personal selling	30	33
Retailers	10	11
Whole seller	12	13
Total	**90**	**100**

Sources: Primary Data

The above table reveals that Distribution of the respondents and their promotional sources. 12 respondents were whole seller, 38 respondents were doing the word of mouth, 30 respondents were personal selling and10 respondents were in retailers.

Table 6: Distribution of the respondents and their advertising method

Particular	No of Respondents	Percentage
Primary Demand Advertising	16	18
Product (or) Intuitional Advertising	21	23
Co-operative Advertising	9	10
Commercial Advertising	18	20
Direct or Indirect Auction Advertising	26	29

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Total	90	100

Sources: Primary Data

The above table shows that the 26 respondents were followed Direct or Indirect auction advertising, 16 respondents were primary demand advertising, 18 respondents were commercial advertising, 21 respondents were product (or) instructional and 9 respondents were co-operative advertising.

Table 7: Distribution of the respondents and their pricing level

Particular	No of Respondents	Percentage
Landing center price	12	13
Fishermen price	20	22
Retail price	15	17
cost of price	9	10
Customer pricing	11	12
Administrative pricing	8	9
Geographical pricing	15	17
Total	**90**	**100**

Sources: Primary Data

The above table indicates that the pricing level. In which, 9 respondents were fixing the pricing level as cost of price, 8 respondents were fixing the administrative pricing, 20 respondents were fixing fishermen price, 11 respondents were adopting customer pricing, 15 respondents were as retail price and 15 respondents were fixing on the basis of geographical pricing.

Table 8: Opinion about Promotional Effectiveness

Statements	Very less Effective	Less Effective	No opinion	Effective	Very Effective	Total
Word of mouth	11	13	11	2	1	38
Personal selling	9	11	7	2	1	30
Retailers	1	3	3	2	1	10
Whole seller	2	2	4	2	2	12
Total	23	29	25	8	5	**90**

Sources: Primary Data

Results of chi-square test are as follows

	Calculated value	Df	Table Value	Result
Chi-Square test	20.95	12	21.03	**Accepted**

The table above concluded that the chi-square analysis and it is inferred from the table that the Chi-Square value of $\chi2$ with 12 degree of freedom is 21.03. Since 20.95> 21.03, we Accept the null hypothesis.

Findings

1. Male respondents are higher than female respondents.
2. Majority of respondent's age group were 36-45.

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3. Higher Secondary qualifications were high as compared to other Educational groups.
4. Majority of the respondents Monthly Income were Rs. 20001-30000.
5. 33 respondents were doing Vendor.
6. 41 respondents were using as Mechanized method.
7. 36 respondents were doing as Domestic business.
8. 38 respondents were doing the word of mouth.
9. 26 respondents were followed Direct or Indirect auction advertising.
10. 20 respondents were fixing fishermen price.

Suggestions of the Study

❖ There were no proper pre-processing sheds, or cold storage, and transport to store the sea foods hence increase infrastructure facilities.
❖ The domestic markets were largely underdeveloped and poor market resulting in poor prices for seafood. Hence improve the marketing facilities and technologies development for fish marketing.

Conclusion

The Present study concludes that the fish marketing in India is characterized by monopsony and oligopsony conditions and hence, the fishermen are unable to get maximum advantage of high price prevalent in the markets. The extent of wastage of fish at landing centres and at various points of distribution channels has been reduced considerably due to widespread use of ice, technological improvements in processing and transport facilities. The fish marketing in India is gradually transforming from traditional to modern system. In spite of this the involvement of a large number of middlemen affects the interests of both the fishermen and consumers. Hence, proper provisions should be made in the fish marketing policy to reduce the impact of middle-men. Announcement of suitable support prices for commercially important fish varieties will safeguard the fishermen as well as the consumers.

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