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A STUDY ON THE MARKETING OF MARINE FISHING IN NAGAPATTINAM DISTRICT OF TAMIL NADU



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ABSTRACT

Fisheries is one of the - important food production sectors in India contributing to the livelihood as well as the food security of a large section of the economically under-privileged population. In recent years, it has assumed greater significance and its contribution towards State and National economy, livelihood and nutritional security, rural employment generation and foreign exchange earnings have been enormous. Therefore, the study is lead by answering the research question



what are the marketing practices are adopted by the fishermen in the Nagapattinam district? Hence, the present study aims to analyze the marketing of marine fisheries in Nagapattinam district of Tamilnadu

KEYWORDS: *Marketing Of Marine Fishing , important food production , National economy, livelihood and nutritional security.*

INTRODUCTION

The marine fish harvested in India consist of about 65 commercially important species/groups. Pelagic and midwater species contributed about 52 per cent of the total marine fish. India is a major supplier of fish in the world. Shrimps are one of the major varieties exported. Giant tiger prawn (*Penaeus monodon*) is the dominant species cultured followed by Indian white prawn (*Penaeus indicus*). Farmed shrimp accounted for about 60 per cent of shrimp exported from the country. Despite rapid growth in total fish production, a fish farmers' average annual production in India is only 2 metric tonnes per person, compared to 172 tonnes in Norway, 72 tonnes in Chile, and 6 tonnes per fisherman in China. Higher productivity, knowledge transfer for sustainable fishing, continued growth in fish production with increase in fish exports have the potential for increasing the living standards of Indian fishermen.

STATEMENT OF THE PROBLEM

Fisheries is a sunrise sector in Indian agriculture, with high potentials for diversification of farming practices, rural and livelihood development, domestic nutritional security, employment generation, export earnings as well as tourism. The possibilities extend from vast seas to high mountains with valued coldwater species. Untapped potentials exist in island systems from ornamental fishes to value added products.

Indian fisheries and aquaculture is an important sector of food production. It provides nutritional security to the human food contributes to the agricultural exports and engages a very large number of people in different activities. With diverse resources ranging from deep seas to lakes in the mountains and more than 10 per cent of the global biodiversity in terms of fish and shellfish species, India has shown continuous and sustained increments in fish production since independence. The sector stimulates growth of a number of subsidiary industries and is a source of earning foreign exchange. Most importantly, it is the source of livelihood for a large section of the economically backward human population of the country.

In Tamil Nadu there are three major fishing harbours at Chennai, Tuticorin and Chinnamuttom; four minor ones at Pazhayar, Valinokkam, Colachel and Nagapattinam. Apart from the harbours, other infrastructure facilities like fish landing centres, cold storages, ice plants, and link roads have been created. To improve the socio economic condition of the fisherfolk, the Department is implementing various programmes with Central sector assistance and some programme with State funds. At this backdrop, the study on marketing of marine fishes in the Nagapattinam district is quite important for formulating sound policies for the future. Therefore, the study is lead by answering the research question what are the marketing practices are adopted by the fishermen in the Nagapattinam district? Hence, the present study aims to analyze the marketing of marine fisheries in Nagapattinam district of Tamilnadu.

METHODOLOGY

To analyze the production and marketing of marine fishing industry in Nagapattinam district of Tamilnadu, survey method has been followed to fulfill the objectives of the research.

MATERIALS AND METHODS

The primary data are gathered through field survey. Since most of the fishermen and middle man are illiterate, questionnaire-based interviews were conducted. Prior to the preparation of the questionnaire, several informal discussions were conducted with individuals and groups from the selected landing centers, based on this final questionnaire were prepared to analyze marketing of marine fishing in the study area.

SAMPLE SIZE

In the Nagapattinam district, there are four major landing centres namely Akkaraipettai, Pazhayar, Poompuhar, Arcottuthurai. A sample of 200 fish merchant, 50 from each landing centres were selected on the basis of convenience sampling method to analyze the marketing practices of the marine fish in the study area.

RESULT AND DISCUSSION

There are four important channels of fish marketing in Nagapattinam district, which frequently overlap and coexist, but each is a distinct entity with its own set of characteristics. These are:

Local fresh fish trade, Processed fish trade, Export trade, Urban trade of these, the first two belong to what can be called as the 'traditional' marketing systems and the latter two to the 'modern' category. Local fresh fish trade is the simplest kind of marketing operation while export trade stands for the most complex. In many villages, all four chains can be seen in operation simultaneously and the same producer/trader will often be involved in more than one kind of marketing chain.

MARKETING PRACTICES OF FISH MERCHANT

The marketing practices followed by the fish merchant in the study area are analyzed in the succeeding pages.

TYPES OF MERCHANT

There are two types of merchant namely wholesale merchant and retail merchant in the marketing of fish in the study area. The number of wholesale and retail merchant in the sample is shown in table 1.

TABLE 1
TYPES OF MERCHANT

Types of Merchant	No. of Respondents	Percentage
Wholesale Merchant	86	43.00
Retail Merchant	114	57.00
Total	200	100.00

Source: Primary data

Table 1 reveals that out of 200 samples merchants 57 per cent of the respondents are retail merchants and 43 per cent are wholesale merchants. In the fishing industry, retailers who sell the fish to ultimate customers is larger in number than that of wholesalers and other intermediaries.

SALES OF WHOLESALE MERCHANT

The sales value of fish per day of wholesale merchant is shown in table 2.

TABLE 2
SALES OF WHOLESALE MERCHANT

Sales (Rs.)	No. of Respondents	Percentage
Less than Rs. 50,000	12	13.95
Rs. 50,000-1,00,000	61	70.93
More than Rs.1,00,000	13	15.12
Total	86	100.00

Source: Primary data

Table 2 shows out of 86 wholesale merchants nearly 71 per cent of the respondents' sales per day was Rs.50,000 to 1,00,000, about 15 per cent of the respondents' sales per day was more than Rs.1,00,000 and 14 per cent of the respondents' sales per day was less than Rs.50,000. Therefore, it can be inferred from the table that most of the wholesale merchants' average sales per day is Rs.50,000 to Rs. 1,00,000 in the study area.

SALES OF RETAIL MERCHANT

The sales value of fish per day of retail merchant is shown in table 3.

TABLE 3
SALES OF RETAIL MERCHANT

Sales (Rs.)	No. of Respondents	Percentage
Less than Rs. 10,000	73	64.04
Rs. 10,000-15,000	31	27.19
More than Rs.15,000	10	8.77
Total	114	100.00

Source: Primary data

It is understood from the table 3 that out 114 retail merchants, the majority of their sales per day was less than Rs.10,000, nearly 27 per cent of the respondents' sales per day was Rs.10,000 to 15,000. A small portion 9 per cent of the respondents' average sales per day was more than Rs.15,000. It can be inferred from the table most of the retail merchants' sales per day was less than Rs.10,000 in the study area.

AVERAGE PROFIT OF WHOLESALE MERCHANT

The average profit per day of wholesale merchant in the study area is shown in table 4.

TABLE 4
SALES OF WHOLESALE MERCHANT

Sales (Rs.)	No. of Respondents	Percentage
Less than Rs. 10,000	26	30.24
Rs. 10,000-15,000	48	55.81
More than Rs.15,000	12	13.95
Total	86	100.00

Source: Primary data

Table 4 shows out of 86 wholesale merchants, majority of the respondents average profit per day is Rs.10,000 to Rs.15,000, about 30 per cent of the respondents average profit per day is less than Rs. 10,000 and 14 per cent of the respondents average profit per day is more than Rs. 15,000. It can be inferred from the table that most of the wholesale merchants' average profit per day is in between Rs.10,000-15,000 in the study area.

AVERAGE PROFIT OF RETAIL MERCHANT

The average profit per day of retail merchant in the study area is shown in table 5.

TABLE 5
AVERAGE PROFIT OF RETAIL MERCHANT

Sales (Rs.)	No. of Respondents	Percentage
Less than Rs. 2,000	32	28.07
Rs. 2,000-3,000	67	58.77
More than Rs.3,000	15	13.16
Total	114	100.00

Source: Primary data

Table 5 shows out 114 retail merchants, the majority of the respondents' average profit per day is Rs.2,000 to Rs.3,000, nearly 28 per cent of the respondents' profit per day is less than Rs.2,000 and 13 per cent of the respondents' profit per day is more than Rs.3,000. It can be inferred from the table the most of the retail merchants average profit per day is Rs. 2,000 – 3,000 in the study area.

RETAILERS SOURCES OF BUYING

The retailers' sources of buying of fish in the study area are shown in table 6.

TABLE 6
RETAILERS SOURCES OF BUYING

Source of Buying	No. of Respondents	Percentage
From wholesale merchant	81	71.05
Directly from Boat operators	20	17.54.
From commission agent	13	11.41
Total	114	100.00

Source: Primary data

It is understood from the table 6 that 71 per cent of the respondents purchased fish varieties from the wholesale merchants followed by 18 per cent of respondents purchased directly from the fish producers and 11 per cent of the respondents purchased through commission agents in the landing centres. It can be inferred from the table that most of the retailers purchase fish from the wholesale merchants in the study area.

WHOLESALE SOURCES OF BUYING

The wholesalers' sources of buying fish in the study area are shown in table 7.

TABLE 7
WHOLESALE SOURCES OF BUYING

Level of Satisfaction	No. of Respondents	Percentage
Directly from landing centre	68	79.07
From commission agent	18	20.93
Total	86	100.00

Source: Primary data

Table 7 shows out 86 wholesale merchants, more than three-fourth of the respondents purchased fish directly from the landing centres through the auctioneers. About 21 per cent of the respondents purchased fishes through commission agents. It can be inferred from the table that the most of the wholesale merchants in the study area purchase fishes directly from the producers through the auctioneers.

DETAILS OF PAYMENT TO FISHERMEN

The details of the price paid to fishermen by fish merchants in the study area are given in table 8.

TABLE 8
DETAILS OF PAYMENT TO FISHERMEN

Payment to Fishermen	No. of Respondents	
	Wholesalers	Retailers
Giving Advance and adjusting in catches	09 (10.47)	13 (11.40)
Immediate cash payment	64 (74.42)	97 (85.09)
Credit for short period	13 (15.12)	04 (03.51)
Total	86 (100.00)	114 (100.00)

Source: Primary data

Table 8 shows out of 86 wholesale merchants and 114 retail merchants, the majority of the wholesale and retail merchants paid immediate cash at the time of procurement of fishes in the landing centres. Nearly 10 per cent of the merchants and 11 per cents of the retailers giving advances and adjusting catches of the fishermen at the time of the landing of boats and 15 per cent and 04 per cent of the wholesale and retail merchants availed credit from the fishermen for short period. Therefore, it can be inferred from the table that in the study area most of the sales transaction is carried out on the cash basis.

PRICE DECISION

The decision made by the fish merchants at which price they have to buy fish varieties in the study area is shown in table 9.

TABLE 9
PRICE DECISION

Basis	No. of Respondents	
	Wholesalers	Retailers
Based on Market demand	46 (53.48)	60 (52.63)
Consultation with others	11 (12.79)	05 (04.39)
Based on the consumer preference to particular species of fish	14 (16.28)	13 (11.40)
Ability of the consumers to pay in the local and remote market	15 (17.44)	36 (31.57)
Total	86 (100.00)	114 (100.00)

Source: Primary data

Table 9 shows that the majority of the wholesale and retail merchants take their purchase price decision on the basis of market demand. About 17 per cent and 32 per cent of the wholesale and retail merchants decided the purchase price on the basis of ability of the consumers to pay in the local and remote markets. Nearly 16 per cent of the wholesale merchants and 11 per cent of the retail merchants decided the purchase price based on the consumer preference to particular species of fish.

About 13 per cent of the wholesale merchants and 4 per cent of retail merchants consulted with others while taking purchase price decision. Therefore, it can be inferred from the table most of the fish merchants made price decision on the basis of demand in the market in the study area.

In order to find out whether there is any significant difference between basis of purchase price decision taken by wholesale and retail merchants, a null hypothesis is framed and tested with the help of chi-square test.

Null hypothesis: There is no significant difference between wholesale and retail merchants regarding their purchase price decision.

TABLE 10
CHI-SQUARE TEST RESULT

Variable	Chi-Square Test – Value	Table value 5% level	Table value 1% level	H ₀ Accepted / Rejected	Significance
Purchase price decision between wholesale and retail merchant	9.04	7.82	11.35	Rejected	*Significant

*Significant at 5% level;

It is clear from the table 10 that the calculated value of chi-square test is higher than that of the table value at 5 per cent level, therefore the null hypothesis is rejected, hence it can be concluded that there is a significant difference between wholesale and retail merchants regarding their purchase price decision.

MAIN MARKETING COST

The main marketing cost incurred by the fish merchants in the study area is shown in table 11.

TABLE 11
MAIN MARKETING COST

Main Marketing Cost	No. of Respondents	
	Wholesalers	Retailers
Transport cost	47 (54.65)	71 (62.28)
Storage cost	24 (27.91)	18 (15.78)
Handling cost	15 (17.44)	25 (21.92)
Total	86 (100.00)	114 (100.00)

Source: Primary data

It is understood from the table 11 that the majority of the wholesale merchants and retail merchants stated that transport is their major cost followed by 28 per cent of the wholesale merchants 16 per cent of the retail merchants stated that the storage cost is their major one and about 17 per cent an 22 per cent of the wholesale and retail merchants opine that the handling cost is their major cost. Therefore, it can be inferred from the table that the transport and storage cost is the major cost for fish

merchants in the study area.

OPINION OF THE MERCHANTS ABOUT MARKETING COST

The opinion of the fish merchants about increases of marketing cost for the past five years is shown in table 12.

TABLE 12
OPINION OF THE MERCHANTS ABOUT MARKETING COST

Opinion about Marketing Cost	No. of Respondents	
	Wholesalers	Retailers
To a very little extent	07 (08.14)	05 (04.39)
To some extent	15 (17.44)	17 (14.91)
To a considerable extent	18 (20.93)	14 (12.28)
To a very great extent	46 (53.49)	78 (68.42)
Total	86 (100.00)	114 (100.00)

Source: Primary data

It is understood from the table 12 that the majority of wholesale and retail merchants are of the opinion that the marketing cost is increased to a very great extent for the past five years. About 20 per cent and 12 per cent of the wholesale and retail merchants stated that the marketing cost is increased to a considerable extent and 17 per cent of the wholesale merchants and 15 per cent of the retail merchants opined that the marketing cost increased to some extent. A small portion of the fish merchants opined that the marketing cost has increased to a very little extent for the past five years. Therefore, it can be inferred from the table that the marketing cost of the fish merchants is increased considerably over the past five years.

LEVEL OF SATISFACTION WITH INFRASTRUCTURE FACILITIES

The level of satisfaction of the fish merchants with the marketing infrastructure facilities in the study area is shown in table 13.

TABLE 13
LEVEL OF SATISFACTION WITH MARKETING INFRASTRUCTURE FACILITIES

Level of Satisfaction	No. of Respondents	
	Wholesalers	Retailers
Satisfied	05 (05.81)	11 (09.65)
Highly satisfied	10 (11.63)	15 (13.16)
Neither satisfied nor dissatisfied	06 (06.98)	09 (07.89)
Dissatisfied	18 (20.93)	24 (21.05)
Highly dissatisfied	47 (54.65)	55 (48.25)
Total	86 (100.00)	114 (100.00)

Source: Primary data

Table 13 exhibits that the 76 per cent of the wholesale merchants and 69 per cent of the retail merchants are dissatisfied with the availability of marketing infrastructure facilities in the study area. About 17 per cent of the wholesale merchants and 23 per cent of the retail merchants are satisfied with the infrastructure facilities. Therefore, it can be inferred from the table poor infrastructure facilities existed in the landing centres in the study area.

AWARENESS OF INDIAN LEGISLATION REGARDING QUALITY AND FOOD SAFETY

The level of awareness of the fish merchant about Indian legislation regarding quality and food safety is shown in table 14.

TABLE 14
AWARENESS OF INDIAN LEGISLATION REGARDING QUALITY AND FOOD SAFETY

Awareness	No. of Respondents	
	Wholesalers	Retailers
To a very little extent	26 (30.23)	78 (68.42)
To some extent	47 (54.65)	19 (16.67)
To a considerable extent	08 (09.30)	10 (08.77)
To a very great extent	05 (05.81)	07 (06.14)
Total	86 (100.00)	114 (100.00)

Source: Primary data

Table 14 shows out 86 wholesale merchants, 30 per cent of the respondents aware to a very little extent, about 55 per cent of the respondents aware to some extent, 9 per cent and 6 per cent of the respondents' aware considerable and to a very great extent about Indian legislation regarding quality and food safety. Among the retail merchants, the majority of the respondents aware to a very little extent and 17 per cent of the respondents aware to some extent about the Indian legislation regarding quality and food safety. Therefore, it can be inferred from the table that the fish merchants have a very minimum awareness about the Indian legislation regarding quality and food safety in the study area.

PROBLEMS OF THE FISH MERCHANT

The specific problems faced by the fish merchants in the study area are depicted in table 15.

TABLE 15
MARKETING PROBLEMS OF THE FISH MERCHANTS (N = 200)

S.No	Nature of Problem	Mean Score	Rank
01	Inadequate infrastructure facilities for marketing of fish at the landing centres	93	I
02	Excessive role of middlemen	68	VI
03	Lack of constant demand	71	VIII
04	Low margin	80	V
05	Price fluctuation	76	VII
06	Inadequate storage facilities	89	II
07	High storage cost	85	III
08	Lack of Transport facilities	82	IV

Source: Primary data

It could be seen from the table 15 that inadequate infrastructure facilities in the landing centres were ranked first with a score of 93 Garrett points. Inadequate storage facilities were the second reason with a score of 89 points. High storage cost was ranked third and lack of transport facilities was ranked as fourth with a score of 85 Garrett points and 82 Garrett points respectively.

CONCLUSION

To conclude, fisheries is one of the important food production sectors in India contributing to the livelihood as well as the food security of a large section of the economically under-privileged population. In recent years, it has assumed greater significance and its contribution towards State and National economy, livelihood and nutritional security, rural employment generation and foreign exchange earnings have been enormous. Therefore, the government should initiate steps to develop infrastructure facilities on par with international standards such as development of fishing harbours, fish landing centres, fish processing parks, mid sea fish processing unit to benefit the fisher folk and also aim at increasing the fish production besides conservation of fishing resources. The Government should commit itself towards the holistic development of fisheries in the State and improve the living standards of the fishing communities.

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