



CUSTOMER SATISFACTION TOWARDS FISH AND FISH-BASED PRODUCTS IN KANYAKUMARI DISTRICT WITH SPECIAL REFERENCE TO AGASTHEESWARM TALUK

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Abstract

To fulfill the nutritional demands of India's growing population, fish will be a key food item in the overall scheme of national food security. To fulfill the nutritional demands of India's growing population, fish will be a key food item in the overall scheme of national food security. Customers nowadays seek healthy and organic foods. As far as customer satisfaction with processed fish, there are certain challenges for the seafood industry. The study focused on customer satisfaction towards value-added fish products. The study is based on subjective and objective knowledge of the future prospects of value-added fish products, social and demographic characteristics. The findings of the study were based on data collected from 100 respondents who responded to a questionnaire. The result of the findings exposed that innovative product development, eco labeling products with concern to consumer requirements are the main aspect to enhance the customer acceptance on the products.

Keywords: Consumer preference, customer satisfaction, value-added fish, fish and fish-based products, sea food products.

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Introduction

Consumer direction is an important determinant for success in every commercial business organization. Every industry must satisfy its customers' tastes in order to survive and succeed in the long run. Customer satisfaction and creating loyalty are becoming major aspects of any business in recent decades. In most regions of the world, seafood has traditionally been considered a significant element of the human diet. Fish eating has been popular since the existence of humans begins on earth. Fish consumption on the worldwide market exceeds 155 million tonnes. To fulfill the nutritional demands of India's growing population, fish will be a key food item in the overall scheme of national food security. Customers nowadays seek healthy and organic foods. In nature, fishes are more powerful, tasty, and nourishing to human health. Fish and many other fish products have the most popular non-vegetarian foods among the people of Kanyakumari. There are some challenges for the seafood industry as consumer satisfaction toward processed seafood. Several studies have found that consumers hold overall negative attitudes toward processed seafood. Processed seafood is associated with the possible presence of diseases in seafood processed, loss of flavor, mass production and animal welfare. The main reason is that consumers perceive farmed seafood as something "wrong" and "unnatural". Enhancing the value of fish-based goods to satisfy customer requirements¹.

Customer satisfaction

Customer satisfaction is a measurement of how consumers feel about a brand or product. According to the definition of customer satisfaction, it is "the proportion of all consumers or the number of customers, whose

reported experience with a company, its goods, or its services (ratings) surpasses stated satisfaction goals. Customers have a vital role in maintaining the effectiveness of a good or service, thus it is in the interest of the company to guarantee customer satisfaction and encourage customer loyalty. It can be influenced by any number of factors, such as:

- perceived product quality
- perceived product value
- convenience
- customer expectations
- communication
- complaint handling
- customer loyalty

REVIEW OF LITERATURE

1. **Cliffe P.T. and A.N. Okereke (2010)** focused on recipes for the production of snacks using finfish and shellfish such as cockles, oysters, and pelagic fish in the production of fish yam or sweet potato balls, fish roll or fish pie, cockle and oyster barbecue. A taste panel of three women and two adolescents aged 13-45 years was chosen to taste the snacks from local mongers in the city of Port Harcourt. They assumed that the respondent's highest preference was given to fish sweet potato balls, rated 9, followed by oyster and cockle barbecue rated 8.6 on a 9-point scale. Therefore, their study revealed that the prices of the production of snacks were cheap and easily affordable. They concluded that these snacks are easy to make and could be widely accepted. They also recommended that making of these snacks was to introduce a wide range of foods produced using fish to add value to our daily nutrition.²
2. **Salehi H. (2006)** analyzed to develop effective marketing strategies is essential to the growth of the carp farming industry in Iran. The researcher has done consumer

¹Promoting an innovative business in the fishery sector in West Java, Indonesia, A Nurhayati, Asean-fen international fisheries symposium – 2017 IOP Publishing IOP Conf. Series: Earth and Environmental Science 137 (2018) 012100 doi:10.1088/1755-1315/137/1/012100, A Nurhayati et al 2018 IOP Conf. Ser.: Earth Environ. Sci. 137 012100 E-mail: atikah.nurhayati@unpad.ac.id eISSN1303-5150

²Promotion of Exports of Value-Added Fishery Products from INFOFISH Member Countries, Asia and the Pacific Region: Fiji, India, Malaysia, Maldives, Samoa, Solomon Islands and Thailand Rome (Italy). Fisheries Dept. FAO



and market-related primary research on the sample of 357 individuals randomly selected in the Tehran zone. Due to the comparatively small sample size of interviews, to obtain qualitative data, conducted using an unstructured questionnaire. The researcher's findings indicated that most of the younger generation preferred ready meals and demanded a variety of products. The study found that to increase carp consumption a rise in income and a decline in the price of carp products will affect older groups, larger families and educated people. This study also showed a significant difference between locations, socioeconomic and different aspects may be expected to affect the seasonality of consumption. The researcher also shared her concern towards technological development of harvesting, production, transportation, storage, communication, packaging, handling and processing are required to improve market conditions which lead to meeting market needs.³

3. **Saugat Khanal (2020)** delves analysis of production, marketing, and strategies for enhancing the production and marketing of the fishery products used by secondary data collected from different organizations, websites, and journals and were analyzed in Microsoft Excel. It revealed that the fish productivity had not been satisfactory in the matter of marketing and production. The researcher requested to facilitate market infrastructure, storage facilities, insulated vehicles, price control, and provision of incentives, training, extension programs, and offsite fish markets. The researcher explored different agricultural organizations, aquacultural agencies, trade experts, policy-makers, and producers who

should make plans and strategies in order to make the fishery flourish profitably and prevent loss after production. Also, farmers should be encouraged to adopt modern technology of fish culture, practicing polyculture, paddy cum fish culture, and so on. The researcher also acknowledges that future research undertakes in-depth studies on commercial fish farming.⁴

STATEMENT OF THE PROBLEM

Fish consumption should be aggressively encouraged due to its multiple health benefits. Nowadays people are entering a new era of consumption, and ready-to-eat food styles are becoming more popular. Accordingly, encouraging the fishery industry by producing various fish-based products. It will be a successful one by identifying the consumer satisfaction. No matter how innovative product or competitive pricing, if the customers are ultimately unhappy, they're not going to stick around the product. Therefore, consumer satisfaction plays a crucial role in a business enterprise. Hence the study analysis consumer satisfaction towards value-added fish and fish-based products in Kanyakumari district with special reference to Agastheeswarm taluk.

OBJECTIVES OF THE STUDY

The objectives of the paper are,

1. To study the demographic profile of the sample respondents.
2. To analyze consumer satisfaction towards value-added fish products.

METHODOLOGY OF THE STUDY

The purpose of the research was to examine customer satisfaction towards fish and fish-based products. The present study is empirical in nature and based on both primary and secondary data. Primary data were collected with the help of a well-structured questionnaire. The researcher preferred Agastheeswaram taluk on the basis of simple

³Potential Development of Value-Added Fishery Products in Underutilized and Commercial Fish Species: Comparative Study of Lipid Quality Indicators Naser Agh •Mohammad Sedigh Jasour •Farzaneh Noorj Am oil Chem Soc DOI 10.1007/s11746-014-2454-x,AOCS 18 February 2014.<https://www.researchgate.net/publication/261757896>
eISSN1303-5150

⁴Costello, C., Cao, L., Gelcich, S. *et al.* The future of food from the sea. *Nature* 588, 95–100(2020). <https://doi.org/10.1038/s41586-020-2616-y>.



random sampling. The size of the sample is 100 respondents. Each and every respondents are interviewed with the help of a questionnaire. Secondary data were collected from various books, journals and website.

LIMITATIONS OF THE STUDY

The following are the limitations of the present study.

1. The study is restricted only to Agastheeswaram taluk.
2. The number of respondents are limited to 100 so the result can't be generalized to the large population.

3. The study is completely based on the information provided by the sample respondents.
4. One of the major limitations of this study is the lack of sufficient and reliable secondary data.

Result and discussion

The demographic profiles of the respondents were categorized into several variables as gender, age, marital status, educational qualification, occupation, monthly income and residential status. The table1 shows the demographic profile of the respondents.

Table No.1: Demographic Profile

Variables	Particulars	No. of Frequency	Percentage
Gender	Male	40	40
	Female	60	60
	Total	100	100
Age	Less than 20 years	9	9
	21 -30years	51	51
	31-40years	29	29
	Above 40 years	11	11
	Total	100	100
Marital status	Married	61	61
	Unmarried	37	37
	Total	100	100
Educational Qualification	UG	41	56
	PG	10	10
	Others	67	67
	Total	100	100
Occupation	Private employee	50	50
	Self-employed	15	15
	Government employee	12	12
	Professional	8	8
	Other	15	15
	Total	100	100
Monthly Income	Less than ₹ 20,000	39	39
	₹ 20,001-₹30,000	41	41
	₹ 30,001-₹40,000	9	9
	Above ₹40,001	11	11
	Total	100	100
Residential Status	Urban	22	22
	Rural	78	78
	Total	100	100

Source: Primary Data



The above table 1 shows that 60 per cent of the respondents are female and 40 per cent of the respondents are male. 51 per cent of the respondents belong to the age group of 21-30 years and 11 per cent of the respondents are above 40 years. 61 per cent of the respondents are married and 37 per cent of the respondents are unmarried. 67 per cent of the respondents are others and 10 per cent of the respondents are postgraduates. 50 per cent of

the respondents are private employed. 41 per cent of the respondents are earning an income less than ₹ 20,001-₹30,000. 78 per cent of the respondents are belongs to rural area.

Null hypothesis: There is no significant relationship between the gender and consumer satisfaction towards value-added fish and fish-based products.

Table No.2: Gender and Consumer Satisfaction Towards Value-added Fish and Fish-based products.

Factor	Mean Score		Total Mean	Rank	t value	Sig.
	Male	Female				
Product's taste	2.75	2.87	5.62	III	6.556	.000**
Superiority of the product	2.30	2.55	4.85	VIII	8.435	.000**
Price of the product	2.60	2.75	5.35	V	7.205	.000**
Supply of the product	2.01	2.20	4.21	X	6.675	.000**
Availability of the product	2.35	2.60	4.95	VII	2.677	.009**
Health aspects of the product	2.20	2.30	4.50	IX	5.297	.000**
Variety of the product	2.76	2.89	5.65	II	4.319	.000**
Product's texture	2.34	2.73	5.07	VI	3.803	.001**
Product's packaging methods	2.55	3.00	5.55	IV	8.875	.000**
The flexibility of the product	3.00	2.91	5.91	I	2.640	.010**

Source: Statistically analyzed data

Note: **Denotes significance at a one percent level

The above analysis states that the p value is less than 0.01, the null hypothesis is rejected with regard to all factors. Hence based on the mean score, there is a significant

difference between the gender and consumer satisfaction towards value-added fish products. Therefore, it shows that the gender can affect



customer satisfaction towards value-added fish and fish-based.

Implication

- ❖ In order to achieve the ideal tastes for the user, manufacturers should improve the product's flavour.
- ❖ Manufacturers shall manufacture the products with the required quality which increase the loyalty of the product.
- ❖ fish product marketers and producers sell the product at affordable prices.
- ❖ Convenience is an important factor in consumer satisfaction, thus manufacturers should pay attention to these factors.
- ❖ Manufacturers could produce a variety of crisp, delicious fish-based products.

Conclusion

The study examines customer satisfaction towards value-added fish products. Price, taste and health factors were perceived as the most important attributes of value-added fish products. The consumers though willing to purchase value-added fish products, were not ready to adapt the products due to health conciseness. Gender differences can affect consumer decision-making approaches. Although customers were eager to acquire value-added fish products. However, they are dissatisfied with the product because fresh fish is readily available in the research location. It could be a guide for fish and fish product marketers and producers. So, the manufacturer produces attractive products, tasty products with less preservative and with the required quality. To increase customer satisfaction constantly obtain feedback and promote convenience products.

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