

FG OR 09

Determinants of consumers' fish purchasing behavior in Kerala using conjoint analysis

P. JEYANTHI^{1*}, NIKITA GOPAL¹, SHYAM S. SALIM²,
LATHA C. BASTIN³, LALY C. JOHN³, K. JESSY
THOMAS³

¹ICAR–Central Institute of Fisheries Technology, Kochi, Kerala, India ; ²ICAR- Central Marine Fisheries Research Institute, Kochi, Kerala, India ; ³College of Horticulture, Kerala Agricultural University, Thrissur, Kerala, India; **tvjeyanthi@gmail.com*

Consumer preference is a subjective criteria influenced by a combination of three factors viz., marketing (price, brand, supply, demand), psychology (social and cultural aspects) and senses (tastes, hygiene, safety etc.). Consumers are the last node in the supply chain and are today increasingly aware about hygiene, safety and nutrition of food, including fish. In the present study, the determinants of consumer preference on fish purchasing behavior were assessed using conjoint analysis in selected coastal and land locked regions in Kerala. From the study, it was found that more than 70% of the fish eating respondents consumed fresh fish on a daily basis. Based on the part-worth utilities, the relative importance of fish purchasing behavior was determined using conjoint analysis. Results revealed that, in coastal districts, the type of fish species, form, appearance, convenience and size were the determinants of consumer preference. While, the same in land locked regions were availability, form (fresh or others), income and appearance.