



# Navigating Fish Marketing Issues: Insights from Kanyakumari District

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**Abstract-** Fishing plays a vital role in sustaining livelihoods globally and serves as a primary dietary source for over a billion people. In India, the fisheries sector significantly contributes to the national economy through income generation, employment, and foreign exchange earnings. This study aims to examine the challenges faced in fish marketing in Kanyakumari District. The research is based on primary data gathered directly from fishermen through questionnaires, with respondents selected via convenience sampling. A total of 75 fishermen participated in the study. Key findings indicate that major challenges in fish marketing include issues related to storage, transportation, and quality. These challenges can be effectively addressed with the support of cooperative societies and government interventions.

**Keywords** – Challenges, Fish marketing, Quality, Storage, Transportation.

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.

## II. 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.

## I. INTRODUCTION

Marketing plays a major role in promoting the production of any commodity. The production of food products like fish, vegetables, fruits, etc. which is 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

## III. OBJECTIVES OF THE STUDY

- 1) To explore the problems of fish marketing in Kanyakumari District.
- 2) To offer suitable suggestions based on the findings of the study.

## IV. 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.

## V. 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.

## VI. LIMITATIONS OF THE STUDY

1) 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.

## VII. ANALYSIS AND INTERPRETATION

TABLE I  
AGE WISE DISTRIBUTION OF RESPONDENTS

Sl. No	Age	No. of Respondents	Percentage
1	Below 30	06	8.0
2	31-40	33	44.0
3	41-50	19	25.3
4	Above 50	17	22.7
	Total	75	100

**Source:** Primary data

Table I 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 II  
MARITAL STATUS WISE DISTRIBUTION OF RESPONDENTS

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

**Source:** Primary data

Table II 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 III  
FAMILY SYSTEM WISE DISTRIBUTION OF RESPONDENTS

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

**Source:** Primary data

Table III 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. to 5<sup>th</sup> 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 V  
MONTHLY INCOME WISE DISTRIBUTION OF RESPONDENTS

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

**Source:** Primary data

Table V 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 VI  
NUMBER OF YEARS INVOLVED IN FISHING

Sl. No	Number of Years involved in Fishing	No. of Respondents	Percentage
1	Below 1 year	04	5.3
2	1 to 5 years	13	17.3
3	5 to 10 years	23	30.7
4	Above 10 years	35	46.7
	Total	75	100

**Source:** Primary data

Table VI 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 VII  
TYPE OF FISHING

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

Source: Primary data

Table VII 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 VIII  
FISHING PERIOD IN A YEAR

Sl. No	Fishing Period in a Year	No. of Respondents	Percentage
1	Below 100 days	10	13.3
2	100 – 200 days	15	20.0
3	Above 200 days	50	66.7
	Total	50	100

Source: Primary data

Table VIII 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 IX  
PROBLEMS IN FISH MARKETING

Sl. No	Problems of Fish Marketing	SA	A	N	DA	SDA	Total
1.	Over exploitation by middle man	25(33.3)	29(38.7)	4(5.3)	9(12)	8(10.7)	75(100)
2.	Price fluctuations	28(37.3)	22(29.3)	8(10.7)	8(10.7)	9(12)	75(100)
3.	Inadequate demand	29(38.7)	18(24)	7(9.3)	13(17.3)	8(10.7)	75(100)
4.	Low	24(32)	27(36)	5(6.7)	8(10.7)	11(14.7)	75(100)

	price offered by the buyer	32(42.7)	36(48)	7(9.3)	0.7	14(18.7)	100
5.	Storage problems	40(53.3)	26(34.7)	2(2.7)	4(5.3)	3(4)	75(100)
6.	Quality issues	22(29.3)	40(53.3)	4(5.3)	5(6.7)	4(5.3)	75(100)
7.	Inadequate market knowledge	30(40)	28(37.3)	5(6.7)	6(8)	6(8)	75(100)
8.	Competition from other sellers	31(41.3)	24(32)	8(10.7)	5(6.7)	7(9.3)	75(100)
9.	Transportation problems	29(38.7)	31(41.3)	4(5.3)	6(8)	5(6.7)	75(100)
10.	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 IX 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.

### VIII. SUGGESTIONS

- 1) 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.
- 2) 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.

- 3) 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.
- 4) The government should take steps for the export of fish. Hence, the fishermen could get more profit by exporting fish and fish products.
- 5) 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.
- 6) The infrastructure facility should be improved and Government should take various steps to solve the problems faced by the fishermen in marketing their products.

## IX. 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.

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