

Marketing of Fish and the Influence of Intermediaries

(A Special Analysis with Special Reference the Main Market of Kilinochchi District)

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Abstract

This research named “Marketing of fish and the influence of intermediaries” has been carried out with special reference to the main market of Kilinochchi District. When marketing of fish is done much interference of intermediaries is found. The main aim of this research is to find out the influence of intermediaries in marketing of fish. The ancillary aims are to identify the roles of the consumers and producer in marketing of fish. The hypothesis are to identify the relation between intermediaries and producers, intermediaries and consumers producers and consumers in marketing of fish. Accordingly, the correlation between the intermediaries and producers is found to be 0.75 and this becomes the conclusion of the research. Here, a very close relationship between these two variables could be observed. That is, when the producers increase the price of fish, it could be observed that the intermediaries too increase their commission. A positive correlation existing between producer’s price and intermediaries’ price could be observed. In marketing of fish the correlation between intermediaries and consumers is found to be 0.54. Here, a very close relationship between these two variables could be observed. That is, when consumers increase the price of fish, it could be observed that the intermediaries too increase the commission. A positive correlation could be observed between intermediaries’ commission and producers’ price. That is, when the demand for fish in the market gradually increases it could be observed that the commission for intermediaries too increases gradually. In marketing, it is the intermediaries who gain much influence between producers and consumers. Even if the production price of the producer is found to be low or high, consumers’ tendency to reduce the price is not found. The intermediaries who get the fish at a reduced price, when giving to consumers, sell at a higher price. Hence, the relationship between the producer and the consumer is found to be very low.

Keywords: Fish marketing, Kilinochchi District, Intermediaries, Influence