Problems Faced by Small Fish Vendors in Kerala with Special Reference to Kozhikode District

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ABSTRACT

Fisheries sector is one of the important contributors of national income of India. Kerala is one of the coastal states in India. Fisheries sector is anunorganized sector where men and women fish vendors are plays very important role in fish marketing. Vendors are the direct link between wholesalers and customers. Vendors know the pulse of each and every customer. But they are facing different kinds of problems. This study mainly focuses on vendors problems in Kozhikode district. Majority of vendors are not satisfied with the unhygienic and unhealthy environment. Under this study, 300 fish vendors are selected from 5 harbours' in Kozhikode district. Thedata are collected with the help of interview and questionnaire. Percentage and pearson'scorrelationare the tools usedfor analyzing the data.

Key notes:fisheries sector, small fish vendors, vendors problems

INTRODUCTION

Kerala is one of the costal states in India. Kerala has 14 districts and out of it, 9 districts spreads over the coastline of Arabian Sea. Fisheriessector of Kerala provides 1.46% of GDP in Indian economy. Traditional occupation of Kerala is fishing. India is one of the top fish producing countries and among Indian states Kerala is one of the stateswithhighest fish production and consumption. Kerala contributes more than 30% of Indian's total marine fish production and over 36% of marine export. In Kerala, Fisherman communities live on the bank of Arabian Sea. Fisherman directly collects the fish from sea and sell their fish to wholesalers and auctioneers. Small fish vendors collectfish from wholesalers and auctioneers in small quantites. Small fish vendors are the direct link of wholesalers and customers. Kerala has 15 harbours and 16 landing centers. Approximately 100000 and above fish vendors are there in Kerala. Article 46 of the Indian constitution Act states that " each state shall

provide special care of the weaker section of the people". The major scope of this study is fish production and exporting of fish which is increasing year by year and why the economic and social condition of these people remain unchanged. Major areas of the study focuseson fish vendors. In the past 5 years,no other studies were conducted on this topic.

Kozhikode is one of the important fishing districts in Kerala. The major sources of income of the people of Kozhikode are agriculture, fishing and industries. Majority of costal people in Kozhikode do fishing. Fishing industries make sizable contribution to the economy of the district. Kozhikode has 5 harbors which are Beypour, Vellayil, Puthiyappa, Quilandyandchombala. Total costal area of Kozhikode is 75 km. Quilandy harbor is one of the largest harbor in India. This study mainly focuses on problems and prospects of small fish vendors in Kerala with special reference to Kozhikode district. Fish vendors are facing many problems like marketing problems, infrastructural problems, pricing, perishability etc. Around 25000 fisherman are directly involved in fishing activities. The allied industry such as ice plant, freezing and processing unit provide employment to around 5000 people in the district.

Retail Marketing is the scope of marketing. Retailers purchase bulk quantities from wholesalers and sell it in small quantities. Retailer is the last lender of the customers. That's why we can say that he is a main influencer of market.

Vendor is the person who sells the products to customers directly. Vendors help the customers to get the products smoothly in right time. Small fish vendor is the persons who collects fish from wholesalers and sells the fish in small quantity. Fish vendors are of three types; stationary fish vendors, mobile fish vendors and online fish vendors. Stationary fish vendors collect fish from wholesalers or retailers and sell fish in their own shed or hired shed. It is a permanent place to sell the products. Customers directly come to the stall and buy fish. Mobile fish vendors sell the fish with the help of their own vehicles like bicycle, scooter etc. Mobile fish vendors reach out to the customer as a commodity. Online fish vendors utilize digital marketing and sell the fish though electronically. Online fish marketing is a new phenomenon. The adverse conditions due to corona has lead the majority of customers to adopt online fish marketing. This study mainly focuses on stationary fish vendors. Valiyangadi is one of the largest fish market in Kozhikode district. Puthiyappa ,beypour, villayil , chombala , koyilandi are also famous harbors (landing center) .

STATEMENT OF PROBLEMS

Retailing is the one of the core component of marketing. The retailors are one of the main element of any business. Small fish vendors are the main component of fish marketing .In this way the study focuses on the problems faced by small fish vendors in Kerala with special reference to Kozhikode district. Main problems facedby small fish vendorsin Kozhikode district are price, natural calamities, infrastructural issues, government regulations ,marketing problem,competitors, transportation, army problems etc. Small vendors sell the goods on roadside or in fish markets but these places are not in hygienic condition. Many vendors do not know the benefits given bygovernment at the right time. Small fish vendors arethe main contributors in fish industry. But the lives of these people have not been uplifted. Future studies are always based on woman fish vendors. In the last 5 years there was no study conducted on the problems on small fish vendors in Kozhikode district.

Objectives of studies

The study aimes at problems faced by small fish vendors in Kerala with special reference to Kozhikode region. Main objective is

- To study problems of small fish vendors in Kozhikode district.
- To study the relationship between income and problems faced by fish vendors.

Methodology

This studyispurly based on primary data, the data collected through questionnaires and direct interview method. The researcher has adopted simple random sampling techniques.The total sample size was 300. These data were collected from 5 major harbours in Kozhikode district.

AREA OF THE RESEARCH

The area of the research only focuses on Kozhikode region. It is not applicable to any other region because Kozhikode district has a different weather structure compared to other districts.Also,It is not applicable to other states, because nature, time and weather conditions differ from state to state.

TOOLS OF THE STUDY

The study mainly focuses on small fish vendors in Kozhikode. The researcher analysedthe data by using percentage and correlation methods. The variables are selected by the researcher during the research period. These variables are the main keypoints of this study. The main variable of this study is satisfaction level of small fish vendors in Kozhikode district.

Table 1.1Age of the Respondents

Particulars	Respondents	percentage
Up to 30	30	10.00
31- 40	80	26.67
41- 50	153	51.00
51- 60	25	8.33
Above 60	12	4.00
total	300	100.00

The table 1.1 shows that age group of respondents of small fish vendors in Kozhikode district. In that table, the calculated values of percentage highly fluctuated. It shows 51.00 percentage of respondent in the age group of 41-50. The calculated values of 4.00 percentage of respondent in the age group of above 60. In this value , it is the lowest value of the table.

Table 1.2Gender of respondents

Particulars	Respondents	Percentage
Male	253	84.33
Female	47	15.67
Others	--	00.00
Total	300	100.00

The table 1.2 shows that the gender of respondents in Kozhikodedistrict. In that table, the calculated values of 84.33 percentage of respondents are male. The calculated values of 15. 67 percentage of respondents are females. In this value , it is the lowest value of the table.

Table1.3

Martial status of respondents

Particular	Respondents	Percentage
Married	230	76.67
Unmarried	55	18.33
Widow	15	5.00
Total	300	100.00

Table1.3 shows that marital status of respondents in Kozhikode district. The table shows that76.67 percentage of respondents are married . The calculated value of 5.00 perntage of respondents are widow. In this value , it is the lowest value of the table.

Table 1.4Educational qualification of respondents

Particulars	Respondents	Percentage
Basic education	135	45.00
Higher secondary	120	40.00
graduates	45	15.00
Post graduates	3	1.00
Total	300	100.00

Table 1.4 showsthe level of education among the respondents in Kozhikode district. In that table the calculated value of percentage highly fluctuated. It shows 45.00 percentage of respondents are primary educated.the calculated value of 1.00 percentage of respondents are post graduate. tn this value, it is the lowest value of the table.

Table 1.5Monthly income of respondenents

Particulars	Respondents	Percentage
Below 10000	30	10.00
10001 - 20000	140	46.67
20001 - 30000	72	24.00
Above 30001	58	19.33
Total	300	100.00

Table 1.5 shows that monthly earnings of small fish vendors in Kozhikode district. In that table the calculated value of 46.67 percentage of respondents in the income group of 10001-20000.the calculated value of 10.00 percentage of repondents in the income group of below 10000. In this value, it is the lowest value of the table.

Table 1.6Monthly expenditure of respondents

Particulars	Respondents	Percentage
Below 10000	85	28.33
10001-20000	138	46.00
20001- 30000	62	20.67
Above 30001	15	5.00
Total	100	100.00

Table 1.6 shows that monthly expenditure of respondents. In that table the calculated value of percentage highly fluctuated. It shows 46.00 percentage of respondent in the expenditure group of 10001-20000. The calculated value of 5.00 percentage of respondents in the expenditure group of above 30001. In this value , it is the lowest value of the table.

Table 1.7Correlation between income and problems faced by small fish vendors

Correlations[c]

		Income level	Feeling of job	Avaliability of fish	Suffici ent cold storag e	Level of trans port cost	level of hygine in market	level of govern ment support
Income level	Pearson Correlation	1	.348[**]	.008	.006	-.085	.018	.006
	Sig. (2-tailed)		.000	.888	.917	.144	.761	.911
Feeling o job	Pearson Correlation	.348[**]	1	.007	.094	-.002	.066	.013
	Sig. (2-tailed)	.000		.898	.104	.979	.254	.824
Avaliability of fish	Pearson Correlation	.008	.007	1	-.040	-.152[**]	.143[*]	-.123[*]
	Sig. (2-tailed)	.888	.898		.485	.008	.013	.033
Sufficient cold storage	Pearson Correlation	.006	.094	-.040	1	.029	.007	-.270[**]
	Sig. (2-tailed)	.917	.104	.485		.615	.907	.000
Level of transport cost	Pearson Correlation	-.085	-.002	-.152[**]	.029	1	-.176[**]	.194[**]
	Sig. (2-tailed)	.144	.979	.008	.615		.002	.001
level of hygine in market	Pearson Correlation	.018	.066	.143[*]	.007	-.176[**]	1	-.076

		.761	.254	.013	.907	.002		.187
level of government support	Pearson Correlation	.006	.013	-.123*	-.270**	.194**	-.076	1
	Sig. (2-tailed)	.911	.824	.033	.000	.001	.187	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

c. Listwise N=300

Table 1.7 shows the relationship between income and problems of fishvendors. Karlpearson's coefficient of correlation shows, r=0.348. That is a positive correlation between income and feeling towards the job. The income increases the feeling towards the job also increases.So there is significant relationship between these two variables. The calculated value of coefficient of correlation shows, r =0.008. That is low positive correlation between the variable availability of quality fish and income. Which means availability of qualityfishwillnothave high influence on the income of the vendor.Thekarlpearson'scofficientofcorrelation shows r = 0.006, that is a low positive correlation between income and suffienent cold storage. These two variables are not highly correlated. There is no significant relationship between these two variables. So the availability of cold storage will not effect the income of the vendor

The calculated value of cofficient of correlation shows, r = -0.085 . That meanslow negative correlation between income and level of transport cost. When the transportation cost increases the income of the vendor decreases. It was negative significant relationship between these two variables. The Karl pearson's coefficient of correlation shows, r=0.018 that is a positive corealationbetween income and level of hygine in the market. So, the level of hygine in the market will not effect the income of the fish vendor. The calculated correlation value shows r = 0.006 that is a low positive correlation between income and level of government support. There is no significant relationship between these two variables.

CONCLUSION:

In this study confined to the problems faced by small fish vendors in kozhiokode district. The studyfocus on feeling towards job, availability of quality fish, sufficient storage facilities, transportation cost, hygine in market and government support are relationship with the income of fish vendor. The study concluded that most respondents of small fish vendors are aged between 41-50 and majority of respondents are male. Most of them are married and primary educated. The most of the sample respondents are having monthly income of above 10000-20000. It has also observed that, positive correlation with income and feeling toward the job. There is low positive correlation with income and availability of quality fish , sufficient cold storage , level of hugine in the market, government support. It also have negative correlation between income and transportation cost. Majority of respondents have no awareness of government policies Government support will not have much relationship with the income of the small fish vendor.

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