

Challenges In The Marketing Of Fish: A Special Focus On Kanyakumari District

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Abstract

This study mainly focuses on the challenges encountered in the fish marketing in Kanyakumari district, where the importance of this unpreserved commodity is emphasized by its role in the local economy. The objectives of the research work comprise by evaluating the suitability of existing infrastructure, such as roads, transport facilities, containers, ice, and cold storage. By analyzing its impact on the freshness and quality of marketed fish. Moreover, this research help us to understand the pricing mechanisms, market dynamics, and regulatory frameworks that influencing qualitative fish marketing in local and regional markets. The viewpoints of fishermen, middlemen, and customers are investigated in order to attain a better understanding of the different expectations and obstacles that occur within the ecology of fish selling. This study measures the impact of current fishing techniques on the ecosystem. It emphasizes how these practices affect the availability of fish products and degradation of the environment. The Kanyakumari District fish selling sector must overcome various obstacles like impact on local fishing community as well as the dynamics of the larger market. To understand these problem further, the study analyses the social, environmental, and infrastructure that are unique to the location lack of cold storage, poor transportation, unstable prices and limited access to modern marketing techniques are some of the main problems. Because the local fisherman finds difficult to reach direct markets and the supply chain squeezes their profit margins. The two other environmental problems are seasonal fluctuations and overfishing that affects market stability and the supply chain by using a mixed methods approach. This study would bring a collective qualitative insights from interviews with dealers, regulators, and fisherman with data from market surveys. The findings highlight the demanding need for legislative reforms to promote environmentally friendly fishing practices, increase market accessibility, and improve infrastructure. These issues are to be attended in order to strengthen the economic level of the fishing community in Kanyakumari District and offer a consistent supply of fish to meet local demand. This research highlights the significance of implementing a holistic approach to hold various challenges that are prevailing in the fish marketing sector in Kanyakumari District. To address various issues among the local fisheries, the research work ends with by making suggestions and solutions to improve the effectiveness, sustainability and profitability of fish selling in Kanyakumari District.

Keywords: Fisherman Challenges, Price Variation, Fish Promotion, Market Demand, Quality of product.

1.INTRODUCTION

The coastal area of Kanyakumari is located at the southernmost tip of the Indian subcontinent. It is home to a vibrant and diverse fishing sector that is vital to the local economy. The marketing of fish, from catch to customer is an essential link that impacts both the availability of seafood for consumers and the livelihoods of fishermen. Being said challenges are there in this field. The seamless running of fish marketing operations are vulnerable by regulatory gaps, inefficient markets, and inadequate infrastructure. Current international fisheries market trends emphasise the growing desire for sustainably farmed seafood and the trend towards aquaculture. The study examines how shifting consumer tastes, technological developments in fishing, and international trade rules affect market dynamics. ¹It also looks at how overfishing and climate change are affecting market stability and supply chains. It is essential to comprehend these difficulties and their effects in order to promote sustainable practices and guarantee the sustainability of the fishing industry in the Kanyakumari district. In order to strengthen the region's economy, this study explores the intricacies of fish marketing with the goal of identifying important problems, evaluating their effects, and suggesting workable remedies. The fishing industry investigates how digital platforms can change how fish products are marketed. It talks about how mobile apps and e-

commerce are expanding fishermen's market access, increasing price transparency, and decreasing the need for middlemen. In addition, case studies of prosperous digital platforms in different areas are highlighted and their effects on market efficiency and fishermen's earnings are examined.³ The fisherman examines the adoption of eco-labels, certification programmes, and sustainable fishing methods with an emphasis on sustainable practices within fisheries markets. The advantages of these practices for the economy and ecology are covered in the paper, along with the difficulties in putting them into effect. It also takes into account how international accords and governmental rules could support sustainability in the fishing industry. In light of these difficulties, the purpose of this research is to investigate the problems related to fish marketing in the Kanyakumari region, making an effort to elucidate the subtleties and provide suggestions for the sustained expansion of the fishing sector in the area.

1.1 Objectives

1. To examine how the Kanyakumari District's fishermen are affected by pricing strategies, market dynamics, and general competition.
2. To understand the factors influencing the successful marketing of fish commodities in the local and regional markets of Kanyakumari District.

1.2 Scope

The aim of this study is to investigate the various facets of fish marketing in the Kanyakumari district that will cover the entire value chain from the point of capture to the final consumer. This study includes the examination of the current infrastructure, market dynamics, legal frameworks, and difficulties experienced by parties engaged in fish marketing. Also an examination of the socioeconomic and environmental factors influencing the sector will facilitate a full understanding of the state of fish marketing in the region.

1.3 Statement of the Problem

Every Fishermen needs a well-built infrastructure, including effective road networks, rapid transit alternatives, and cold storage facilities to preserve the freshness of the catch. Other necessities include appropriate containers, ice, and cold storage. Furthermore, the engagement of appropriate organizations becomes imperative, particularly in light of the financial limitations faced by fishermen who are frequently marginalized and lack organizational structure, making direct consumer access difficult. Sadly, the facilities now in place frequently fail to provide these fundamental needs, making the difficulties encountered by fisherman worse. In light of these issues, the researcher undertook a study to comprehensively examine the problems associated with fish marketing in the Kanyakumari district.

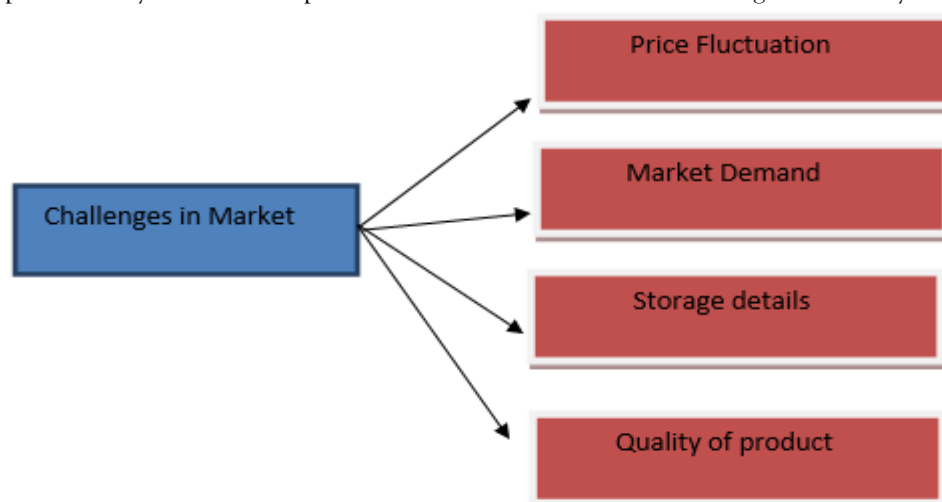


Figure: Framework of Fisheries Market

2. METHODOLOGY

2.1 Sampling Technique:

The population under study encompasses all livelihoods within the fisher-folk community. The target respondents are individuals engaged in fishing activities. For this study, a convenient sampling method was employed to collect questionnaire samples from respondents.

2.2 Types of Data

The study incorporated two distinct types of data: primary data and secondary data.

2.3 Methods of Data Collection

The data for this study was gathered through the use of a structured questionnaire designed specifically for the research purposes. The questionnaire aimed to collect comprehensive information from the respondents regarding various aspects of their livelihoods in the fisher-folk community.

2.4 Sample Size:

The study collected a total of 60 samples from fishermen actively engaged in operations within the coastal region of Kanyakumari.

2.5 Period of Study:

The study spanned one-month duration, beginning in December 2023.

3. ANALYSIS AND DISCUSSION

The methodology elucidates the systematic progression of the study, offering a comprehensive guide for the researcher. It delineates the sampling approach, sample size determination, and data collection procedures. In this investigation, primary data form the backbone, sourced directly from fishermen. A structured questionnaire serves as the primary tool for data collection, and respondents are chosen through a convenience sampling method. The determined sample size for this study comprises 60 fishermen, ensuring a representative and insightful exploration of the challenges and perspectives within the fishery sector of Kanyakumari district.

Table 1: Age Wise Distribution of Respondents

Age	No. of Respondents	Percentage
Below 31	03	5
32-41	21	35
42-51	19	31.6
Above 51	17	28.3
Total	60	100

Source: Primary Data

According to Table 1. 35.6 percent of respondents are between the ages of 42 and 51, 35.3 percent are between the ages of 32 and 41, 28.3 percent are over 50, and 5% are under the age of thirty. It indicates that the majority of fishermen in the Kanyakumari region who market fish are between the ages of 32 and 41, with people under 30 rarely participating in this activity in the research area.

Table 2: Education of Respondents

Educational Qualification	No. of Respondents	Percentage
Illiterate	34	56.66
Up to 5 th	10	16.66
5 th -10 th	14	23.33
Secondary	2	3.33
The above secondary	-	-
Total	60	100

Source: Primary Data

Table 2 shows that 23.33 percent are in the fifth to tenth standard and 56.66 percent are illiterate. A single respondent studied at the upper secondary level. No one pursued post-secondary education.

Table 3: Marital Type of Respondents

Marital Type	No. of Respondents	Percentage
Single	-	-
Married	22	36.66
Divorce	12	20.00
Widow	26	43.33
Total	60	100

Source:Primary Data

Table 3 clearly mention that most 43.33 percent of the fisherman are widow .and 36.66 percent respondents are married, 20 percent of respondents are divorced.

Table4: Religion Category of Respondents

Religion	No. of Respondents	Percentage
Hindu	6	10
Muslim	2	3
Christian	48	80
Other caste	4	6
Total	60	100

Source:Primary Data

According to Table 4, the majority of street vendors are women who identify as Christian (80%), 10% of the respondents are Hindu, and 3% of the respondents are Muslim.

Table 5: Type of Family of Respondents

Type of Family	No. of Respondents	Percentage
Nuclear	46	76
Joint	14	23
Total	60	100

Source:Primary Data

According to Table 5, 76% of women vendors are part of nuclear families, while 23% are part of blended families.

Table 6: Challenges of Fish Marketing

Challenges of Fish Marketing	Age Group of Fishermen (Mean Score)				F	p Value
	Below 31	32-41	42-51	Above 51		
Excessive Exploitation by Intermediaries	3.7533	3.9125	3.5748	3.7821	0.652	0.593
Volatility in Prices+	4.3654	3.6471	4.0909	2.7895	4.981	0.003
Insufficient Market Demand	2.7667	3.8824	3.9394	3.1579	2.353	0.070
Reduced Buyer Offerings	1.6325	3.5294	4.2121	3.2105	8.006	0.000
Storage Dilemmas	4.4322	4.3453	4.2124	4.4784	0.074	0.974
Quality Concerns	4.1245	3.8235	3.9697	3.8667	0.101	0.959
Limited Market Awareness	3.6542	4.2306	3.8485	3.8947	0.481	0.697
Competitive Pressure from Other Vendors	3.8933	4.1234	3.9091	3.6316	0.532	0.662
Transportation Hurdles	3.3301	3.8474	3.9773	3.7895	1.383	0.255
Payment Delays	3.6267	3.3158	3.9412	3.3158	0.633	0.596

Source: Primary Data

The mean score for fish marketing issues is displayed in Table 6 together with the corresponding "F" statistics. Fishermen have significant challenges in fish marketing, specifically related to storage and quality, with corresponding mean scores of 4.3654 and 4.4784. In relation to the issues with fish marketing, the null hypothesis is rejected since the substantial differences between the various age groups of fishermen are found in the event of price fluctuations and low prices supplied by the buyers in the corresponding "F" statistics are significant at the five percent level.

Table-7 Barriers to Participation Environmental Sustainability Practices To the Fishing among Different Type of Families "T" Test

Barriers to Participation Environmental Sustainability Practices	Type of Families (Mean Score)		T Value
	Nuclear	Joint	

Lack of Awareness	3.9400	3.6650	1.974*
Lack of Resources or Funding	3.9000	3.7333	1.885*
Time Constraints	3.8200	3.6833	1.714
Lack of Government Support	3.8117	3.7000	1.653
Cultural or Social Norms	3.6800	3.5983	1.461

Source:Primarydata

The above table suggests that individuals from nuclear families perceive lack of awareness and lack of resources or funding as more significant barriers to participation in environmental sustainability practices compared to those from joint families. However, barriers such as time constraints, lack of government support, and cultural or social norms are perceived similarly across both types of families.

3.1 Findings

Fishermen face significant challenges related to storage and quality, with mean scores of 4.3654 and 4.4784, respectively. This indicates that these issues are perceived as very problematic by the fishermen.

There are significant differences between various age groups of fishermen regarding price fluctuations and low prices supplied by buyers. The null hypothesis is rejected, indicating that age groups perceive these issues differently, with the "F" statistics being significant at the five percent level.

Compared to people from joint families, those from nuclear families believe that lack of understanding and lack of funds or resources are more obstacles to engaging in environmental sustainability measures.

3.2 Suggestion

In order to enhance fish sale and encourage environmental sustainability among fishermen several tactics are suggested in the Kanyakumari District. Through training programmes and investments in cold storage facilities can be achieved by enhancing quality and market value of fish. Fair pricing can be confirmed and price volatility can be addressed by enacting price stabilisation methods and strengthening market connections through cooperatives. Nuclear families can benefit from resources and increase understanding of sustainability practices through educational initiatives and microfinance possibilities. Common hurdles can be addressed with more government backing, flexible training times, and community involvement. Lastly, policies are to be supportive and interventions targeted at specific age groups that can foster an environment which is favourable to the economic and environmental success of fishermen.

4. CONCLUSION

The study concludes the major obstacles to fish marketing by highlighting that fishermen in the Kanyakumari district must overcome. The obstacles are those pertaining to infrastructure, legal frameworks, market dynamics, and pressure from competitors. These challenges have an impact on fishermen's livelihoods and hinder more difficult for fish marketing systems to function effectively. To address these issues by implementing comprehensive changes with an emphasis on market diversity, infrastructure development, regulatory clarity, and sustainable practices are essential. While increasing market efficiency and seafood quality of the fishing sector in Kanyakumari can guarantee a sustainable future. To implement these proposals effectively in future, collaboration between governmental entities, non-governmental organizations, and business entities are necessary. The fishing industry in Kanyakumari may grow while upholding environmental stewardship and economic resilience for coming generations by tackling these issues and implementing sustainable practices. There seems to be an increase of catching fish in worldwide. Among the young people fish and fish items become more popular. There seems to be an increase in fish eating worldwide. Fish and fish items are becoming more and more popular among young people. It's critical to look into the possible health advantages of fish products for consumers. To solve the problems with fish marketing, the government and cooperative society need to raise the calibre of their offerings. Additional study on value addition, climate resilience, and impact assessment for the establishment of sustainable fisheries and economic resilience. The fishermen's level of contentment with society therefore increases. The range of services that cooperative fisheries provide to the fishing community is seen as noteworthy. Infrastructure facilities including transportation and storage facilities should be updated in order to maintain the product's quality as much as possible.

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