Marine Fish Marketing Problems at Satpati Landing Center in Palghar District

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ABSTRACT

Fishing assumes a significant part in supporting livelihoods worldwide and furthermore frames a significant source of diet for more than one billion individuals. Fisheries area assumes a significant part in the Indian economy via adding to the income of nation, jobs, and foreign exchange. The principal goals of the study are to investigate the issues of fish promoting in Palghar Market. The current investigation has been founded on primary information gathered from the fishermen. The information has been gathered with the assistance of the questionnaires and survey and the respondents are chosen by convenience sampling. The sample size for the investigation is 75 fishermen. It is discovered that the significant issues of fish marketing of fishermen are storage, transportation, and quality. The issues of fish marketing could be tackled effectively with the assistance of co-operative societies and Government.

KEY WORDS: FISHERMEN PROBLEMS, FISH MARKETING, FISH QUALITY, COLD STORAGE, TRANSPORTATION.

INTRODUCTION

Marketing assumes a significant role in advancing the production of any commodity. The creation of food items like fish, vegetables, organic products, and so forth which are perishable in nature relies altogether upon a proficient marketing framework. In this angle, fisheries are 521a assumes a significant part in the Indian economy via adding to the income of nation, jobs, and foreign exchange. Fish and fishery items are traded to more than 52 nations. More than 6000 crores of rupees of foreign exchange have been procured by the fisheries

area. Fish exchange acquires significance both at national and international levels. Consequently, it gives ways and means of living and income. Along these lines, fisheries are imperative to humanity in all nations, especially in non-industrial countries like India for it focuses on creation of fish food, gives available resources of living and earning, offers job openings and assumes a crucial part in improving the economy of by far most of individuals associated with fishing profession.

Statement of the problem: Fish being an exceptionally transitory product, its showcasing accepts unique importance. It needs good infrastructure like roads, transport facilities, appropriate storage, ice, Large Refrigerators to keep fish for longer time, and cooperative societies. Such facilities are not accessible to fishermen up to their need intensity and the fishermen faces more issues. So, it is an endeavor to examine the issues of fish marketing at Satpati landing center in Palghar district.

Biosc Biotech Res Comm P-ISSN: 0974-6455 E-ISSN: 2321-4007

Identifiers and Pagination

Year: 2021 Vol: 14 No (5) Special Issue

Pages: 51-55

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DOI: <http://dx.doi.org/10.21786/bbrc/14.5/11>

Article Information

Received: 14th Jan 2021

Accepted after revision: 26th Mar 2021

Objectives of the study: To explore the fish marketing problems at Satpati landing center in Palghar district, to offer suggestions based on the findings of the study.

METHODOLOGY

The research methodology portrays the steps for the study. It provides clear direction to the researcher to continue with the examination. It incorporates sampling method, sample size and collection of data. The current examination has been founded on essential information gathered from the fishermen. The information has been gathered with the assistance of the survey and the respondents are chosen by convenience sampling. The sample size for the investigation is 75 fishermen.

Table 1. Age Wise Distribution of Respondents

Age	No. of Respondents	Percentage
Below 30	08	11
31-40	31	41
41-50	15	20
Above 50	21	28
Total	75	100

Source: Primary data

Table 2. Marital Status Wise Distribution of Respondents

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

Source: Primary data

Table 3. Family System Wise Distribution of Respondents

Family System	No. of Respondents	Percentage
Joint Family	31	41
Nuclear Family	44	59
Total	75	100

Source: Primary data

Limitations of the study: No significant investigations have been led on the issues of the fish marketing and promotion; so there exists a wide information gap in this regard. This examination should be basically seen as a beginning stage in endeavoring to uncover the current realities of fishermen community in local area. Non-accessibility of adequate and reliable information is one of the significant constraints of the examination. In absence of appropriate records, the examination

exclusively relies upon information given by the fishermen regarding their conditions.

Data Analysis and Interpretation: Table.1 reveals that 41 per cent are in the age group of 31 to 40 and 28 per cent are in the age group of above 50 years, 20 per cent are in the age group of 41 to 50 years, and 11 per cent are in the age group of below 30 years. It denotes that most of the fishermen involved in fish marketing at satpati landing center in Palghar district are 31 to 40 years of age and the persons below 30 years of age are rarely involved in marketing of fish in the study area.

Table.2 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 of fish at satpati landing center in Palghar district.

Table.3 reveals that 59 per cent belong to nuclear family and 41 per cent belong to joint family. Thus, it is concluded that most of the fishermen in the study area are living in nuclear families.

Table 4. Educational Qualification Wise Classification of Respondents

Educational Qualification	No. of Respondents	Percentage
Illiterate	26	35
Up to 5th	11	15
5th to 8	14	19
SSLC-HSC	20	26
Undergraduate	04	5
Total	75	100

Source: Primary data

Table 5. Monthly Income Wise Distribution of Respondents

Monthly Income	No. of Respondents	Percentage
Below Rs.5000	22	29
Rs.5001 – Rs.10000	33	44
Rs.10001 – Rs.20000	17	23
Above Rs.20000	03	4
Total	75	100

Source: Primary data

Table.4 shows that 35 per cent are illiterates, 26 per cent are SSLC to HSC educational qualification, 19 per cent are 5th standard to 8th standard, 15 per cent are up to 5th standard and 5 per cent are undergraduates. It is evident from table that majority of the respondents are illiterate in the study area.

Table.5 clearly shows that 44 per cent earn a monthly income of Rs.5000 to Rs.10000, 29 per cent earn a monthly income of below Rs.5000, 23 per cent earn a monthly income of Rs.10000 to Rs.20000 and 4 per cent earn a monthly income of above Rs.20000. It is clear from table that majority of the respondents earn a monthly income of Rs.5000 to Rs.10000.

Table.6 reveals that 40 per cent have been involved in fishing for 5 to 10 years, 39 per cent have been involved in fishing for above 10 years, 14 per cent have been involved in fishing for 1 to 5 years and 7 have been involved in fishing for below 1 year.

Table 6. Number of Years Involved in Fishing

Number of Years Involved in Fishing	No. of Respondents	Percentage
Below 1 Year	05	7
1 to 5 YEARS	11	14
5 to 10 years	30	40
Above 10 Years	29	39
Total	75	100

Source: Primary data

Table.7 reveals that 61 per cent belong to mechanized type of fishing and 39 per cent belong to non- mechanized type of fishing.

Table.8 shows that majority of 64 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 24 per cent of the respondents while the remaining 12 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 7. Type of Fishing

Type of Fishing	No. of Respondents	Percentage
Mechanized	46	61
Non-Mechanized	29	39
Total	75	100

Source: Primary data

Table 8. Fishing Period in a Year

Fishing Period in a Year	No. of Respondents	Percentage
Below 100 Days	9	12
100 – 200 Days	18	24
Above 200 Days	48	64
Total	75	100

Source: Primary data

Table 9 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. To find out the significant difference in problems of fish marketing among different age group of fishermen at Satpati landing center in Palghar 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 at Satpati landing center in Palghar district". The result of 'ANOVA' test is presented in the Table 10.

Table 9. Problems in Fish Marketing

Problems of Fish Marketing	SA	A	N	DA	SDA	Total
Over exploitation by middleman	25(33.3)	29(38.7)	4(5.3)	9(12)	8(10.7)	75(100)
Price fluctuations	28(37.3)	22(29.3)	8(10.7)	8(10.7)	9(12)	75(100)
Inadequate demand	29(38.7)	18(24)	7(9.3)	13(17.3)	8(10.7)	75(100)
Low price offered by the buyer	24(32)	27(36)	5(6.7)	8(10.7)	11(14.7)	75(100)
Storage problems	40(53.3)	26(34.7)	2(2.7)	4(5.3)	3(4)	75(100)
Quality issues	22(29.3)	40(53.3)	4(5.3)	5(6.7)	4(5.3)	75(100)
Inadequate market knowledge	30(40)	28(37.3)	5(6.7)	6(8)	6(8)	75(100)
Competition from other sellers	31(41.3)	24(32)	8(10.7)	5(6.7)	7(9.3)	75(100)
Transportation problems	29(38.7)	31(41.3)	4(5.3)	6(8)	5(6.7)	75(100)
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 10 shows the mean score of problems of fish marketing along with its respective 'F' statistics. The important problems of fish marketing among fishermen are storage problems and price fluctuations and their respective mean scores are 4.3684 and 4.3654. Regarding

the problems of fish marketing, the significant difference among the different age group of fishermen, are identified in the case of price fluctuations and low price offered by the buyer since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.

Table 10. Problems of Fish Marketing Among Different Age Group of Fishermen – ANOVA

Problems of Fish Marketing	Age Group of Fishermen (Mean Score)				F	p Value
	Below 30	31-40	41-50	Above 50		
Over Exploitation by middleman	3.8333	4.0125	3.4848	3.8421	0.652	0.584
Price Fluctuations	4.3654	3.6471	4.0909	2.7895	4.981	0.003
Inadequate Demand	2.6657	3.8824	3.9394	3.1579	2.453	0.070
Low Price Offered by the Buyer	1.6325	3.5294	4.2121	3.2105	8.106	0.000
Storage problems	4.3212	4.2353	4.3124	4.3684	0.074	0.974
Quality Issues	4.1245	3.8235	3.9697	3.9467	0.101	0.959
Inadequate Market Knowledge	3.6542	4.2306	3.8485	3.8947	0.481	0.697
Competition from Other Sellers	3.8933	4.1234	3.9091	3.6316	0.532	0.662
Transportation Problems	3.3301	3.8474	3.9773	3.7895	1.383	0.255
Delay in Payment	3.6267	3.3158	3.9412	3.3158	0.633	0.596

Source: Computed data

Suggestions

1. To decrease the problems of fish marketing, sufficient storage spaces must provide the fishermen. Due to perishability of fish the preservation facility like cold storage should provide.
2. To increase the satisfaction level, the consumer needs to purchase the fish at the landing center. The fish price ought to be fixed properly, reasonably and ought to be disbursed immediately. The consumer ought to purchase the various assortments of fish.
3. The secondary education and secondary income source should be provided to fishermen and their family members. 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 support for cooperative societies and take steps for the export of fish. Hence, the fishermen could get more profit by exporting fish and fish products.
5. The Government should ensure that its official schemes will support the fishermen in financial ways also. The fishermen should be invited for meeting frequently so that they will get a chance to discuss various problems they have faced.
6. 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.
7. The infrastructure facility should be improved, and Government should take various steps to solve the problems faced by the fishermen in marketing their products.

CONCLUSION

Fish consumption is by all accounts increasing everywhere on the world. Fish and fish products are getting well known among the young consumers. The medicinal usage of fish products ought to be investigated to the consumers. The issues of fish marketing should be tackled by the Government and the co-operative society by expanding its nature of administrations and increasing its quality of services. It brings about the upgrade of level of fulfillment of fishermen towards the consumer. The role of co-operative fisheries society in the arrangement of different Gov. schemes and facilities administrations to the fishermen community is very important. The infrastructure facility like storage facility, transportation facility, and selling facility, etc. should be improved so that the quality of the fish and fish product can be maintained to highest level.

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