

PROBLEMS AND PROSPECTS OF RETAIL MARKETING IN MARINE FISHING IN NAGAPATTIANAM DISTRICT

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Abstract:

The Retail Marine Fish Marketing in financial and political environment in India has prompted a wave of large number of global giants entered into marketing is fast growing Indian fish retail industry during the past few years; without doubt, the retail industry in India is in those of radical restructuring. The fundamental drivers of changing ever increasing per capita income, growing Gross Domestic Product in , availability of consumer finance and their force is irreversible .India's having a vast coastline, it provides food, stability, and income producing opportunities to rural people but for many of them in India's economically disadvantaged. Fisheries in India account for 3% of the gross domestic product and generate powerful income and marketing employment opportunities in rural poor people and who are those depending marine fishing. All marine fish landing centers of the state spreading the entire coastal belt and it serve as primary markets of TamilNadu coastal area in Nagapattinam District. This paper thoroughly highlights the problems of retail marketer like Lack of capital, storage, Lack of transportation facilities, Non-awareness of equipment and technical knowledge, Problem of Social and Religious Prejudices, Climatic changes, Lack of infrastructural facilities, Delay for Financial assistance, Political problems.

Keywords: Marine, Fish, Retailing, Channel of Distribution

Introduction:

Although there are many methods into understanding and defining retailing mostly, emphasis is on retailing as the business activities in marketing product is selling goods or services to the final consumer. Retailing are marketing any business activities in the directs it marketing determinations of satisfying the end user of consumer based upon the organization of selling goods and services as a means of supply." Retail Marketing can be said to be the process by which a retailer attempts to identify the target market, work out the mix in terms of nature of merchandise and services offered price strategy, raise in sales and advertising, location, accumulation goods and visual merchandising in order to satisfy the target market's needs and build up a sustainable competitive advantages.

Retailing Marketing in India.

For Recent periods now, India has been operating within her own exclusive concept of retailing. Retailing in its initial period was witnessed at the weekly hats or gatherings in a market place where vendors put on display their produce of progress; this practice is still prevalent in Majority of the towns and cities place in India. Then the market saw the emergence of the local baniya and his neighborhood 'kiranastore & shop'. These were the common local mummy-daddy or multipurpose departmental stores located in uptown area. Such shops stocked

goods with multipurpose utility and were built with the visualization of providing convenience at the doorstep of the consumer.

The earliest seeds of the so-called specialty malls can be traced to shopkeepers who stocked goods of the same product types in a particular area. If one were to go back to the early 80s, it can be said that organized retail, to a great extent, was observable in the functioning of stores such as 'Akbarallys' in Mumbai and 'Nilgiris' and 'Spencer's' in Chennai. These stores later evolved into multi-chain outlets and were the first to bring on the 'onset of organized retail' in India. But, just like the neighbourhood stores, these stores lacked the infrastructural support.

However, the support liberalization period, saw the retail industry undergoing a revolutionary change. The changes in the organized retail fish industry are observable in the form of new retailing formats, modern techniques, exclusive retailing trends can be attributed to,

- The rapidly growing middle class consumers.
- Increase in per capita spending by consumer.
- Growth in the number of Double Income (DI) earned in households.
- Less time at the discarding in DI family.
- Through media and other communication networks, exposure to world class sense of taste and preferences of particular products and brands,
- Increasing work force in international.
- Increasing usage of Credit/Debit Cards or ATM Card.
- Growth youth population with the ability to study and work simultaneously.
- The younger population who are comfortable to transact on online retailing.

Channels of marketing:

Since marine fish is consumed all over the country. It has to be carried a long way from the coast of interior parts of the country. Marine fishes thus pass through the following prominent channels to reach the ultimate consumers.

Fishermen → consumer

Fishermen → auctioneer → consumer

Fishermen → auctioneer → retailer → consumer

Fishermen → auctioneer → commission agent → wholesaler → retailer → consumer

Fishermen → auctioneer → wholesaler (primary markets) → wholesaler (→ retailer) → retailer → consumer

Fishermen → auctioneer → processor (Dry Fish) → wholesaler → retailer → consumer

Fishermen → auctioneer → agents of → wholesaler (→ retailer) → retailer → consumer

Types of Retailers:

It is said that in spite of presence of growing in retail industry, organized retail sector accounts for less than only 2 percent of the retail industry in India. So, the organized retailers are trying innovative models and formats to woo the customers, consumers are looking for variety of product, convenience and quality while shopping, be it for grocery, clothes, food, music or even books. To much the consumer needs and demands, the retailers have come out with several store or retail outlet formats such as suitability store, chain store, franchise, departmental store, specialty store, supermarket, shopping centre, hypermarket, discount store, factory outlet (or factory seconds showroom), kiosk and shopping malls.

The popular retail store formats which form a part of the retail industry of course most of the organized retail formats have set up shop in India in the post liberalization era. Although different types of retailers or retailing have emerged, the successful ones are those who have been able to attract and maintain a significant customer base. A fish market is a marketplace is sales of fish products. It can be dedicated to wholesale trade between fishermen and fishtraders, or to the sale of seafood to individual consumers, or to both. Retail fish markets, a type of wet market, often sell street food as well.

Special Features of Marine Fish marketing retailers in India

1. Consumer pull
2. Changes in the social structure and consumer behavior
3. Retailers immediacy to consumers
4. Evolution of owned establishments
5. Emerging rural market
6. Highly perishability of fish.
7. Greater uncertainty ties in fish production and hence in the supply of fish.
8. Assembling of fish from too many coastal landing center.
9. Wide seasonal and spatial variations in price(place and time).
10. Too many species and therefore too many patterns.

Challenges and impacting Retailing in India

In the global situation of fish marketing era has evolved on account of the economic and business pressures which emphasize on adopt a number of decision-making measures so as to satisfy consumer needs and earn their long term reliability. The importance of marketing with the fish retail industry can be attributed to:

- The level of economic growth throughout the twenties century.
- Improvement in the standard of living.
- Increase / growth of the population.
- A staged improvement of the educational standard of the people
- Increase in the unrestricted of the fish consumers.

The marketing of fresh fish has easy entrée to product and enjoyed financial stability and a quick return on investment. Though, local vendors are creation to experience increased competition for existing resources as supplies become increasingly infrequent. Signs point to exhaustion of fish catches and increased competition from the processing and export sectors. In addition, small - scale processors in the traditional sectors report that profit margins are declining, fluctuations in the product supply are some difficult, storage facilities are scarce, and insect infestation is taking its toll on product.

Equally important are serious concerns regarding the physical exhaustion and health hazards that plague women whose jobs require long working hours where they stand or sit for extended periods, work in the hot sun, or walk long distances with a head load. Subsequent back aches; headaches; chest, shoulder, joint, and muscular pain; skin infections; and breathlessness ultimately take their toll on their health.

Issues of the existing marine fishery

1. Issues:

➤ inconsistency in national data sets as typified by the changes in the method in catches were classify by group and use technology equipments

- Non - correction for nominal catch, non - calendar year reporting time frames and non-localization of catches and non - reporting;
- Need to review the classification of category of various fishing catching device and of species in view of the changes in the fishing methods or catch fish resources as previously designated;
- Issuing of daily, weekly and monthly (whichever possible) advisories to different stake holders engaged in marine fishery exploitation.
- Preparation of policy papers and issuing guidelines based on latest information on Zonal and area basis was changed.
- Poor understanding of requirements of users.
- Lack of relevant and usable information.
- Insufficient channel of data and information to target user groups of the people.
- Identification of user needs and determination of minimum data requirements;
- Establishment and adoption of standardized or compatible data collection methodologies and tools.
- strengthening of coordination and linkage mechanisms;
- To Analysis of data and production of information packages for district fishery department and
- Skill development.

Problems in marketing of fish:

- Lack of transportation facilities.
- Lack of capital.
- Lack of preservation and storage
- Lack of minimum facilities at marketing center.
- Seasonal abundance and scarcity of different varieties.
- Lack of information on price and production.
- Non - awareness of equipment and technical knowledge.
- Low Plankton Content:
- Problem of Social and Religious Prejudices
- Climatic changes.
- Lack of infrastructural facilities
- Delay for Financial assistance
- Political problems

CONCLUSION:

To conclude, retailing is a technology demanding for the fish industry where successful fish retailers today work strongly with their renders to forecast in consumer demand, shorter leads times, reduce inventory investment and also save cost So, to try to win successfully in the period of years, firms need to meet the challenges of a rapidly globalizing, highly competitive and technologically difficult environment. These challenges become yet more daunting with the acceleraterate of change and

progressively more unpredictable and confused in the nature of fish markets and it is important for the fish retailers to get by with this changing situation for better continued existence.

Even if Indian fish retail market is present increasing the employment opportunities, achieving this growth profitably has been a major concern for leading Indian retailers. Retailers have conducted an in-depth evaluation of their business to identify key cost and revenue level of financial performance was improvement in fish marketing. There is a growing emphasis within retail organizations to assess the impact of most important business decisions on cost and revenue lever, given that top program of retailers is to improve profitability. Furthermore, the finance department is well equipped to connect the financial impact of business decisions with the company's strategy. Therefore, the role of a CFO is increasingly shifting from custodian/store keeper of financial information to a business partner.

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7. Potential yield from EEZ Realm Potential (t) Production 2010 Scope Pelagic 2128424 1667546
4,60,878 Demersal 2082653 1406736 6,75,917 Oceanic 208000 -- 2,08,000 Total 4419077 3074282
13,44,795
8. Potential yield from different depth zones Depth Zone Potential (t) up to 100 m 3837398 100-200 m
259039 200-500 m 114640 Oceanic 208000 Total 4419077