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# A Study On Customer Satisfaction Towards Seafoods In Thoothukudi City

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## ABSTRACT

Consumer direction is an essential drive for achievement in any business enterprise. Every industry needs to fulfill its consumer preferences to sustain in the industry for a long run and to succeed. So is with fish industry. Seafood has always been considered as an important part of diet among human beings in most parts of the world. The consumption of fish was prevailing since the existence of human beings on earth. In the global market fish consumption is more than 155 million tons. Mostly, customers today prefer healthy and organic foods. Fishes raise in natural surroundings tend to be more strong, delicious and nutritious to human health. Of late, fish and many other fish products are becoming the most preferable no vegetarian foods among the people of Tamilnadu. Since aquaculture is believed to offer good scope in the market, the state government of Tamilnadu is creating a good platform for further increasing the market margins for fish industry.

**KEY WORDS:** Consumer orientation- global market- healthy- natural- industry

## INTRODUCTION

Fish and seafood have always been measured as an essential part of human diet and they have long been familiar as a health-promoting food for human sustenance. Worldwide, fish provide about 4.3 billion people with almost 15% of their average per capita intake of animal protein, with the global annual per capita use of fish to stand at approximately 18.6kg, having doubled since the 1960s [1]. Particularly, aquaculture is consider as the highest growing major production sector, representing an yearly growth rate of almost 7% over the past decades.

Seeing as 2004, the French fishery field has had to cope with a level off of utilization of fresh seafood products while the consumption of process seafood products is growing. At the moment, consumers choose easier products: fresh deli products, easy to cook or prepared to consume. Hence, fresh seafood products do not look to accomplish

present customer demand fundamentally (aspect, taste) and extrinsically (cooking methods, use, origin, brand name and cost).

Consumption of seafood is an essential concern for consumers, production seafood a high contribution food product, in on a daily basis life. Marketing seafood capably is a face up to due to its exact superiority and safety attribute

In general, customers are better aware of the content and achieve of harmful substances than of nutrients in fish. An effort is made to procure the strategic seafood perception of seafood customers.

## **REVIEW OF LITERATURE**

- 1) This study by Balasubramanian, Ganesh Kumar, Datta,K et al., (2008) has been conducted in all the main coastal state and some chosen national states to understand the domestic marketing of fish in India. The study has show the need for create a same market strategy for fishes. This may direct to ease in process and regulation so that the country's fish production is well managed and delivered to the customers, at the same time assembly sure the remunerative prices to the fishers.
- 2) NMr.N.Mathiarjunan studied the marine fishing industry in Tuticorin by the application of the basic economic concepts on the fishing industry. On which he stated the concept of fishing techniques of the mechanized and non-mechanized fishermen and their economic conditions.
- 3) Mugaonkr et.al, (2011) says that there is a change in utilization pattern of fish and fish product in urban area especially there are willing to use processed forms.

## **OBJECTIVES OF THE STUDY**

- 1) To know the demographic profile of the customer respondents
- 2) To analyses purchase of seafood of the respondents.

## **RESEARCH METHODOLOGY**

The researcher used a descriptive research design fort is observed that the purchasing power and purchasing interest for buying fishes are good in the study area. Moreover, salai fish seem to be the mainly frequently purchased fish product in the area of research. in the same way, it is bought in super markets. Fish is preferred to be buying in local retail outlet and the customers are blissful with the service provided and believe that the price is realistic. However, when it comes to fish products; they experience the price is high. This highlights that if the limited retailers offer a few other fish products such as salai fish, dried and special cuts in their outlets for moderately lesser prices the consumers may choose to purchase them as well, ornamental the extent of their business

## **ANALYSIS AND INTERPRETATION**

### **TABLE: 1 DEMOGRAPHICAL PROFILE OF THE RESPONDENTS**

Characteristic		Respondents	Percentage
Gender	Male	55	69
	Female	25	31
	Total	80	100
Age	Up to 30	25	31
	31 - 40	15	19
	41 - 50	30	38
	Above 50	10	12
	Total	80	100
Educational Qualification	Up to Higher secondary	13	16
	Graduation	24	30
	Post-Graduation	17	21
	Professionals	26	33
	Total	80	100
Monthly Income	Below 2000	19	24
	2000 - 3000	27	34
	3000 - 4000	10	13
	4000 - 5000	11	14
	Above 5000	13	15
	Total	80	100

Source: Primary data

The table reveals that 69 percent of the respondents are male, 38 percent of the respondents are in the age group of 41 – 50, 47 percent of the respondents are graduate, and 34 percent of the income level is 2000 – 3000.

#### **Purchase of seafood products:**

Types of fish bought (Y)		
1	Aiala	18
2	Salai	20
3	Nethili	12
4	Paarai	14
5	Vilaimean	16

	Total	80
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**TABLE 2 INCOME AND PURCHASE OF SEAFOODS OF THE RESPONDENTS**

X	X <sup>2</sup>	Y	Y <sup>2</sup>	XY
22	484	18	324	396
28	784	20	400	560
10	100	12	144	120
12	144	14	196	168
8	16	16	256	128
80	1528	80	1320	1372

$$N (\sum XY) - (\sum X) (\sum Y)$$

$$\begin{aligned}
 r &= \frac{N (\sum XY) - (\sum X) (\sum Y)}{\sqrt{[N \sum x^2 - (\sum x)^2]} \sqrt{[N \sum y^2 - (\sum y)^2]}} \\
 &= \frac{5 (1372) - (80)(80)}{\sqrt{5 (1528 - (80)^2)} \sqrt{5 (1320 - (80)^2)}} \\
 &= \frac{6860 - 6400}{\sqrt{5 (1528 - (80)^2)} \sqrt{5 (1320 - (80)^2)}} \\
 &= \frac{460}{\sqrt{1240} \sqrt{200}} \\
 &= \frac{460}{498} \\
 &= 0.92
 \end{aligned}$$

It is inferred that the income and type of products are closely related

### **SUGGESTIONS AND CONCLUSION**

The burning up of fish is prevailing as the way of life of human beings on globe and the fisheries zone which include both fish produce and fish marketing occupy an essential place in the socio-economic enlargement of the fishermen. The at hand study focus on

fish marketing. Based on the study it was observed that the purchasing power and purchasing interest for buying fish are good in the study area. They feel that the pricing of fish is also reasonable. On the other hand, when it comes to fish products, they feel the cost is high. This highlights with the purpose of if the local retailers suggest a few other fish products such as salai fish, aiala and vilaiman in their outlet for relatively slighter prices the customers may prefer to buy them as well, attractive the scope of their business. It is also identified that the consumers in the study area prefer seafood products. Hence, a positive trend is observed in the expansion of sea foods.

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