

CONSUMER BEHAVIOUR IN MARINE FISH TOWARDS SPECIAL REFERENCE TO MAYILADUTHURAI TALUK NAGAPATTINAM DISTRICT, TAMILNADU, INDIA.

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Abstract

A study has been created to analyse consumption behaviour of fish. It is found that the portion of fish in the total food consumption increased with increase in income initially but marginally declined with higher income categories. The average home fish consumption is a pair of 86 kg per month. This proportion is higher within the lower financial gain teams, indicating a regular demand for the product from this class. Consumers understand that freshness may be an important issue to buy fish. The study reveals that poor hygiene conditions exist at fish shops. However, majority of the respondents was satisfied with the curries at hotels. The study clearly indicates that fish may be an extremely appreciated food altogether financial gain teams because of its straightforward availableness reasonable worth, style and alimental price. Consumers with low and middle incomes perceive fish as one of the cheapest forms of adding value to their food intake. The Consumer behavior of the fish determines the success of the marketing system.

INTRODUCTION

A Fish market is a Market place used for marketing fish product. Sea water is naturally (ph), total hardness, nitrate, phosphate, silicate and dissolved oxygen is important content in protoplasm so all the natural vitamins included in fish. Marine fish is a one the medicine for human. The importance of fish in diet lies in the chemical composites of the fish, which is rich in proteins and minerals like calcium, phosphorous and iron some fishes. In addition, have varying quantities, fat, oil and vitamins, seafood are an excellent food because it is in nutrients. Consumer is the main determinant of the quality and diversity of fish supplied to fish market. If consumer tastes and food habits are assessed in advance, i.e. prior to production, fish varieties that are in demand and marketability can be supplied to them. Understanding consumer for the purpose of achieving marketing objective is imperative. Balassa, Bela says the goal of any marketing system is to satisfy needs and wants of consumers, more so with the fish marketing system. In a market system based on the individual choice, consumers strongly influence what will be produced for whom and what resources will be used to produce it. Balassa, Bela1over the last a handful of decade's piscary product consumption has Associate in Nursing increasing trend in India and in several developing countries because of fisheries growth, disposable income racing, And urbanization and health concerns. Fish consumption in a very country depends on several factors like increasing population together with a sufficient provider of fish and fish product, demand, income, education level, consumer preferences and fish costs, each of the factors impacts fish consumption.

METHODOLOGY

The study examines fish consumption behavior of consumers. A survey has been done with a sample of 120 consumers randomly selected spread over different geographical locations using a structured questionnaire. The sampling technique that has been adopted was judgment sampling of non-probability sampling methods. In the study unstructured interviews were additionally conducted to analyse buying behavior of households. Consumer preferences and behavior for fish consumption were examined from the patron purpose of read.

Social economic profile of the marine fish consumer (n=120). The study is based on primary data. The data is collected from sample of respondents in the selected villages of Mayiladuthurai Taluk is situated in Nagapattinam District. To select sample for the survey, the stratified random sampling techniques is used in the study in this village name is kali, Namachivayapuram, Adhur, Kesing. Korkai, Pandur, Mappadukai, Nidur, Vadakkarai, Korainadu.

CONSUMER BEHAVIOUR

Fish Marketing mainly depends on the consumers in general public. Supply of fish in direct to consumer, hotel, and mess. etc., will give regular income but selling fish to public will yield high profit for retailers. Hence here an attempt is made to evaluate the status of consumer behavior towards purchase pattern in the study region.

Data Analyze in social – economic backward of the consumer

A study on the social – economic backward of the consumer is very important information on analyses to age groups of people is purchasing marine to retailers, size Family member in different minimum 2 member, 3 to 5 member and above 5 member, educational qualification of the respondents in the study area and monthly income of the marine fish consumer.

Table No: 1. Socio – Economic profile of the Marine Fish Consumer

Parameter	Particulars			
	<15 years	15-25 years	26-40 years	>40 years
Age groups	<15 years	15-25 years	26-40 years	>40 years
No of Respondents	12	30	52	26
Percentage	10	25	43.33	21.67
Gender	male	female		
No of Respondents	82	38		
Percentage	68.33	31.67		
Size of the Family	2 members	3-5 members	>5 members	
No of respondents	18	66	36	
Percentage				
Education	Illiterate	Upto SSLC	Upto HSC	Graduate
No of Respondents	26	42	36	16
Percentage	21.67	35	30	13.33
Monthly income (Rs.)	< 5,000	5000 – 15,000	15,001 – 25,000	>25,000
No of respondents	20	58	35	7
Percentage	16.67	48.33	29.17	5.83

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Table No: 2 Consumers Purchasing Behavior

Factors	Particulars	No. of Respondents	%
Purchasing Time of Fish	Morning	40	33.33
	Noon	18	15.00
	Evening	62	51.67
	Total	120	100
Quantity of Purchase Fish at Time	Below 1 kg	48	40.00
	1 kg – 3 kg	38	31.66
	3 kg – 5 kg	20	16.67
	Above 5 kg	14	11.67
	Total	120	100
Amount of Purchase Fish at Time	Below Rs. 50	32	26.67
	Rs. 51 – Rs. 100	48	40.00
	Rs.101 – Rs. 200	22	18.33
	Above Rs. 200	18	15.00
	Total	120	100
Market Distance	Less than 2 kms	46	38.33
	2 kms to 5 kms	64	52.50
	Above 5 kms	10	09.17
	Total	120	100

Table No: 3 Consumer Purchasing preference of Fish Varieties

SI. No	Varieties of Fish	No. of Respondent	Percentage	Rank
1	Prawns(Eral)	13	10.83	IV
2	Mackerel (Kanankelutyi)	16	13.33	III
3	Sardine (Chalai)	09	07.50	VIII
4	Seer (Vanjiram)	23	19.18	I
5	Silver Bellies (Karai)	10	08.33	VII
6	Pomfret (Vaval)	19	15.83	II
7	Whitebaits (Netholi)	11	09.17	VI
8	Sharks (Chura)	12	10.00	V
9	Goat fish (Navarai)	07	05.83	IX

As shown in the table, purchasing preference of fish varieties among consumers is Seer (Vanjiram) fish 19.18 % (1st Rank), Pomfret (Vaval) fish 15.83 % , Mackerel (Kanankelutyi) fish (13.33) its 2nd and 3rd rank and so on.

Table No: 4 Rank the Reason for the preference to Fish

Factors	No. of Respondent	Percentage	Rank
Price	51	42.50	I
Quantity	20	16.67	III
Quality	09	07.50	V
Taste	12	10.00	IV
availability	28	23.33	II

FINDINGS

India has immense marine fishery resources. It has a long coastline off 8041 kilometers. The fishing sector accounts for 1.3 percent of the GDP. Though 5 percent of population ekes out their livelihood in fishing in India, their economic conditions are poor and they are fettered with social- economic backwardness and illiteracy.

The consumer Mostly purchasing time is Evening (62%) the reason for most of the people in agricultural based workers (Former) in the study areas.