

## PROBLEMS INVOLVED IN MARINE FISH MARKETING IN KANNIYAKUMARI DISTRICT

**J.Bejatcy<sup>1</sup>, Dr. P.Christopher Raj<sup>2</sup>,**

**\*Bejatcy.J (Reg.No.19213161012002)**

Ph.D.Research Scholar

Department of Commerce

Scott Christian College (Autonomous),

Nagercoil.

Email ID:bejatcyraj@gmail.com

Mobile Number: 8300389047

**\*\*Dr.P.Christopher Raj**

Assistant Professor

Department of Commerce

Scott Christian College(Autonomous),

Nagercoil

Email ID:galtonchrist@gmail.com

Mobile Number:9944766330

Affiliated to Manonmaniam Sundaranar University Tirunelveli – 627 012 Tamil Nadu, India.

### ABSTRACT

More than a billion people get a large portion of their nutrition from fishing, which also plays a key role in maintaining livelihoods worldwide. By boosting national income, creating jobs, and generating foreign cash, the fishing industry plays a key role in the Indian economy. The study's main objectives are to look into the problems with the fish promotion in Kanniyakumari district. The foundation of the current inquiry is first-hand data acquired from the fishermen. Questionnaires and surveys have been used to collect the data, and convenience sampling has been used to select the respondents. 75 fishermen make up the study's sample size. The main problems with fish marketing for fishermen are found to be storage, delivery, and quality. With the support of cooperative groups and the government, the problems of fish selling could be efficiently resolved.

**KEYWORDS:** nutrition, promotion, livelihoods, efficiently, resolved

### INTRODUCTION

Any commodity's production will advance with the help of marketing. A strong marketing strategy is necessary for the production of perishable foods like fish, vegetables, organic products, and so on. According to this perspective, fisheries are important to the Indian economy since they increase the country's revenue, provide jobs, and generate foreign exchange. Trade in fish and fishery products spans more than 52 countries. The fisheries sector has acquired foreign exchange worth more than 6000 crores of rupees. Fish trade becomes important on a national and worldwide scale. As a result, it provides means of subsistence and revenue. In light of this, fisheries are essential to humanity in all countries, particularly in non-industrial ones like India, as they focus on producing fish food, provide resources for subsistence and income, present employment opportunities, and play a significant role in boosting the economies of the vast majority of people who work in the fishing industry.

### STATEMENT OF PROBLEM

The issue is stated as follows: Fish is a somewhat perishable product, thus showcasing it is of special significance. To keep fish for longer, it needs strong infrastructure like roads, transportation options, suitable storage, ice, and large refrigerators. It also needs cooperative societies. Fishermen suffer extra problems because they cannot utilize these facilities to the extent of their needs. Therefore, an effort is being made to look into the problems with fish selling in Kanniyakumari District.

### REVIEW OF LITERATURE

M. SAHAYA VENNILA et al (2018) examined the MARINE FISH MARKETING IN KANNIYAKUMARI DISTRICT. They analyze the existing marketing system, the methods of fish arrival to the market, the marketing problems, and the price spread of selected species. The result of the study revealed the existing traditional marketing system should be adjusted, the existing infrastructure facilities should be created, steps should be taken to give alternative business, and the public authority should give sponsorship advance so the fisherman can go for the adoption of innovation. They suggested The perishable nature of fish makes marketing more difficult subsequently the change and storage facilities should be extended, The public authority should give subsidy loans at a low interest rate so the fisherman can go to the reception of innovation, The course of action for institutional marketing in the review region is inadequate hence the central and state governments should take moves toward controlling the exercises of intermediaries, The existing

infrastructure facilities should be created and The public authority organizations should interfere and control the selling cost of fisher and the marketing framework adoption.

R. SATHIADHAS et al (2011) studied the Efficiency of domestic marine fish marketing in India - a macro analysis. The fast financial development and extension of homegrown retail areas in India have made a critical market for new and handled fish and fishery items inside the country. The expansion in the costs of new as well as handled fish is very a lot higher than any remaining food items. A full-scale level examination of the productivity of domestic marine fish promotion in India during the period 2000-2008 showed that lobsters (80.37%), sharks (77.12%), seerfish (75.22%), and mackerel (71.29%) acquired a similarly higher portion of the buyer rupee for the fisherman than different varieties. The costs of high-worth fishes like pomfrets, diviner fishes, mullets, and cephalopods are relatively steady than the low-worth fishes like oil sardines, reptile fishes, beams, threadfins, croakers, and silver bellies. Even though market development guaranteed better offers for the makers in the shopper's rupee in a large portion of the varieties, makers' buyers endure the worst part of the monopoly of big traders and dealers ruling at the mark of first deals.

#### **OBJECTIVES OF THE STUDY:**

To analyze the opinion towards the problems faced by the fishermen in Kanniyakumari District.

To examine the significant difference between the problems faced by the fishermen in Kanniyakumari District.

#### **METHODOLOGY**

The steps for the study are represented in the research methodology. It gives the researcher clear guidelines on how to proceed with the investigation. It takes into account the sampling strategy, sample size, and data gathering. Essential data acquired from the fishermen served as the foundation for the current investigation. The questionnaire has been used to collect the data, and convenience sampling has been used to select the respondents. 75 fishermen make up the research's sample size.

#### **LIMITATION OF THE STUDY :**

There is a major knowledge gap in this area because no significant investigations have been conducted on the topics of fish marketing and promotion. This investigation should primarily be viewed as a first step in the search to learn the current reality of the local fishing community. One of the main barriers to the examination is the lack of adequate and trustworthy information.

#### **DATA ANALYSIS AND INTERPRETATION:**

<b>Table 1 . Age-wise Distribution of Respondents</b>		
<b>Age</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Below 30	07	9
31-40	29	39
41-50	17	23
Above 50	22	29
Total	75	100
Source: Primary data		

Table. 1 reveals that 39 percent are in the age group of 31 to 40 and 29 percent are in the age group of above 50 years, 23 percent are in the age group of 41 to 50 years, and 9 percent are in the age group of below 30 years. It denotes that most of the fishermen involved in fish marketing in the Kanniyakumari district are 31 to 40 years of age and persons below 30 years of age are rarely involved in the marketing of fish in the study area.

<b>Table 2. Marital Status-Wise Distribution of Respondents</b>		
<b>Marital Status</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Married	61	81
Unmarried	14	19
Total	75	100
Source: Primary data		

Table.2 reveals that 81 percent are married and 19 percent are unmarried. It divulges that married individuals are highly involved in the marketing of fish in the Kanniyakumari district.

<b>Table 3. Family System Wise Distribution of Respondents</b>		
<b>Family System</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Joint Family	21	28
Nuclear Family	54	72
Total	75	100
Source: Primary data		

Table.3 reveals that 73 percent belong to the nuclear family and 28percent belong to the jointfamily. The majority of the fishermen in the research region are therefore found to be living in the nuclear family.

<b>Table 4. Educational Qualification Wise Classification of Respondents</b>		
<b>Educational Qualification</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Illiterate	22	29
Up to 5 <sup>th</sup>	15	20
5 <sup>th</sup> to 8	17	23
SSLC-HSC	16	21
Undergraduate	05	7
Total	75	100
Source: Primary data		

Table 4 shows that 29 percent are illiterates, 23 percent are 5th standard to 8th standard, 21 percent are SSLC to HSC educational qualifications, 20 percent are up to 5th standard, and 7per cent are undergraduates. The majority of the respondents are illiterate in the study area.

<b>Table 5. Monthly Income-Wise Distribution of Respondents</b>		
<b>Monthly Income</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Below Rs.5000	20	27
Rs.5001-Rs.10000	34	45
Rs.10001-Rs.20000	15	20
Above Rs.20000	6	8
Total	75	100
Source: Primary data		

Table.5 clearly shows that 45 percent earn a monthly income of Rs.5000 to Rs.10000, 27 percent earn a monthly income of below Rs.5000, 20 percent earn a monthly income of Rs. 10000 to Rs.20000 and 8 percent earn a monthly income of above Rs.20000. It is clear fromthe table that majority of the respondents earn a monthly income of Rs.5000 to Rs. 10000.

<b>Table 6.Number of years Involved in Fishing</b>		
<b>Number of Years Involved in Fishing</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Below 1 Year	07	10
1 to 5 Years	10	13
5 to 10 Years	27	36
Above 10 Years	31	41
Total	75	100
Source:Primary data		

Table.6 reveals that 41 percent have been involved in fishing for 5 to 10 years, 36 percent have been involved in fishing for above 10 years, 13 percent have been involved in fishing for 1 to 5 years and 10 have been involved in fishing for below 1 year.

<b>Table 7.Type of Fishing</b>		
<b>Type of Fishing</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Mechanized	51	68

Non- Mechanized	24	32
Total	75	100

Source: Primary data

Table.7 reveals that 68 percent belong to a mechanized type of fishing and 32 percent belong to a non-mechanized type of fishing.

<b>Table 8. Fishing Period in a Year</b>		
<b>Fishing Period in a Year</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Below 100 Days	7	9
100-200 Days	22	29
Above 200 Days	46	62
Total	75	100

Source: Primary data

Table.8 shows that the majority of 62 percent of the respondents are involved in fishing for about 200 days and above in a year. The fishing period in a year is found to be between 100 and 200 days for 22percent of the respondents while the remaining 9percent of the respondents have a fishing period of below 100 days. It suggests that the majority of the responders might have fished for 200 days or longer.

<b>Table 9. Problems in Fish Marketing</b>						
<b>Problems of Fish Marketing</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SDA</b>	<b>Total</b>
excess middleman manipulation	23(31)	26(35)	7(9)	11(15)	8(10)	75(100)
Cost variations	29(39)	24(32)	9(12)	7(9)	6(8)	75(100)
Inadequate demand	31(41)	20(27)	8(11)	9(12)	7(9)	75(100)
Buyer's low-price offer	26(35)	29(39)	3(4)	7(9)	10(13)	75(100)
Quality problems	23(31)	42(56)	2(3)	6(7)	2(3)	75(100)
inadequate understanding of the market	32(43)	30(41)	3(4)	5(6)	5(6)	75(100)
issues with transportation	25(33)	32(43)	5(7)	7(9)	6(8)	75(100)
postponed payment	25(33)	29(38)	5(7)	8(11)	8(11)	75(100)
rivalry from other sellers	31(41)	26(35)	7(9)	5(7)	6(8)	75(100)
Storage issues	42(56)	22(29)	2(3)	6(8)	3(4)	75(100)

Source: Primary Data

(SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, and SDA-Strongly Disagree)

Table 9 clearly shows that 42 percent of the fishermen faced storage issues, 42percent of the fishermen faced quality problems and 32percent of the fishermen faced issues with transportation. Fishermen of different age groups have different problems with fish marketing. To find out the significant difference in problems of fish marketing among different age groups of fishermen in the Kanniyakumari district, the ANOVA test is attempted with the null hypothesis, "There is no significant difference in problems of fish marketing among different age groups of fishermen in Kanniyakumari district". The result of ANOVA test is presented in Table 10

<b>Table 10. Problems of Fish Marketing Among Different Age Groups of Fishermen - ANOVA</b>						
<b>Problems of Fish Marketing</b>	<b>Age Group of Fishermen (Mean Score)</b>				<b>F Value</b>	<b>p Value</b>
	<b>Below 30</b>	<b>31-40</b>	<b>41-50</b>	<b>Above 50</b>		
excess middleman manipulation	3.38	4.10	3.84	3.48	0.562	0.854
Cost variations	4.63	3.46	4.90	2.87	4.819	0.003

Inadequate demand	2.66	3.88	3.39	3.51	2.534	0.700
Buyer's low-price offer	1.36	3.25	4.12	3.12	8.601	0.000
Quality problems	3.26	3.13	3.49	3.13	0.363	0.956
inadequate understanding of the market	4.21	3.28	3.69	3.49	0.011	0.599
issues with transportation	3.56	4.32	3.48	3.98	0.841	0.967
postponed payment	3.98	4.21	3.09	3.36	0.352	0.626
rivalry from other sellers	3.33	3.48	3.79	3.87	1.833	0.525
Storage issues	4.23	4.32	4.13	4.63	0.704	0.794
Source: Primary data						

The mean score for fish marketing issues is displayed in Table 10 along with the corresponding "F" statistics. Storage issues and cost variation are the two main issues with fish marketing that fishermen face, and their corresponding mean scores are 4.63 and 4.63. There are significant differences among the various age groups of fishermen in the case of cost variation and buyers' low prices offer. Because the respective "F" statistics are significant at the 5% level about the issues with fish marketing, the null hypothesis is rejected.

### SUGGESTIONS

- ❖ The fishermen need to have enough storage space to reduce the issues with fish marketing. Fish should be preserved using a facility like cold storage because they are perishable.
- ❖ The consumer must buy the fish at the landing center to boost satisfaction. The price of the fish should be fairly determined and paid out right away. The consumer should buy the many fish varieties.
- ❖ Fishermen and their families should be given secondary education and a supplementary source of income. The fishermen's educational background may aid them in recognizing the many retail locations where fish goods may be marketed, increasing their understanding of the market.
- ❖ The government needs to assist cooperative organizations and take action to export fish. Therefore, by exporting fish and fish products, the fishermen might make a greater profit.
- ❖ The government needs to make sure that its official programs also provide financial assistance to fishermen. The fishermen should be asked to meetings periodically so they can have an opportunity to talk about the many issues they have encountered.
- ❖ It is also recommended that fishermen receive training to improve their fishing and marketing abilities. Additionally, insurance coverage and accident benefit plans are to be made available to the fisherman.
- ❖ The infrastructure facilities should be enhanced, and the government should take several actions to address the issues that fishermen experience while trying to market their catch.

### CONCLUSION

Every sign point to a global rise in fish consumption. The popularity of fish and fish products is growing among young customers. Consumers should look at how fish products are used medicinally. Government and the cooperative society should address the problems with fish marketing by enlarging the scope of their administrative structures and raising the level of their services. It raises the level of satisfaction that fishermen have towards the consumer. The cooperative fisheries organization plays a crucial role in the administration of several government programs and services to the fishing community. Infrastructure facilities such as those for storage, transportation, and sales should be enhanced to maintain the greatest level of fish and fish product quality.

### REFERENCES

Nyaupane, P. N and J. M, Gillespie (2010). Factors Influencing Producers' Marketing Decisions in the Louisiana Crawfish Industry", Louisiana State, University Agricultural Centre, Bolton Rouge, LA.

- Ayyappan S, and Krishnan (2004). Fisheries sector in India: Dimensions of development, *Indian Journal of Agricultural Economics*, 59 (3), 392-412.
- Bishnoi, Tanuj Kumar (2005) *Marketing of Marine Fisheries*, Sonali Publication, New Delhi, pp. 74-76.
- Gautam Parmar, A. L. (2018). Study on Fish Marketing Channel and Consumption pattern for fish in Nasari. *An International Refereed, Peer Reviewed & Indexed Quarterly Journal in Science, Agriculture & Engineering*, 74-76.
- N.Al-Mazrooei, G. A. (2003). Purchase Behavior of Consumers for Seafood Products. *Agricultural and Marine Sciences*, 1-10.
- Nashwa Al-Mazrppei, G. V. (2008). Consumer Purchase Behavior of Seafood Products in Oman. *Journal of International Food & Agribusiness Marketing*, 5-22.
- R.Sathiadhas. (2011). Efficiency of domestic marine fish marketing in India a Macro analysis. *Indian J Fish*, 125-131.
- Vennila, M. (2018). Marine Fish Marketing in Kanyakumari District. *Journal of Emerging Technologies and Innovative Research*, 266-269.