

Problems of Fish Marketing – With Special Reference to Kanyakumari District

Jasbin Bino. P*, Radhika R

School of Management, Noorul Islam University, Kumaracoil, Kanyakumari District, TamilNadu, India

*Corresponding author: E-Mail: jasbinbino@gmail.com

ABSTRACT

Fishing plays a major role in supporting livelihoods worldwide and also forms an important source of diet for over one billion people. Fisheries sector plays an important role in the Indian economy by way of contributing to the national income, employment and foreign exchange. The main objectives of the study are to explore the problems of fish marketing in Kanyakumari District. The present study has been based on primary data collected from the fishermen. The data has been collected with the help of the questionnaire and the respondents are selected by convenience sampling. The sample size for the study is 75 fishermen. It is found that the important problems of fish marketing of fishermen are storage and transportation problems and quality issues. The problems of fish marketing could be solved easily with the help of co-operative societies and Government.

KEY WORDS: Problems, Fish marketing, Quality, Storage, Transportation.

1. INTRODUCTION

Marketing plays a major role in promoting the production of any commodity. The production of food products like fish, vegetables, fruits, etc. which are perishable in nature depends entirely on an efficient marketing system. In this aspect, fisheries sector plays an important role in the Indian economy by way of contributing to the national income, employment and foreign exchange. Fish and fishery products are exported to more than 52 countries. More than 6000 crores of rupees of foreign exchange have been earned by the fisheries sector. Fish trade gains importance both at national and international levels. Hence, it provides ways and means of living and income. Thus, fisheries are important to humankind in all countries, particularly in developing nations like India for it aims at production of fish food, provides ways and means of living and income, offers employment opportunities and plays a vital role in improving the economy of the vast majority of people involved in fishing profession.

Statement of the problem: Fish being a highly perishable commodity, its marketing assumes special significance. It needs good roads and quick transport facilities, suitable container, ice, cold storage to keep fish fresh for longer time, suitable agency (or agencies) as fishermen are poor, unorganized and cannot reach consumers. These facilities are generally not available up to their desired expectations and the fishermen face more problems. Hence the researcher attempted to study the problems of fish marketing in Kanyakumari district.

Objectives of the study: To explore the problems of fish marketing in Kanyakumari District, to offer suitable suggestions based on the findings of the study.

Scope of the study: The present study examines the problems of fish marketing with special reference to Kanyakumari district. The focus is, however, on analyzing the problems of fish marketing.

2. METHODOLOGY

The research methodology describes the step by step process of the study. It provides for clear guidance to the researcher to proceed with the study. It includes the sampling method, sample size and collection of data. The present study has been based on primary data collected from the fishermen. The data has been collected with the help of the questionnaire and the respondents are selected by convenience sampling. The sample size for the study is 75 fishermen.

Limitations of the study: No significant studies have been conducted on the problems of the fish marketing; so there exists a wide data gap or blank past in this regard. This study must be essentially seen as a starting point in attempting to reveal the facts of a marginalized community. Non-availability of sufficient and reliable secondary data is one of the major limitations of the study. In the absence of proper records the study exclusively depends on data provided by the participants regarding their conditions.

Analysis and interpretation:

Table.1.Age Wise Distribution of Respondents

Age	No. of Respondents	Percentage
Below 30	06	8.0
31-40	33	44.0
41-50	19	25.3
Above 50	17	22.7
Total	75	100

Source: Primary data

Table.1 reveals that 44 per cent are in the age group of 31 to 40 and 25.3 per cent are in the age group of 41 to 50 years, 22.7 per cent are in the age group of above 50 years and 8 per cent are in the age group of below 30 years. It denotes that most of the fishermen involved in marketing fish in Kanyakumari district are 31 to 40 years of age and the persons below 30 years of age are rarely involved in marketing fish in the study area.

Table.2.Marital Status Wise Distribution of Respondents

Marital Status	No. of Respondents	Percentage
Married	64	85.3
Unmarried	11	14.7
Total	75	100

Source: Primary data

Table.2 reveals that 85.3 per cent are married and 14.7 per cent are unmarried. It divulges that married individuals are highly involved in marketing fish in Kanyakumari district.

Table.3.Family System Wise Distribution of Respondents

Family System	No. of Respondents	Percentage
Joint Family	27	36.0
Nuclear Family	48	64.0
Total	75	100

Source: Primary data

Table.3 reveals that 64 per cent belong to nuclear family and 36 per cent belong to joint family. Thus, it is concluded that most of the fishermen in the study area are living in nuclear families.

Table.4.Educational Qualification Wise Classification of Respondents

Educational Qualification	No. of Respondents	Percentage
Illiterate	24	32.0
Up to 5 th	12	16.0
5 th to 8	20	26.7
SSLC-HSC	15	20.0
Undergraduate	04	5.3
Total	75	100

Source: Primary data

Table.4 shows that 32 per cent are illiterates, 26.7 per cent are 5th standard to 8th standard, 20 per cent are SSLC to HSC educational qualification, 16 per cent are up to 5th standard and 5.3 per cent are undergraduates. It is evident from table that majority of the respondents are illiterate in the study area.

Table.5.Monthly Income Wise Distribution of Respondents

Monthly Income	No. of Respondents	Percentage
Below Rs.5000	24	32.0
Rs.5000 – Rs.10000	31	41.3
Rs.10000 – Rs.20000	15	20.0
Above Rs.20000	05	6.7
Total	75	100

Source: Primary data

Table.5 clearly shows that 41.3 per cent earn a monthly income of Rs.5000 to Rs.10000, 32 per cent earn a monthly income of below Rs.5000, 20 per cent earn a monthly income of Rs.10000 to Rs.20000 and 6.7 per cent earn a monthly income of above Rs.20000. It is evident from table that majority of the respondents earn a monthly income of Rs.5000 to Rs.10000.

Table.6.Number of Years Involved in Fishing

Number of Years Involved in Fishing	No. of Respondents	Percentage
Below 1 Year	04	5.3
1 to 5 YEARS	13	17.3
5 to 10 years	23	30.7
Above 10 Years	35	46.7
Total	75	100

Source: Primary data

Table.6 reveals that 46.7 per cent have been involved in fishing for above 10 years, 30.7 per cent have been involved in fishing for 5 to 10 years, 17.3 per cent have been involved in fishing for 1 to 5 years and 5.3 have been involved in fishing for below 1 year.

Table.7.Type of Fishing

Type of Fishing	No. of Respondents	Percentage
Mechanized	50	66.7
Non-Mechanized	25	33.3
Total	75	100

Source: Primary data

Table.7 reveals that 66.7 per cent belong to mechanized type of fishing and 33.3 per cent belong to non-mechanized type of fishing.

Table.8.Fishing Period in a Year

Fishing Period in a Year	No. of Respondents	Percentage
Below 100 Days	10	13.3
100 – 200 Days	15	20.0
Above 200 Days	50	66.7
Total	50	100

Source: Primary data

Table.8 shows that majority of 66.7 per cent 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 20 per cent of the respondents while the remaining 13.3 per cent of the respondents have a fishing period of below 100 days. It reveals that most of the respondents could be engaged in fishing for a period of 200 days or more.

Table.9.Problems in Fish Marketing

Problems of Fish Marketing	SA	A	N	DA	SDA	Total
Over exploitation by middleman	25(33.3)	29(38.7)	4(5.3)	9(12)	8(10.7)	75(100)
Price fluctuations	28(37.3)	22(29.3)	8(10.7)	8(10.7)	9(12)	75(100)
Inadequate demand	29(38.7)	18(24)	7(9.3)	13(17.3)	8(10.7)	75(100)
Low price offered by the buyer	24(32)	27(36)	5(6.7)	8(10.7)	11(14.7)	75(100)
Storage problems	40(53.3)	26(34.7)	2(2.7)	4(5.3)	3(4)	75(100)
Quality issues	22(29.3)	40(53.3)	4(5.3)	5(6.7)	4(5.3)	75(100)
Inadequate market knowledge	30(40)	28(37.3)	5(6.7)	6(8)	6(8)	75(100)
Competition from other sellers	31(41.3)	24(32)	8(10.7)	5(6.7)	7(9.3)	75(100)
Transportation problems	29(38.7)	31(41.3)	4(5.3)	6(8)	5(6.7)	75(100)
Delay in payment	23(30.7)	28(37.3)	6(8)	9(12)	9(12)	75(100)

Source: Primary data

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

Table 9 clearly shows that 53.3 per cent of the fishermen faced storage problems, 53.3 per cent of the fishermen faced quality issues and 41.3 per cent of the fishermen faced the problem in transportation. Fishermen of different age groups have different problems of fish marketing. In order to find out the significant difference in problems of fish marketing among different age group of fishermen in Kanyakumari district, 'ANOVA' test is attempted with the null hypothesis, "there is no significant difference in problems of fish marketing among different age group of fishermen in Kanyakumari district". The result of 'ANOVA' test is presented in the Table X.

Table.10.Problems of Fish Marketing Among Different Age Group of Fishermen – ANOVA

Problems of Fish Marketing	Age Group of Fishermen (Mean Score)				F	p Value
	Below 30	31-40	41-50	Above 50		
Over Exploitation by middleman	3.8333	4.0125	3.4848	3.8421	0.652	0.584
Price Fluctuations	4.3654	3.6471	4.0909	2.7895	4.981	0.003
Inadequate Demand	2.6657	3.8824	3.9394	3.1579	2.453	0.070
Low Price Offered by the Buyer	1.6325	3.5294	4.2121	3.2105	8.106	0.000
Storage problems	4.3212	4.2353	4.3124	4.3684	0.074	0.974
Quality Issues	4.1245	3.8235	3.9697	3.9467	0.101	0.959
Inadequate Market Knowledge	3.6542	4.2306	3.8485	3.8947	0.481	0.697
Competition From Other Sellers	3.8933	4.1234	3.9091	3.6316	0.532	0.662
Transportation Problems	3.3301	3.8474	3.9773	3.7895	1.383	0.255
Delay in Payment	3.6267	3.3158	3.9412	3.3158	0.633	0.596

Source: Computed data

Table 10 shows the mean score of problems of fish marketing along with its respective 'F' statistics. The important problems of fish marketing among fishermen are storage problems and price fluctuations and their respective mean scores are 4.3684 and 4.3654. Regarding the problems of fish marketing, the significant difference

among the different age group of fishermen, are identified in the case of price fluctuations and low price offered by the buyer since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.

3. SUGGESTIONS

- a) In order to reduce the problems of fish marketing, the fishermen should be provided with good storage facilities. They should be provided with proper preservation facilities with a view to preserve the fish because of its perishable nature. The provision of cheaper inputs by the society would enable the fishermen in minimizing their costs.
- b) In order to enhance the level of satisfaction, the society has to take steps to collect the fish at the catching point. The price for fish should be fixed reasonably and should be disbursed at the earliest. The society should accept the different varieties of fish.
- c) The fishermen and their family members should be given at least secondary education. The educational level could help the fishermen to identify the different selling points where the fish products could be sold, so that their market knowledge gets increased.
- d) The government should take steps for the export of fish. Hence, the fishermen could get more profit by exporting fish and fish products.
- e) The society should also ensure that its officials are behaving politely with the fishermen. The fishermen should be invited for meeting frequently so that they will get a chance to discuss various problems they have faced. It is also suggested that the fishermen should be provided training for increasing their fishing ability and marketing skills. The fishermen are also to be provided with accident benefit schemes and insurance facility.
- f) The infrastructure facility should be improved and Government should take various steps to solve the problems faced by the fishermen in marketing their products.

4. CONCLUSION

Fish consumption seems to be increasing all over the world. Fish and fish products are becoming popular among the youngsters. The medicinal features of fish products should be explored to the consumers. The problems of fish marketing need to be solved by the Government and the co-operative society by increasing its quality of services. It results in the enhancement of level of satisfaction of fishermen towards the society. The role of co-operative fisheries in the provision of various services to the fishing community is considered remarkable. The infrastructure facility like storage facility, transportation facility, etc. should be improved so that the quality of the product can be maintained to the maximum.

REFERENCES

- Amutha D, Socio- economic conditions of fishermen in Tuticorin, 1998.
- Ayyappan S, and Krishnan, Fisheries sector in India: Dimensions of development, Indian Journal of Agricultural Economics, 59 (3), 2004, 392-412.
- Bishnoi, Tanuj Kumar, Marketing of Marine Fisheries, Sonali Publication, New Delhi, 2005, 74-76.
- Ganesan, Marketing of marine fish – An empirical study in coastal villages in Kanyakumari, Madurai, 1987.
- Sam Bennet P, and Arumugam, New Trends in the Traditional marine fisheries at Tuticorin, CMFRI Bulletin, Cochin, 44 (1), 1988, 155-158.
- Sathiadhas R, and Panikkar K.K.P, Socio-economic status of marine fisheries along Madras coast, marine fisheries information service, Technical and extension service, Cochin, 90, 1989, 1-5.