

Marketing and Distribution Channels for Fisheries and Aqua Products in India

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Abstract

Aim/Purpose:- The aim of the research study was to know the marketing and distribution channel practices for Aquatic products in India. As we know that the E-Commerce and Digital Marketing is trending, not only in India and throughout the world. But, the Aquatic products and marketing in India, still not up to the mark. Due to the availability, uncertainty, storage, logistics, and other business practices are facilitating the E-Commerce for Aquatic Products. The present study aims to know the opinion of graduate and post graduates respondents regarding the bench-marketing strategies for promoting aquatic products in India. **Findings:-** The outcome of the research witnessed that, the usage of E-Commerce, logistics, cold storages, price stabilization, developing co-operative societies, practices are essential for promoting Aquatic products in India. **Research Methodology/Approach/Design:-** Applied Descriptive Research Design, developed closed ended questionnaire, collected data of 50 samples from various graduates and post graduates with the help of Google survey form. **Statistical tools:-** Applied both descriptive and inferential statistics followed by applied analysis of variance (ANOVA), to test the variance in the opinion of respondents. **Research limitations/implications:-** The research it is restricted survey opinion of respondents of respondents of few students in India. Therefore, the outcome of the research cannot be generalized to all

parts of the country. Originality/value:- The outcome of the research witnessed that, the Aquatic farming in India should be able to take the advantage of sophisticated technology like: E-Commerce, E-Business and Digital/online marketing. The content of the research has not copied from any sources. Type of Research:- The type of the research is a descriptive research design.

Keywords: *Aquatic products, Marketing Strategies, Distribution Channels, Digital Marketing etc.*

INTRODUCTION

The present research aims to investigate the marketing and distribution channels for to strengthen the fisheries and aquatic products in India. As the role of digital marketing is ever increasing which facilitates to gain competitive advantages, in India the implementation of digital marketing and other strategies in fisheries and Aqua products marketing is not up to the mark. Therefore, from the survey of the research aims to investigate the probable and bench-marketing strategies to promote the Aquatic products in India. It is witnessed from the research that the digital marketing practices, logistics and supply chain management, cold storage facilities, overcoming the uncertainties plays a crucial role to strengthen the aquatic products sales in India. Followed by the promotion of the products through newspapers, Televisions, internet, brokers and agents, also plays a crucial role in the contemporary phenomenon followed by the role of intermediaries also plays a crucial role to stabilize the price and its related uncertainties and the co-operative societies, transportation also plays a major role to strengthen the Aquatic products sales in India further the role of wholesalers, distributors, agents, brokers role also played a crucial role to increase the sales of aquatic products in India. Need to concentrate more export marketing as the sea food products and its demand is high in international market.

Review of Literature:-

The world aquatic products and consumption ever increasing and the fisheries and aqua products market significantly contributing to the GDP of the nation. In majority nations, the Aquatic products sales contributing a lot to the nations GDP [1]. As per the author marketing

of fisheries and aqua products marketing does not show any difference as compared to any other products. The tangible 4P's of marketing like: product, price, place and promotion can be applied to all other products [2]. The aquatic products and related business mainly depends up on the pricing and profit strategies, therefore, the pricing decisions and financial planning are essential aspects of aquatic products and business [3]. The successful marketing strategy include: present market place, target market, pricing strategy, assessing the supply and demand, assessing the competitive conditions, and having idea on substitute products and having idea on needs and wants of the customers are the best ways to assess the marketing of aquatic products in the contemporary scenario[4]. In fact, especially of aquatic products the small producers or sellers are having major advantage as they can sell their products to the customers at competitive prices [5]. The small scale aquaculture, aqua farming is more profitable in all areas, as it facilitates to generate more profits and returns in the contemporary scenario [6]. Should be able to develop specific strategies or alternative strategies to strengthen the aquaculture marketing in India [7].

Research GAP:-

From the above literature witnessed that the literature on fisheries and aquaculture especially in India is less, especially the marketing and distribution strategies for aqua products marketing in India and its related research is few. Therefore, the present research facilitates to study the marketing and distribution strategies for Aquatic products in India which facilitates to identify the best strategies to promote Aqua products marketing in India.

Objectives:-

1. To study the marketing and distribution channels for Aquatic products in India
 - a. To know the opinion of respondents regarding the bench-marking marketing strategies to promote Aquatic products in India.
 - b. To study the various marketing channels facilitates for promoting Aquatic products in India.
2. To suggest the best strategies to promote Aquatic products in India.

Scope of the Study:-

The scope of the study with respect to location restricted to India only followed by the scope with respect to objectives limited to study the marketing strategies to promote Aquatic products in India.

Need and Importance of the Study:-

There is a need to study the marketing and distribution channels for promoting Aquatic products in India as the role of Aqua products marketing which include national and international ever increasing further greater contribution to GDP of the nation. Therefore, the importance of Aqua products and its related sales ever increasing in India which facilitates even to gain the foreign currency also. Hypothesis:- H₀ (1): There is no significant positive relationship between performance of marketing with respect to marketing and

distribution Channels of fisheries and Aqua products marketing in India. From this hypothesis can assess is there any sort of relationship between marketing performance and the distribution channel performance. Research Methodology:- It is a descriptive research design, , the data has been collected from various sources to analyse in all aspects. Data sources:- In fact, there are two different types of data sources, they are primary and secondary data sources. The primary data collected through structured questionnaire and the secondary data include the review of literature. Sample Size:- Have taken 50 samples from various respondents on the basis of simple random sampling. To collect data from various respondents developed a Google survey sheet. Sampling Technique/Method:- Applied simple random sampling to collect the data from various respondents. Statistical Methods:- Applied both descriptive and inferential statistics to analyse the data in all aspects. Applied Analysis of Variance (ANOVA) and calculated Mean, SD and other types of tests. Data Analysis and Interpretation:- Marketing Strategies:- Generally to promote a product in the market will take the advantage of various medias like: print and electronic media which include: newspapers, Televisions, Internet, Brokers and agents and other sources to promote the product in the market. The following Table.1 explains about various strategies to promote product in the

Table.1: Opinion of Respondents regarding best marketing Strategies

	Marketing Strategies	N	Mean	Std. Deviation	F-Value	Sig. Value (2-Sided)
Do you agree that taking the advantage of E-commerce/E-Marketing/Digital Marketing Strategies are the best strategies to promote fisheries and Aquaculture products	Newspapers	15	3.07	.258	139.763	.000
	TV	10	3.60	.516		
	Internet	21	4.90	.301		
	Brokers and agents	4	2.00	.000		
	Total	50	3.86	1.030		

From the above Table.1 reveals that out of 50 sample respondents the majority 21 agreed that internet can be a best source to promote fisheries and Aquaculture products and the correspondent Mean and SD values are 4.90 and 0.301 followed by 15 agreed that newspaper can be the best source and the Mean and SD values are 3.07 and 0.258 and remaining 10 and 4 respondents agreed that Television and Brokers and agents are the best sources to promote fisheries and Aquaculture Products in Market. Therefore, it is evident from the analysis that the majority 21 and its

corresponding Mean value 4.90 agreed that Internet/E-Commerce can be the best source to promote fisheries and aquaculture products in the market. The F-Value is 139.763 and the P-value ($p < .000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between promoting fisheries and Aquaculture products with respect to marketing strategies to promote products in the market.

Table.2: Infrastructure (Vs) Marketing Strategies

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Need to Develop effective transportation, storage, logistics and supply chain management practices to strengthen the fishers and Aquaculture in India	Newspapers	15	3.80	.941	3.837	.016
	TV	10	4.40	.516		
	Internet	21	4.14	.573		
	Brokers and agents	4	5.00	.000		
	Total	50	4.16	.738		

Sources: Field Survey

In Significant at 5%

From the above Table.2 reveals that out of 50 sample respondents the majority 21 agreed that internet can be a best source to promote and logistics and supply chain management practices facilitates to strengthen the fishers and Aquaculture and the correspondent Mean and SD values are 4.14 and 0.573 followed by 15 agreed that newspaper can be the best source and the Mean and SD values are 3.80 and 0.941 and remaining 10 and 4 respondents agreed that Television and Brokers and agents are the best sources to logistics and supply chain management practices to strengthen the fishers and Aquaculture in India. Therefore, it is

evident from the analysis that the majority 21 and its corresponding Mean value 4.14 agreed that Internet/E-Commerce can be the best source to logistics and supply chain management practices to strengthen the fishers and Aquaculture in India. The F-Value is 3.837 and the P-value ($p < 0.016$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is no significant positive relationship between creating awareness fisheries and Aquaculture products with respect to marketing strategies to promote products in the market.

Table.3 Fisherman Co-operative societies (Vs) Marketing Strategies

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Need to create product awareness and should strengthen the fisherman co-operative societies	Newspapers	15	3.33	.488	34.884	.000
	TV	10	3.60	.516		
	Internet	21	4.43	.507		
	Brokers and agents	4	2.00	.000		
	Total	50	3.74	.853		

From the above Table.3 reveals that out of 50 sample respondents the majority 21 agreed that internet and other media platforms are the best sources to create awareness to strengthen the fisherman co-operative societies and the correspondent Mean and SD values are 4.43 and 0.507 followed by 15 agreed that newspaper can be the best source and the Mean and SD values are 3.33 and 0.488 and remaining 10 and 4 respondents agreed that Television and Brokers and agents are the best sources to need to strengthen the fisherman co-operative societies in Market. Therefore, it is

evident from the analysis that the majority 21 and its corresponding Mean value 4.43 agreed that Internet/E-Commerce can be the best source to the fisherman co-operative societies in the market. The F-Value is 34.884 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant relationship between need to create awareness to strengthen the fisherman co-operative societies with respect to marketing strategies to promote products in the market.

Table.4: Promotional Strategies (Vs) Marketing Strategies

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
We need to advertise fish products at local and national market to promote the fisheries and Aquaculture products in India	Newspapers	15	3.67	.488	27.375	.000
	TV	10	4.40	.516		
	Internet	21	4.76	.436		
	Brokers and agents	4	3.00	.000		
	Total	50	4.22	.737		

Sources: Field Survey

Significant at 5%

From the above Table.4 reveals that out of 50 sample respondents the majority 21 agreed that internet can be a best source to promote fisheries and Aquaculture products and the correspondent Mean and SD values are 4.76 and 0.436 followed by 15 agreed that newspaper can be the best source and the Mean and SD values are 3.67 and 0.488 and

remaining 10 and 4 respondents agreed that Television and Brokers and agents are the best sources to promote fisheries and Aquaculture Products in Market. Therefore, it is evident from the analysis that the majority 21 and its corresponding Mean value 4.76 agreed that Internet/E-Commerce can be the best source to promote fisheries and aquaculture products in

the market. The F-Value is 27.375 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant

positive relationship between promoting fisheries and Aquaculture products with respect to marketing strategies to promote products in the market.

Table.5 The Presence of Marketing Intermediaries (Vs) Marketing Strategies

		N	Mean	Std. Deviation	F-Value	Sig. Value (2-Sided)
Should create awareness about Need to be very cautious about the intermediaries, as they decide the price of the fishers and Aquaculture Products in India	Newspapers	15	4.00	.845	10.558	.000
	TV	10	3.20	.422		
	Internet	21	4.24	.436		
	Brokers and agents	4	3.00	.000		
	Total	50	3.86	.729		

Sources: Field Survey

Significant at 5%

From the above Table.5 reveals that out of 50 sample respondents the majority 21 agreed that internet can be a best source the price of the fishers and Aquaculture Products and the correspondent Mean and SD values are 4.24 and 0.436 followed by 15 agreed that newspaper can be the best source and the Mean and SD values are 4.00 and 0.845 and remaining 10 and 4 respondents agreed that Television and Brokers and agents are the best sources to the price of the fishers and Aquaculture Products in Market. Therefore, it is evident from the analysis that the majority 21 and its corresponding Mean value 4.24 agreed

that Internet/E-Commerce can be the best source to the price of the fishers and Aquaculture Products in the market. The F-Value is 10.558 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between the price of the fishers and Aquaculture Products with respect to marketing strategies to promote products in the market.

Table.6: Storage Facilities (Vs) Marketing strategies

		N	Mean	Std. Deviation	F-Value	Sig. Value (2-Sided)
Transpiration and communication facilities are essential for fisheries and aquaculture market development in India	Newspapers	15	3.67	.488	17.978	.000
	TV	10	4.00	.000		
	Internet	21	4.67	.483		
	Brokers and agents	4	4.00	.000		
	Total	50	4.18	.596		

Sources: Field Survey

Significant at 5%

From the above Table.6 reveals that out of 50 sample respondents the majority 21 agreed that internet can be a best source the price of the transpiration and communication facilities are essential for fisheries and aquaculture market development and the correspondent Mean and SD values are 4.67 and 0.483 followed by 15 agreed that newspaper can be the best source and the Mean and SD values are 3.67 and 0.488 and remaining 10 and 4 respondents agreed that Television and Brokers and agents are the best sources to the transpiration and communication facilities are essential for fisheries and aquaculture market development in India. Therefore, it is evident from the analysis that

the majority 21 and its corresponding Mean value 4.67 agreed that Internet/E-Commerce can be the transpiration and communication facilities are essential for fisheries and aquaculture market development in India. The F-Value is 17.978 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between the transpiration and communication facilities are essential for fisheries and aquaculture market development with respect to marketing strategies to promote products in the market.

Table.7: Opinion of Respondents regarding best channels of Marketing

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Do you agree that taking the advantage of E-commerce/E-Marketing/Digital Marketing Strategies are the best strategies to promote fisheries and Aquaculture products	Wholesalers	15	4.27	.961	13.652	.000
	retailers	4	3.00	.000		
	Agents	9	2.56	.527		
	Exporting	22	4.27	.767		
	Total	50	3.86	1.030		

Sources: Field Survey

Significant at 5%

From the above Table.7 reveals that out of 50 sample respondents the majority 22 agreed that Exporting can be a best source the strategies to promote fisheries and Aquaculture products and the correspondent Mean and SD values are 4.27 and 0.767 followed by 15 agreed that Wholesalers can be the best source and the Mean and SD values are 4.27 and 0.961 and remaining 9 and 4 respondents agreed that Agents and retailers are the strategies to promote fisheries and Aquaculture products in market. Therefore, it is evident from the analysis that the majority 22 and its

corresponding Mean value 4.27 agreed that Exporting/E-Commerce can be the strategies to promote fisheries and Aquaculture products in market. The F-Value is 13.652 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between the strategies to promote fisheries and Aquaculture products with respect to marketing strategies to promote products in the market.

Table.8: Infrastructure (Vs) Distribution Channels

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
	Wholesalers	15	3.93	.258	2.268	.093

Need to Develop effective transportation, storage, logistics and supply chain management practices to strengthen the fishers and Aquaculture in India	retailers	4	4.00	.000		
	Agents	9	3.89	1.054		
	Exporting	22	4.45	.800		
	Total	50	4.16	.738		

Sources: Field Survey

Significant at 5%

From the above Table.8 reveals that out of 50 sample respondents the majority 22 agreed that Exporting can be a best source the effective transportation, storage, logistics and supply chain management practices to strengthen the fishers and Aquaculture and the correspondent Mean and SD values are 4.45 and 0.800 followed by 15 agreed that Wholesalers can be the best source and the Mean and SD values are 3.93 and 0.258 and remaining 9 and 4 respondents agreed that Agents and retailers are the effective transportation, storage, logistics and supply chain management practices to strengthen the fishers and Aquaculture in market. Therefore, it is evident from the analysis that the majority 22 and its

corresponding Mean value 4.45 agreed that Exporting/E-Commerce can be the effective transportation, storage, logistics and supply chain management practices to strengthen the fishers and Aquaculture in market. The F-Value is 2.268 and the P-value ($p < 0.093$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between the effective transportation, storage, logistics and supply chain management practices to strengthen the fishers and Aquaculture with respect to marketing strategies to promote products in the market.

Table.9 Fisherman Co-operative societies (Vs) Distribution Channels

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
In India, need to strengthen the fisherman co-operative societies	Wholesalers	15	4.27	.458	20.704	.000
	retailers	4	3.00	.000		
	Agents	9	2.56	.527		
	Exporting	22	4.00	.690		
	Total	50	3.74	.853		

Sources: Field Survey

Significant at 5%

From the above Table.9 reveals that out of 50 sample respondents the majority 22 agreed that Exporting can be a best source need to strengthen the fisherman co-operative societies in India and the correspondent Mean and SD values are 4.00 and 0.690 followed by 15 agreed that Wholesalers can be the best source and the Mean and SD values are 4.27 and 0.458 and remaining 9 and 4 respondents agreed that Agents and retailers are need to strengthen the

fisherman co-operative societies in India. Therefore, it is evident from the analysis that the majority 22 and its corresponding Mean value 4.00 agreed that Exporting/E-Commerce can be need to strengthen the fisherman co-operative societies in India. The F-Value is 20.704 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore,

there is a significant positive relationship between the need to strengthen the fisherman co-operative societies in India. with respect to

marketing strategies to promote products in the market.

Table.10 Advertisement Strategies (Vs) Distribution Channels

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
We need to advertise fish products at local and national market to promote the fisheries and Aquaculture products in India	Wholesalers	15	4.40	.507	29.678	.000
	retailers	4	5.00	.000		
	Agents	9	3.00	.000		
	Exporting	22	4.45	.510		
	Total	50	4.22	.737		

Sources: Field Survey

Significant at 5%

From the above Table.10 reveals that out of 50 sample respondents the majority 22 agreed that Exporting can be a best source local and national market to promote the fisheries and Aquaculture products in India and the correspondent Mean and SD values are 4.45 and 0.510 followed by 15 agreed that Wholesalers can be the best source and the Mean and SD values are 4.40 and 0.507 and remaining 9 and 4 respondents agreed that Agents and retailers are local and national market to promote the fisheries and Aquaculture products in India. Therefore, it is evident from the analysis that the majority 22

and its corresponding Mean value 4.45 agreed that Exporting/E-Commerce can be local and national market to promote the fisheries and Aquaculture products in India. The F-Value is 29.678 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between the local and national market to promote the fisheries and Aquaculture products in India. with respect to marketing strategies to promote products in the market.

Table.11: Marketing Intermediaries (Vs) Distribution Channels

		N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Need to be very cautious about the influence of intermediaries, as they decide the price of the fishers and Aquaculture Products in India	Wholesalers	15	4.33	.488	17.136	.000
	retailers	4	3.00	.000		
	Agents	9	3.00	.000		
	Exporting	22	4.05	.653		
	Total	50	3.86	.729		

Sources: Field Survey

Significant at 5%

From the above Table.11 reveals that out of 50 sample respondents the majority 22 agreed that

Exporting can be a best source they decide the price of the fishers and Aquaculture Products in

India and the correspondent Mean and SD values are 4.05 and 0.653 followed by 15 agreed that Wholesalers can be the best source and the Mean and SD values are 4.33 and 0.488 and remaining 9 and 4 respondents agreed that Agents and retailers are they decide the price of the fishers and Aquaculture Products in India. Therefore, it is evident from the analysis that the majority 22 and its corresponding Mean value 4.05 agreed that Exporting/E-Commerce can be they decide the price of the fishers and

Aquaculture Products in India. The F-Value is 17.136 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between they decide the price of the fishers and Aquaculture Products in India. with respect to marketing strategies to promote products in the market.

Table.12: Storage Facilities (Vs) Distribution Channels

		N	Mean	Std. Deviation	F-Value	Sig. Value (2-Sided)
The cold storage facilities, transpiration and communication facilities are essential for fisheries and aquaculture market development in India	Wholesalers	15	4.27	.458	9.784	.000
	retailers	4	4.00	.000		
	Agents	9	3.44	.527		
	Exporting	22	4.45	.510		
	Total	50	4.18	.596		

Sources: Field Survey

Significant at 5%

From the above Table.12 reveals that out of 50 sample respondents the majority 22 agreed that Exporting can be a best source transpiration and communication facilities are essential for fisheries and aquaculture market development in India and the correspondent Mean and SD values are 4.45 and 0.510 followed by 15 agreed that Wholesalers can be the best source and the Mean and SD values are 4.27 and 0.458 and remaining 9 and 4 respondents agreed that Agents and retailers are transpiration and communication facilities are essential for fisheries and aquaculture market development in India. Therefore, it is evident from the analysis that the majority 22 and its corresponding Mean value 4.45 agreed that Exporting/E-Commerce can be transpiration and communication facilities are essential for fisheries and aquaculture market development in India. The F-Value is 9.784 and the P-value ($p < 0.000$) which is significant at 1% level of significance. Therefore, the null hypothesis

gets rejected, the alternative hypothesis accepted. Therefore, there is a significant positive relationship between transpiration and communication facilities are essential for fisheries and aquaculture market development in India. with respect to marketing strategies to promote products in the market.

Findings:-

1. Majority of the respondents agreed that E-Commerce/E-Business/ Digital Marketing are essential aspects to gain the competitive advantage.
2. Majority of the respondents agreed that taking advantage of various print and electronic Medias are showing greater impact on enhancing sales of the company.
3. The infrastructure development, cold storage facilities, logistics and supply chain

management practices are essential to promote fisheries and aqua products in India.

4. Need to take the advantage of marketing intermediary channels which include wholesalers, distributors, retailers to enhance the sales and even to export product from India to other nations.

Scope for Future Research:-

The scope of the future research can be extended in the area of digital marketing practices to promote aqua products in India. Further, the mediating role of digital marketing practices in between marketing practices and fisheries and aqua products promotion in India.

Conclusion:-

The Marketing strategies to promote Aquatic products which are essential as the aquaculture in India, is ever increasing. There are many strategies which facilitate to enhance the sales of the Aquatic products in India. The print and electronic media, the infrastructure facilities, cold storage, the logistics and supply chain management practices which are essential to enhance the sales/growth of Aquatic products in India.

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