

PURCHASE BEHAVIOUR OF CONSUMERS TOWARDS MARINE FISH IN KANYAKUMARI DISTRICT

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Abstract

The rapid expansion of the demand for food derived from animals is driven by advancing production technologies, increased economic growth, explosion of the population and shifts in dietary patterns. Fish is a vital part of food things of creature beginning. The utilization of fish has become quicker than that of some other creature items. Diverse patterns of fish consumption exist across income levels, household locations and other factors. This study is aimed at providing information on consumer attitudes and preferences for fish purchases from various outlets. This study has been conducted in the Kanniyakumari district.

Key words:economic growth,consumer attitudes,fish purchase,utilization,explosion

Introduction

The country's socioeconomic development relies heavily on the fishing industry. In addition to being a foreign exchange earner, it has been recognized as a powerful source of income and employment because it encourages the expansion of a number of subsidiary industries. Most importantly, it provides a means of subsistence for a significant portion of the nation's economically disadvantaged population. The principal challenges confronting fisheries advancement in the nation have been in the appraisal of fishery assets and their possible as far as fish creation, advancement of manageable innovations for balance and shellfish culture, yield streamlining, gather and post-collect activities, landing and berthing

offices for fishing vessels, increasing commodity of marine items, creating business and further developing government assistance of anglers and their financial status.

Statement of problem

Fish is a high protein content and flesh composition is an advantage to consumers, especially children threatened with malnutrition. Vitamin A is especially important for healthy skin and clear vision. Only poor-quality factory rejects and waste from the processing plants are available in local markets. Kanniyakumari is the most consumed and preferred fresh fish by local consumers. Most marine fish is consumed locally, mainly in fresh form. They are giving more importance to buying marine fish. There is a need to analyze the relationship between income and consumer behavior and attitudes toward marine fish in the study area. Hence, the study analyzes consumer behavior and attitudes toward marine fish.

Review of Literature

Al-Maxrooei, Chomo and Omezzine (2003) in their research on “Purchase behaviour of consumers for seafood products”. They have provided data on the attitudes and preferences of fish buyers in Oman with regard to fish purchase methods and market outlets. The study identified factors for predicting changes in market demand for fish products and services as a result of changes in consumer attributes. The results showed that the coastal population preferred to shop at on-shore fish markets, while retailers and Oman National Fisheries Company were the most common choices. Results also show that whole fish was the most preferred form of purchase for both rural and urban medium to low-income consumers while a large proportion of high-income consumers in urban regions prefer mainly sliced fish.

Das et al (2013) in their article titled “Fish Consumers’ Behaviour at Selected Fish Markets of Tripura”, attempted to analyze the consumers’ preference for fish in Tripura. One hundred and sixty fish consumers were randomly selected from four wholesale-cum retail fish markets. The frequency, percentage analysis, and Rank Based Quotient (RBQ) techniques were used to analyze consumers’ preferences and constraints. Price (level & fluctuation) is the major constraint faced by the consumers of the state followed by the availability of fish, lack of fresh fish, non-availability of preferred species, and lack of hygiene.

Objectives of the study

The present study has the following objectives:

- To know the demographic profile of the sample respondents.
- To find out the factor influencing the purchasing decision for marine fish in the Kanyakumari district.
- To analyze the relationship between income and consumer behavior and attitudes toward marine fish.

Methodology

The study is based on primary and secondary data. The sample respondents were selected from fish consumers through convenience sampling. The sample size was 60. The primary data were collected with the help of a well-structured questionnaire. The data were analyzed with the help of percentages and ANOVA. The secondary data were gathered from journals, books and websites. Based on the findings suggestions and conclusions were drawn.

Limitations of the study

A well-designed questionnaire was used to collect the primary data

- The number of respondents is restricted to 60 hence, that result is can't generalize to the large population.
- The responses from respondents hesitated to provide the data.
- There may be biased opinions given by the respondents.

RESULT AND DISCUSSION

The demographic profiles of the respondents were categorized into several variables such as gender, age, marital status, educational qualification, occupation, monthly income and residential status. The table1 shows the demographic profile of the respondents.

Table No.1:

Demographic Profile

Variables	Particulars	No. of Frequency	Percentage
Gender	Male	28	47
	Female	32	53

	Total	60	100
Age	Less than 20 years	10	17
	21 -30years	12	20
	31-40years	20	33
	Above 40 years	18	30
	Total	60	100
Marital status	Married	37	62
	Unmarried	23	38
	Total	60	100
Educational Qualification	UG	34	57
	PG	12	20
	Others	14	23
	Total	60	100
Occupation	Student	7	12
	Private employee	21	35
	Self-employed	8	13
	Government employee	15	25
	Other	9	15
	Total	60	100
Monthly Income	Less than ₹ 15,000	21	35
	₹ 15,001-₹30,000	13	21
	₹ 30001- ₹ 45000	19	32
	Above ₹ 45000	7	12
	Total	60	100
Residential Status	Urban	41	68
	Rural	19	32
	Total	60	100

Table 1 shows that 47 percent of the respondents are male and 53 percent of the respondents are female. 33 percent of the respondents belong to the age group of 31-40 years. 62 percent of the respondents are married. 57 percent of the respondents are undergraduates. 35 percent of the respondents are privately employed. 35 percent of the

respondents are earning an income of less than ₹ 15,000. The residential status-wise classification shows that 68 percent of the respondents are in an urban area. It is understood that adults are mostly involved in buying marine fish.

Null hypothesis: No significant relationship association between Income and factors of purchasing decision.

Table No.2:ANOVA

Relationship between the income and factors of purchase decision of the Respondents

Factor	Income group				F value	P value
	Less than ₹ 15,000	₹ 15,001- ₹30,000	₹ 30001- ₹ 45000	Above ₹ 45000		
Quality	2.0567	2.5709	3.1325	3.6321	7.805	.000**
Taste	2.0576	2.3831	3.6289	4.8099	5.753	.000**
Appearance	2.0532	2.1965	3.3632	4.7432	9.922	.001**
Size	2.0587	2.6632	3.0194	4.7150	12.257	.000**
Species	2.0523	3.0000	3.2478	4.7143	6.573	.008**
Price	2.0549	2.5763	3.5174	4.8053	7.915	.001**
Freshness	2.0563	2.6643	3.5142	4.6257	5.950	.002**
Fish Availability	3.1453	2.0532	2.3812	3.0156	6.715	.006**
Form of fish	2.0000	2.3352	2.8749	3.2867	4.857	.002**
Health Aspects	2.0000	2.000	2.7427	3.3456	4.701	.011*

Source: Computed Data

**** significance at a 1 per cent level**

The above analysis states that the p-value is less than 0.01, and the null hypothesis is rejected with regard to all factors. Hence based on the mean score, there is a significant difference between the income group and factors of purchase decision towards marine fish.

Suggestions

- Investors, distributors and fishermen are all aware that consumers play a crucial role in boosting sales by influencing their purchasing habits and preferences.

- The study's findings indicate that consumers tend to choose and consume more fish. As a result, producers strive to provide a variety of fish products of the highest quality at reasonable prices.
- It could serve as a guide for fish producers and marketers to make products that meet the preferences of customers.

Conclusion

This study has focused on consumer behavior and attitude toward buying marine fish. In general, areas with greater access to the coast consumed more fish. Production and marketing decisions are heavily influenced by consumption. Because fishermen and distributors use the choices they make regarding their purchases as a determinant of their operation, fish consumers play a crucial role. This study revealed that there are numerous options for purchasing fish and fishery products. Additionally, purchasers' mentalities are impacted by their segment and attitudinal qualities. Effective fish merchants act in light of customers' inclinations. Investors, distributors and fishermen are aware that consumers play a crucial role in the growth of market outlets and the availability of goods in the desired form and quality.

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