

Marketing Strategies of Fish and Fishery Products in India: An Empirical Study of Market Intermediaries

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Abstract

The objectives of this study were to understand the cutting-edge marketing strategies employed in the fisheries sector and to derive lessons from their accomplishments for expansion and duplication in comparable socio-political-economic situations across the country. To help understand fish markets, self-help organizations (SHGs), producer organizations, fisheries development firms, fisherman organizations, and private organizations have all taken part. Fish marketing is getting fish or fish derivatives from the producer to the consumer. Marketing frequently aims to close the gap in revenue between regions with a fish scarcity and those with an abundance. Some characteristics and elements related to the branding of fish products necessitate using specialist skills. The popularity and availability of fish goods in the marketplace and other industries are characterized by the food spoilage of fish products and unsatisfactory and subpar processing plants. However, instead, poor quality prepared foods, among others, can indeed be lessened by paying consideration to the essential advertising and factors that influence buying and selling.

Keywords: *Marketing, Element of marketing, Packaging, Labeling, market driving factors.*

INTRODUCTION

It is crucial to inform interested readers about the different needs of this sector compared to other industry agricultural commodities and comparison to other industry agricultural commodities as well as the existing market quality of fish and seafood-related goods according to the organization and conduct of its market because fisheries economic system is

still in its early childhood in India. Think about the following situation: stagnant marine fish production, a rapidly expanding aquaculture industry, a global market segment that primarily operates independently of the domestic market, a product profile that is exclusively targeted at the export market, a domestic market that is only focused on low-value fish, export prices that are subject to

market fluctuations, domestic prices based on catch, institutional support is essentially nonexistent, and there is no evolved extension mechanism in the technology. Marketing marks the culmination of the agricultural production process. The Act of assembling in a public space to buy and sell goods or agricultural products like fish is known as marketing (Aithal, 2012). According to farmers, one of the biggest obstacles in fish farming is marketing fish products. Because farmers can see problems such as low prices, poor transportation, a lack of quick markets, and significant post-harvest losses, they need to be equipped to recognize viable solutions. Learning new abilities, tactics, and methods for gathering and effectively using information is necessary for successful marketing (Ramarao & Sarada, 2015). The point of marketing is where the farmer receives a return known as income from his products, such as fish. Fish marketing is getting fish or fish byproducts from the farmers to the consumer. It entails several steps that must be taken to bring fish or fish items from the farmer to the consumer (Das et al., 2013). The goal is often to reduce the distance between places of shortage and abundance.

As the marketing of live fish was covered in chapter five, this chapter focuses on processed fish, commonly known as fish products. The primary characteristic of fish marketing is that it is the moment at which the parties involved, such as the farmers and the intermediaries or/and consumers, determine the price of fish for an economic return (Hazarika, 2008). The primary customer is at the end of a long chain of intermediaries that begins with the fish farmer and concludes with the cultured fish marketing channel. Nikaries, Beparies, Aratdars, and retailers are the central intermediaries that enter the fish marketing chain. Fishermen do not sell fish to customers

in the market directly. An effective marketing system plays a vital role in the expansion of fish production and the overall development of the fishing industry. For further information, see the website(Kumar & Anjani,2004).

Both the price and demand for fish are consistently rising in the domestic and international markets. India accounts for around 1.2% of the \$48 billion worldwide commerce in seafood. On the global market, there is fierce rivalry from other exporting nations. Consumers in wealthy nations tend to favor seafood products that are already cooked or ready to eat. So, increasing our proportion of seafood exports will be possible through product diversity and focusing on high-value products (Shinoj & Mathur,2008). Using the advantages of the current economic reforms implemented in the nation, good collaboration with other nations with technical expertise in this field may be explored because manufacturing value-added products requires much cash. India's old fish marketing system is increasingly giving way to a modern one. Despite this, the presence of numerous intermediaries impacts the interests of both customers and fishers (Salim, Sekar, and Rajesh, 2004). In order to lessen the impact of intermediaries, appropriate provisions should be included in the fish marketing policy. More focus needs to be placed on fish marketing methods for the growth of the fishing sector in India, considering the significance of seafood as a potential source of foreign exchange and a supplemental protein diet for most of the local population. This article has attempted to explore and describe the process of many innovative marketing strategies in the fisheries industry to learn from the successes and scale up and duplicate them in other socio-political and economic contexts across the nation.

LITERATURE OF REVIEW

Elenchezian and Kombairaju (2004). The auction system, which is incredibly disorganized and unregulated in most Indian states, is where fish marketing begins. Entry for any new professional into it has a high hurdle. As in Kerala, the cooperative federations need to regulate this stage to guarantee that fishermen receive a better price throughout the auctioning process. By building and maintaining the necessary infrastructure, such as approach roads to landing centers, fishing villages, pond-river-reservoir sites, cold storage facilities at important collection points, ice factories, etc., transporting and storing fish will be easier. The study clearly shows that, in addition to numerous intermediaries in the supply chain, the absence of pricing information among fishermen is the main factor contributing to the realization of a reduced share in consumer spending.

Kumar et al. (2008). According to the study, employing a comprehensive marketing strategy can help exporters of frozen fish. Cost-based and alternative pricing strategies can be employed with the proper cost-related considerations. Direct sales of farm products to customers are possible. One must find a productive working connection with foreign buyers. To create these strong, long-lasting connections, it is essential to network and collaborate. The following is a list of possible topics for discussion.

Roy and Tuhin Narayan (2008). The growth of the internet has dominated the world, aside from the United States. The primary problems in the country's fish marketing channels include the need for more modern, well-equipped fishing equipment, inadequate road and rail transportation of salmon from villages to the nearest towns or cities, and poor funding in

terms of storage facilities. Second, fish farming in rural regions needs more scientific knowledge and skills. There is a need for widespread training programs to encourage fish farmers to employ scientific techniques for fish farming in rural regions. To increase the effectiveness of fish marketing in rural India, many cooperatives must be founded.

Upadhyay (2008) Six fish markets—Bahadur bazaar, Rail bazaar, Chalk bazaar, Pulhat bazaar, Sikder bazaar, and Khanpur bazaar—in the Dinajpur sadar upazila and its surrounding region were the sites of the study three of which were in villages and three of which were in towns. The study's goals included an analysis of the current fish marketing system with a focus on the socioeconomic circumstances of the fishermen, the identification of fish marketing issues, and the recommendation of corrective actions.

Shyam et al. (2013). The report has recommended that similar creative organizations with a track record of success be established to market fish and fisheries products using the proper rules and programs. Through organizations like SHGs, producer/fisherman associations, cooperatives, etc., the fishermen's community should be made aware of the necessity, significance, and benefits of such collective action to reduce the exploitation of intermediaries in this nascent industry's production-to-consumption chain. To avoid potential abuse of the fishing community, entry of private agencies should also be encouraged with the proper regulatory framework.,

Shyam et al. (2015). While exportable species like crustaceans and cephalopods comprise just approximately 20% of the overall landings and generate 50% of the gross earnings at the landing center level, the fishing industry in

India continues to be entirely dependent on export markets. Although the domestic supply chain receives 80% of the marine fish landings, India's domestic fish marketing system needs to be better managed compared to that for agricultural, horticultural, or livestock products. The infrastructure in India for marine fish marketing is mainly focused on the export market. It has issues, including an unorganized marketing system, inadequate infrastructure, fish degradation and loss during transit, and the dominance of intermediaries.

Niharika and Satinder (2015). The percentage of the consumer's rupee that goes to the producer of dried fish varies depending on the marketing channel. Channel V had the most fantastic price paid by dry fish producers and the lowest marketing costs and margins compared to the other four marketing channels, making it the channel with the highest marketing efficiency. The practical market theory (EMH) states that prices at any specific time correctly represent all available facts regarding a particular commodity and market. No investor, then, has a competitive edge in predicting stock prices since no one has a knowledge base not previously known by everyone else, according to EMH.

Kaushik and Rajiv (2016). India's fish marketing industry still needs to be more organized and unregulated. For several reasons, it has been neglected for a long time, and significant attempts have not been made to increase the marketing of marine fish relative to its production. It is evident from the discussion above that the fish markets in the nation are conventional, with structural flaws and inadequate infrastructure. India's fish marketing system is incredibly disorganized and uncontrolled. The difficulties and limitations faced by fishermen and marketing intermediaries are evidently deterring elements

for the sector's growth to the greatest extent possible inside the nation. The general condition of the marketing facilities and services is quite bad, demonstrating major failures on the side of the authorities in charge of tax collection.

Ayyappan and Krishnan (2004) Marketable fish species from catch fisheries were mostly captured from Wetland of Harike, Nangal, and Pong dams. For this industry to continue to grow, some fundamental obstacles, like a lack of waste disposal facilities and a cold chain, must be overcome. Marketing routes can be made simpler so that fish grown in farms or caught in the wild can be delivered straight to consumers without the involvement of numerous middlemen. According to a report, freshwater growth and grab fisheries in the State produced 90% of the market's revenue. 10% or so of the fish that were marketed came from freshwater and marine fisheries in other states. Under the capture and culture sector, a total of 52 fish species were reported, along with fish imported from other states.

Kumar, Dey and Paraguas (2006) The promotion of any commodity's production relies heavily on marketing. Almost exclusively, the production of perishable foods including fruits, vegetables, milk, eggs, meat, and fish depends on an effective marketing system. With advancements in cold chains, processed, value-added, and branded products that guarantee quality products to domestic and international consumers and greater compensation for the producers, the value chain mechanism for these commodities has seen enormous growth in recent decades. India is second in inland aquaculture and third in the world for total fish production. In order to analyze the prospects and problems in the sector and to develop appropriate policies for overhauling the sector, a thorough examination

of price behavior and marketing systems in India's marine fisheries is required. The study's main goals were to create a database for creating policy measures for selling marine fish, pinpoint India's current marketing system's weak points, and propose appropriate policy remedies.

Srinath et al., (2006) The guide's emphasis is on the marine fisheries sector and uses two DFID-funded research programs in Bangladesh and India as case studies, however it may be used to examine any fish marketing chain in developing countries. It is intended especially for scientists and researchers.

Craig & Douglas (2011) Development experts are researching communities or sectors based on fishing in order to develop investments in research and development or policy recommendations. The fisheries industry must include broader development concepts if it is to participate effectively in the development process. A Guidebook for Fish Branding System Analysis Using a Combination of Thread Assessment and the Systems Theory Approach discusses the crucial considerations to make while studying a fish distribution chain from a populations perspective. The Sustainable Approach and sub-sector analysis are both used in this analysis, and it is claimed that this combo of approaches produces the most reliable findings.

Solanke et al., (2013) In India, the fisheries sector, a budding industry, has had greater growth than the agricultural and livestock k industries combined. A significant portion of the nation's economically disadvantaged people depends on the industry for their livelihood. It is well known for being a significant source of income and employment, and in addition to earning foreign cash, it encourages the creation of other subsidiary

businesses and provides access to affordable, wholesome food.

The fisheries sector has grown in significance in India as a result of shifting compositional trends, increasing market factors, and technological advancements. It is developing rapidly, and the increasing produced globally has been significantly aided by policy support, manufacturing methods, government infrastructure investment, and studies and outreach for fisheries. The traditional backyard hobby has been completely transformed into a thriving commercial industry because of the invention of carp polyculture equipment, especially after the mid-1980s.

Objective

1. To explore the marketing strategies of fish and fishery products in India
2. To know the influence of marketing strategies of fish and fishery products in India

Methodology

In this study 238 respondents were surveyed to know the marketing strategies of fish and fishery products in India. This study was conducted with the help of a structured questionnaire. Also, researchers used a convenient sampling method for collecting the primary data. After the completion of the fieldwork, the data was analyzed and evaluated by mean and t-test.

Findings

Table below is sharing respondent's general details in which it is found that in total 238 respondents males are 67.7% and females are 32.3%. 25.6% are in the age group of 25 – 30 years, another 27.4% are between 31 – 36 years of age, 24.3 % are in the age group of 37 – 44 years and remaining 22.7% are above 45 years of age group. 23.5% of the respondents are

single, 60.1% are married with kids and remaining 16.4% are married without kids. Talking about their monthly income, 23.2% have monthly income between INR 25,000 – INR 50,000, 52.5% have monthly income between INR 50,001 – INR 75,000 and rest 24.3% have monthly income above INR 75,000.

Table 1 General Details

Variables	Respondents	Percentage
Gender		
Male	161	67.7
Female	77	32.3
Total	238	100
Age (years)		
25 – 30	61	25.6
31 – 36	65	27.4
37 – 44	58	24.3
Above 45	54	22.7

Total	238	100
Marital Status		
Single	56	23.5
Married with kids	143	60.1
Married without kids	39	16.4
Total	238	100
Monthly Income (INR)		
25,000 – 50,000	55	23.2
50,001 – 75,000	125	52.5
More than 75,000	58	24.3
Total	238	100

Table 2 MARKETING STRATEGIES OF FISH AND FISHERY PRODUCTS IN INDIA

S. No.	Statements	Mean Value	t value	Sig.
1.	A proper pricing knowledge among fishermen will increase share in consumer spending	4.18	15.188	0.000
2.	It is essential to network and collaborate with foreign buyers for the direct sale of farm products to customers	3.86	11.140	0.000
3.	Many corporative must be found so that farmers can get training programs of using scientific techniques for fish farming	4.29	16.975	0.000
4.	Entry of private agencies should be encouraged which frame proper regulatory framework to avoid potential abuse of the fishing community	3.74	9.541	0.000
5.	A better waste disposal facility and cold chain will help industry to grow more	3.93	12.188	0.000
6.	Advertisement of fish products locally and internationally via middlemen or media to attract buyers	3.85	10.952	0.000
7.	Provide good quality packaging and provide grades on packaged fish products using quantity and quality of products	4.07	13.917	0.000
8.	Easy loans should be available by government to encourage fish marketing agents to buy large number of fish products from farmers	3.88	11.496	0.000
9.	Transportation of fishes from area of surplus to area of shortage will help farmers to expand their business	4.26	16.263	0.000

10.	Knowing the form of fish which should be processed, stored and sold to consumers is a great strategy to manage production	3.65	8.536	0.000
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Table above is showing the marketing strategies of fish and fishery products in India. The respondent says that many corporative must be found so that farmers can get training programs of using scientific techniques for fish farming with mean value 4.29, transportation of fishes from area of surplus to area of shortage will help farmers to expand their business with mean value 4.26 and a proper pricing knowledge among fishermen will increase share in consumer spending with mean value 4.18. The respondent also believes that providing good quality packaging and provide grades on packaged fish products using quantity and quality of products with mean value 4.07, a better waste disposal facility and cold chain will help industry to grow more with mean value 3.93 and easy loans should be available by government to encourage fish marketing agents to buy large number of fish products from farmers with mean value 3.88. The respondent also says that it is essential to network and collaborate with foreign buyers for the direct sale of farm products to customers with mean value 3.86, advertisement of fish products locally and internationally via middlemen or media to attract buyers with mean value 3.85, entry of private agencies should be encouraged which frame proper regulatory framework to avoid potential abuse of the fishing community with mean value 3.74 and knowing the form of fish which should be processed, stored and sold to consumers is a great strategy to manage production with mean value 3.65. Further t-test shows that all the statements are significant (with the value below 0.05).

CONCLUSION

According to the Indian Constitution, fishing is a state responsibility, however few governments have a strategy that is explicitly focused on fish marketing. The West Bengal Fish Dealer's Licence Order, 1975, is the only piece of legislation governing fish marketing. The Act has a number of legal procedures to regulate the transfer of fish from West Bengal to other states. It was established as a welfare measure for the state's citizens and underwent periodic changes until 1997. Each and every fish merchant must pay an annual fee to obtain a license in order to operate. According to this Order, all fish commission agents and wholesaler/retailers must register with the Directorate of Fisheries. India's old system of fish marketing is increasingly giving way to a modern one. Despite this, the presence of numerous middlemen impacts the interests of both customers and fishers. In order to lessen the impact of intermediaries, appropriate provisions should be included in the fish marketing policy. Announcing appropriate support prices for economically significant fish types will protect both consumers and fishermen. Helping local fishermen to form cooperative fish-selling associations may be thought of. Given the relevance of sea seafood as a possible source of foreign money and a supplemented energy diet for the great percent of the local people, more attention has to be paid to fish marketing techniques for the expansion of the fishing industry in India.

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