

**A STUDY ON MARKETING STRATEGIES OF FRESH FISH MARKET IN
CUDDALORE TOWN**

*** R. UMA**

RESEARCH SCHOLAR

St. Joseph Arts and Science College, Cuddalore.

PHONE:7200487723

ABSTRACT:

The study of agriculture marketing comprises all the operation, and the agencies conducting them, involved in the movement of farm-produced food, raw materials and their derivatives, such as textiles, from the farms to the final consumers, and the effect of such operation on framers, middleman and consumer. As different from marketing of agricultural products, fish marketing is confronted with certain peculiar problems. Greater uncertainty in fish production, highly perishable nature of fish, to make fish available to consumers at the right time and in the right place requires an effective marketing system. Finally, regarding the finance function, this study found that in particular large-scale trader's face credit constraints. Most of the retailers borrow money from informal sources such as friends, relatives; a small portion of money personal savings.

INTRODUCTION: -

Fishermen who catch fish by laboring overnight (from common-property water bodies) do not usually sell fish in retail markets. Assembling of fish from numerous landing centers the number of intermediaries may approach a fisherman. Once bargaining has started, other intermediaries remain at a distance and wait for their turn to deal, should the first intermediary fail to obtain the fisherman's lot. If the first intermediary is unsuccessful, another steps in to bargain for the catch. The many species and volatile demand pattern, frequent fluctuations in prices, difficulties in adjusting supply to variations in demand, transportations of fish from distant areas and large number of small merchants

An efficient fish marketing system developed on modern method is the lever to bring about desired changes in the production and consumption of fish. Fish marketing may be defined as all those functions involved from the point of catching of fish on the vessel to the point of final consumption of fish. Fish and fish product are known worldwide as very important diet

because of their high nutritional quality and significance in improving human health. The recommended by the Food and Agriculture Organization (FAO) to be the minimum requirement for the growth and development of the body. Animal protein on the other hand is rich in amino acids; According to Lawal (2002) fish nutritionally has high quality proteins, fats and vitamins. It is relatively cheaper and more available than other animal proteins. Fish contain the essential amino acids such as lysine, tryptophan and methionine which are lacking in proteins of plants origin (Lawal,2002). Fish in addition contain some fat-soluble vitamins, especially vitamin A and D, considerable amounts of phosphorus and other minerals such as copper, calcium, iron, iodine and magnesium which are necessary for the healthy growth of the human body. Olayide (1977) and Olomu (1995) also said that fish is nutritionally superior to other sources of animal protein. Hence, the solution for the country's teeming population must be addressed from the perspective of increasing the domestic fish production.

DEFINITION OF MARKETING

According to the American Marketing Association, one of the world's largest associations of professional marketers, "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

MARKETING STRATEGY DEFINITION

Although strategy first became a popular business buzzword during the 1960s, it continues to be the subject of widely differing definitions and interpretations. The following definition, however, captures the essence of the term:

A strategy is a fundamental pattern of present and planned objectives, resource deployments, and definition suggests that a strategy should specify 1) what (objectives to be accomplished), 2) where (on which industries and product-markets to focus), and 3) how (which resources and activities to allocate to each product-market to meet environmental opportunities and threats and to gain a competitive advantage).

MARKETING STRATEGY

The primary focus of marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm's objectives within a specific product-market. Therefore, the critical issue concerning the scope of a marketing strategy is specifying the target market(s) for a particular product or product line. Next, firms seek competitive advantage and synergy through a well-integrated program of marketing mix elements (the 4 Ps of product, price, place, promotion) tailored to the needs and wants of potential customers in that target market.

Step 1. Know your Market!

All good marketing strategies begin by deeply understanding your customers and most importantly the problems you plan to solve for them, your competition. During this step you will need to evaluate your market size and trends and your competitors and potential partners. ASWOT (Strengths, Weaknesses, Opportunities and Threats) analysis can also be a useful tool to help crystallise your thoughts.

Step 2. Know you Competition

You can't know where you fit (or don't fit) in a market without knowing the space your competitors currently occupy. During this step, you need to identify all of your competitors, including those hidden ones you often forget about...the substitution competitors (e.g. Bunnings competes with Harvey Norman, for a share of their customers discretionary spending money. Who competes with your business for your customers spend?).

Step 3. Know thy Customer

It is vital to have a really detailed picture of your ideal target customer: those customers you want to win and keep. The customers you love doing business with. The customers who make you 80% of your profit for 20% of your effort. Knowing your customers, and being able to define exactly what drives them to do business with you, will give you a big edge over your competitors who haven't done their homework.

Step 4. Describe Your Value Proposition

Once you know your target customer, and the specific pain points that your product or service addresses, then you can define your Value Proposition to these customers (sometimes this is called a Unique Selling Proposition or USP). Your Value Proposition should be a succinct

description of the ways in which your product or service is the best at solving that pain point, described in terms of customer benefits. Always be aware of the difference between features, advantages and benefits, and make sure that your focus is on the benefits to the customer at this stage!

Step 5. Set Your Marketing Goal

Where do you want to go with your marketing efforts? National brand recognition or increased customer loyalty, the choice is yours but you need to make it. Are you trying to grow revenues and profits from existing customers? Are you seeking to generate new leads? Is your goal to grow market share, increase revenue, increase customer lifetime value, or something else? This is the stage to reflect and decide on the destination for your marketing journey.

Step 6. Identify Your Marketing Strategies

Now that you know your market, competitors, customers, your value proposition and the destination you want to arrive at, you can begin to define how you will go about achieving this with a marketing strategy. But don't get carried away...at Rethink Marketing we believe the best marketing strategies can be defined in no more than one paragraph, so keep it concise!

Step 7. Define Your Marketing Mix

The marketing mix is often referred to as the 4 Ps – Product, Promotion, Price and Place (also known as distribution). Some marketing experts believe that the rise of social media and customer relationship management have led to the creation of a 5th P namely People. . Whether you subscribe to this view or not, you will need to consider how your strategy is going to address each of these areas in the marketing mix, and use them to create a competitive advantage

Step 8. Write down Your Marketing Plan

The final step in the process is to write down your marketing plan, which will become a written record of the steps above, and identify the key marketing activities you plan to drive over the next 6 to 18 months. This article goes over how to write your marketing plan.

Step 9. Review Marketing Results & Re-assess Your Plan

Your marketing plan is now a living breathing document, treat it accordingly. You will need to measure results from your marketing tactics, and continually reassess your plan on at least a quarterly basis to increase its effectiveness.

The five Ps of marketing

• P1. Price:

Women get better prices for products as traders and pay less as customers. Products are more expensive on large markets as more facilities are used. Total supply of fish and fisheries products was sufficient and, in general, demand can be met at any moment. While demand and supply are generally well balanced, some products are only seasonally available. Outside their season, these products are much more expensive.

• P2. Place:

In coastal areas and big cities, fish consumption was higher than in rural and mountainous areas. In larger markets, facilities to store fish and fish products are available. In many smaller markets only ice was available.

• P3. Product:

Dried products are more frequently consumed in mountainous provinces and moderately priced, as incomes of consumers are low. No fresh marine products are sold in mountain areas. Marine fish was rarely processed. In freshwater products, keeping and selling fish alive adds value.

• P4. Promotion:

Market traders clean the fish free of charge and also give spices for its further preparation at home. They also provide advice on how to cook it. Discounts are given for regular customers and large quantities. Some seafood shops, which are linked to larger companies, provide leaflets advertisements. Few processing companies, which mainly export sell a part of their production domestically. These companies have advertisements on TV and in newspapers. Special products for the domestic market such as frozen products are not common yet. Only a few marketing surveys have been carried out by fish processing companies.

• P5. People:

Farmers eat less fish by tradition than other groups of the population. Many retailers are very experienced in the selling and marketing of fish.

Marketing Channels

The sequence of intermediaries or middlemen and marketers through which fish and fish products enroot from fish farms are referred to as market channels. The intermediaries which might be women or men but mainly women assist the fisher folks with fishing inputs wherever possible and in return sell their catches to the consumers (buyers) at an agreed price. Consuming centers are spread over the interior parts located far and wide from the landing centers. Fish is often carried over long distances to the consuming points by various means of transport. In the study area fish pass through three channels to reach the ultimate consumers.

NEEDS OF THE STUDY

For fresh fish sellers and fishermen, who would tend to keep the fish with themselves for the minimum time possible, improved access to ice (for onboard and on shore usage), together with some efforts at improving the current systems of handling and sale (particularly on the beaches) will be a sufficient cause for reducing losses. Information requirements of retailers and consumers are increasing. Quality should be increased and price kept low, people should not need to worry about harmful substances in fish products. Education of people needed on the benefits of seafood consumption (health aspects). The study has been undertaken to know the role played by the marketing strategies of fresh fish retail market in Cuddalore town hence the need for the present study.

STATEMENT OF PROBLEM

An effective marketing system would ensure that products are available for consumption throughout in the right quantities and quality. Fish market operators are small-scale, basically organized at family household level. Different customers have different needs, so you should use different marketing mixes to reach diverse consumers within your target market. There are differences in consumption levels of fish between the summer and winter season. If markets are efficient and interlinked, then it is likely that prices in different markets will move together. This has not been established in the Cuddalore old town fish markets. In addition, little is known on

the factors that may cause differences in market prices, the price transmission mechanisms between the different markets.

SCOPE OF THE STUDY

The researchers have visited retail market in Cuddalore town to get an idea about the forward and backward linkages. A special visit was made to Cuddalore old town, Cuddalore town. It is one of the biggest and leading wholesale & retail markets in Cuddalore region. The scope of this study is limited to retail market. The researchers have collected the details of fresh fish retail market, the techniques used by the retailer while sales the fish and the improvement in their financial condition today and the techniques used in fish collection.

OBJECTIVE OF THE STUDY

1. To compare sale of the among Cuddalore old town market, Thiruppapuliur market, Manjakuppam market and Street vendor.
2. To compare the average earnings of the salesman per day among the Cuddalore old town market, Thiruppapuliur market, Manjakuppam market and Street vendor.
3. To study the relation between year of experience & profit of the vendor of the salesman in the four market

HYPOTHESIS

1. There no significance difference between sales of fish among the four market namely Cuddalore O.T, Manjakuppam, Thiruppapuliur and Street vendor.
2. There is no significance difference between the average earnings of the salesman per day among the Cuddalore O.T, Manjakuppam, Thiruppapuliur and Street vendor.

3. The places of the selling market are independent place of the buying market.

RESEARCH METHODOLOGY

Descriptive research method has been followed for the study. Both primary and secondary information have been collected through various sources. A schedule of questionnaire was constructed for the sample units to collect primary information. The problem nature is to determining the relationship among the different variables.

Sampling procedure

Through the present study aims to marketing strategies of fresh fish market in Cuddalore town. The researcher has adopted simple random sampling techniques by choosing 200 sampling inn the study area.

Data Collection

The structural questionnaire was framed with 38 closed – end question. The question has four section the first section deals with demographic characteristics of the respondents. The second section deals with marketing strategies of fish. The third section was challenges in the market business and fourth section is marketing procedure. This question was distributed to the retailer by four markets. Cuddalore old town market, Manjakuppam market, Thirupapuliur market and Street vendor.

Primary Data

Primary data was collected through structured questionnaire. This was used to collect information from the retailers in Cuddalore town.

Secondary Data

The secondary data was collected wherever needed from sources of Journal, Books, Magazine, Articles, Newspapers, Previous research records and services related to fish marketing strategies.

Data Analysis

The primary and secondary data collected were analyzed to test the hypothesis. The identified variables were demographic characteristics factor such as, Age, Sex, Educational level, Marital status, Religion and Number of members in the family. The collected data were analyzed using appropriate statistical tools. The primary and secondary were analyzed through the various tools and techniques.

FISH MARKETING IN TAMILNADU:

Though the fish marketing system in Tamilnadu has been slowly transforming itself from a primitive to a modern stage with increased facilities in transportation, communication and to lesser extent storage and processing. It can be fully developed for catering to the needs of the all-out effort for developing both capture and culture fisheries. On the one hand the prenominal glut in the catch of some or other species and the consequent drastic fall in prices still continuing at many small landing centers. On the other hand, there has been a continuous increase in fish prices during recent years mainly due to increase in demand as against more or less in stagnant annual production. A number of species which were not allowed to enter the market channel in earlier years have already entered into the commercial list. The continuous increase in fish price without

any consideration in catch level indicates that there has been a definite increase in the demand for fish. In spite of all these, a bumper catch during a particular reason never helps the fishermen to get higher income and a very low catch in against the interest of both consumers and producers. Such chronic problems inherent in our fish marketing system could be solved through the formulation of a marketing policy based on the proper understanding on the prevailing marketing structure and its various complicated facets.

DATA ANALYSIS AND INTERPRETATION:

Hypothesis: There is no significant difference between the average earnings of the salesman per day among the Cuddalore old town market, Thiruppapuliur market, Manjakuppam market and Street vendor.

Tools: One-way ANOVA

Descriptive statistics

(Number of salesman)

Average earnings(Rs.)	Number of salesman	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
(Per day)					Lower Bound	Upper Bound		
100.00	5	1.2000	.44721	.20000	.6447	1.7553	1.00	2.00
150.00	29	2.1724	1.22675	.22780	1.7058	2.6390	1.00	4.00
200.00	40	2.0500	1.15359	.18240	1.6811	2.4189	1.00	4.00
250.00	21	1.9524	1.11697	.24374	1.4439	2.4608	1.00	4.00
300.00	29	2.5172	1.12188	.20833	2.0905	2.9440	1.00	4.00
350.00	15	2.46	.99043	.25573	1.9182	3.0151	1.00	4.00

		67						
400.00	7	1.28 57	.48795	.18443	.8344	1.7370	1.00	2.00
450.00	7	1.85 71	.69007	.26082	1.2189	2.4953	1.00	3.00
500.00	7	1.57 14	.78680	.29738	.8438	2.2991	1.00	3.00
600.00	7	1.85 71	1.06904	.40406	.8684	2.8458	1.00	3.00
650.00	1	3.00 00	3.00	3.00
700.00	2	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00
750.00	2	1.50 00	.70711	.50000	-4.8531	7.8531	1.00	2.00
800.00	2	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00
1000.00	6	1.16 67	.40825	.16667	.7382	1.5951	1.00	2.00
1100.00	1	1.00 00	1.00	1.00
1200.00	6	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00
1300.00	2	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00

1400.00	2	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00
1500.00	5	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00
1750.00	2	1.00 00	.00000	.00000	1.0000	1.0000	1.00	1.00
1800.00	1	1.00 00	1.00	1.00
2000.00	1	1.00 00	1.00	1.00
Total	200	1.92 50	1.08409	.07666	1.7738	2.0762	1.00	4.00

ANOVA

	Sum of Squares	df	Mean Square	F	p-value
Between Groups	48.919	22	2.224	2.128	.004
Within Groups	184.956	177	1.045		
Total	233.875	199			

Conclusion: Reject the hypothesis at 5% level of significance, since the p-value is 0.004. Hence it is concluded that there is a significance difference between the average earnings of the salesman per day among the Cuddalore old town market, Thiruppapuliyur market, Manjakuppam market and Street vendor's salesman.

Frequencies:

Statistics for Average earnings of the salesman per day

	CUDDALO RE O.T	MANJAKUPPAM	TIRUPPULIY UR	STREET VENDOR
Total	100	40	35	25
Mean	562.5000	307.5000	315.7143	230.0000
Mode	200.00	200.00	300.00	200.00
Std. Deviation	495.60569	171.92351	136.53885	66.14378
Minimum	100.00	100.00	150.00	150.00
Maximum	2000.00	1000.00	650.00	350.00

FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

This chapter contains the summary of findings, suggestion and conclusion for the study. the result assessed marketing strategies of fresh fish marketing in Cuddalore town which covered the following market (Cuddalore old town market, Thiruppapulliyur market, Manjakuppam market and street vendor). The findings have been brought forward from the proceeding analysis chapter.

SUMMARY OF FINDINGS

- The study reveals that, most of the respondent (63%) coming under the age group of above 40 years.
- From the result it was illustrated that 80% of the respondents are uneducated. The 19% of the retailer are primary education level and remaining 1% retailers are higher education level
- Mostly married woman (67%) are involved in the retail fish, market.
- 55% of the respondent family size is fall under middle size of 4-5 family member.
- 49% of the fish retailers are like share auto for the transportation of fish from landing

venter to retail market in Cuddalore town majority of the retailers (43%) purchase the fish from the primary market.

- The 41% of the respondents are satisfy with the satisfy facilities and 13% of respondents are highly dissatisfy of storage facilities.
- 33% of the respondents (69%) are dissatisfying the surrounding environment in Cuddalore Town retail fish market.
- 74% of the respondents are borrowing money from friends & family for the invested.in fish market and 26% of the respondents are invested in personal savings money.
- It is seen that 13% of respondents are come to the markets 7 days in a week and 43% of respondent are come to the market 6 days in a week.
- It is seen that compare the sale among the four markets it shows the result P-value is 0.000 less than at 5% level of significance differencebetween; sales of fish among the four markets.
- The study reveals that P- value is 0.004 less than at5% level of significance so, reject the hypothesis. Hence it is concluded that there is a significance difference between; the average earnings of the salesman per day among the four markets.
- It is seen that the P-value is 0.017 less than at5% level of significance so, reject the hypothesis. Hence, we conclude that the opinion about consumer bargaining is related with place of the market.

SUGGESTIONS

- It is suggesting that the government pay the amount for fishing ban period month. This amount paid to the fisherman family within the fishing ban period month always increased the amount.
- At the central or state level policy, an important role of government should be played to improve their fish marketing by the means of proper price policies, price information systems for fishery product, training and education of fish; marketing.
- The marketing strategies developing the retail fish market, including transport, ice-plants, cold-storage, proper electric supply, sanitation, hygienic condition, drainage, washing facilities a credit facility.

- The retailers borrow money from friends & family on highly interest for the purchase of fish. The government provides the small loan facilities with the low interest.
- The Cuddalore town retail fish market surrounding environment is bad condition, further it is recommended that there will be an improvement in parking and infrastructure facilities.
- Finally, it is recommended that improvement and expansion of retail fish market system in Cuddalore Town for all kind of fisheries products.

CONCLUSION

Fish wholesalers and retailers are active market operator, but vulnerable. Investment in fish marketing by fish market operator was rather limited. The majority of the fish market operators do not engage in advertising, except fish processors and exporters. The sales increased or decreased based on the place of market. Retailer earns the profit based on the investment. The price behavior of certain fish varieties faces wide fluctuations both across and within the season and hence there is a need for regulation of fish marketing. Fish marketing development could create more jobs. Employment of women was higher in fresh fish marketing than fish production.

Finally, regarding the finance function, this study found that in particular large-scale trader's face credit constraints. Most of the retailers borrow money from informal sources such as friends, relatives; a small portion of money personal savings.