



## Study on Promotion Measures on Retail Marketing Of Ornamental Fish in Kerala

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**ABSTRACT:-** The growing popularity of marine aquarium made the marine ornamental fishes very popular in all parts of the world. Aquarium fish keeping is a popular hobby among many people in Kerala, where the demand for exotic species is maintained by the supply from commercial breeders and farmers operating both within and outside the state. Climatic conditions of Kerala are extremely favourable for the development of ornamental fisheries. Local self-governments and national promotional authorities have been providing financial support for this segment due to its high potential in employment generation in rural sector. Promotion is an element of organization's marketing mix that informs marketing of a product, its merits and characteristics thus positioning it in the market place. Although the industry is also known to be one of the most important, yet poorly studied and received little attention worldwide. The present research seeks insight in to the problems of promotion aspects of marketing on retailing of ornamental fish in Kerala.

**Keywords:-** Ornamental fishes, aquarium fisheries, retail sale, promotion measures, public relation , advertising.

### I. INTRODUCTION

The keeping of ornamental fish in aquaria is an age old hobby, popular even today irrespective of age, class, creed or geographical variations in the residing area of hobbyists. In the contemporary times of space restrictions and craze for beautifying interiors, the aquariums have become an integral element of homes, offices, hospitals, hotels, business establishments, airports and other institutions. With the phenomenal increase in the demand for ornamental fishes worldwide, more countries have realized the economic potential of this industry and intervened directly to promote its development (Lee, 2005). Nowadays traders keep fish for luck, ("Vasthu") and children and adolescents keep fish for fun and aged keep fish as pets and companion animals. The growing popularity of marine aquarium made the marine ornamental fishes very popular in all parts of the world and the trade of marine ornamental fishes in the international market is a multimillion dollar industry. A total of 1,471 species of fishes are being traded worldwide with the best estimate of annual global trade ranging between 20 and 24 million individuals (Wabnitz et al., 2003). However, live aquarium fish export from India during 2013-2014 was 568 crores only (MPEDA, 2014).

### II. ORNAMENTAL FISH CULTURE AND TRADE IN KERALA

Aquarium fish keeping is a popular hobby among many people in Kerala, where the demand for exotic species is maintained by the supply from commercial breeders and farmers operating both within and outside the state. There are around 168 registered aquarium shops operating in the State and many hundreds of unregistered ones (SanjeevaGosh D 2001). With around 500 breeding units, Kerala is also the third largest ornamental fish-producing State in India (AnilkumarP2008). To a large extent, the breeding and rearing of exotic aquarium fish in Kerala are carried out in earthen and cement ponds, cement tanks and plastic lined pools. Many hundreds of species of exotic aquarium fish are bred in such systems and marketed in the state. Literature survey on the marketing of ornamental fishes of Kerala revealed that very few works attempted describing aspects relating to the marketing of ornamental fishes. Review of literature on ornamental fishes of Kerala revealed that, substantial works have been conducted on the distribution of tropical freshwater fishes in Kerala. Eleven species of exotic fish are known to occur in the inland waters of Kerala, posing a serious threat to the native biodiversity. Of this, at least four species are popular aquarium pets: Pterygoplichthys simultiradiatus (algae sucker/sucker cat), Lebistes reticulates (guppy), Trichogaster trichopterus (three-spot gourami) and Xiphophorus

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maculatus (platy). *P. multiradiatus*, an armoured catfish native to the South American drainages, is a popular aquarium pet worldwide and is known commonly as 'algae eater' (Pereire.B.,etal.,2008). *P.multiradiatus* has been recorded from three natural freshwater ponds at Vylathur in Thrissur District, and the Chackai Canal of Thiruvananthapuram District in Kerala. Species under the genus *Pterygoplichthys* have been introduced worldwide as a result of the ornamental fish trade (Ragavan,BaijuPT 2009).

### **Promotion of ornamental fish trade**

Climatic conditions of Kerala are extremely favourable for the development of ornamental fisheries. Local self-governments and national promotional authorities have been providing financial support for this segment due to its high potential in employment generation in rural sector and as a product for overseas market. The recent infrastructural initiatives of the Government of Kerala, like, Aqua technology park- Kerala Aqua Ventures International Ltd (KAVIL) with public-private participation envisages to provide a platform for better facilitation of trade of ornamental fishes. More than 200 ornamental fish trade units are functioning in the state under the financial assistance of MPEDA, FIRMA, Matsyafed etc. and most of them are focused on the breeding and rearing of exotic ornamental fishes. In Kerala, Marine Products Export Development Authority (MPEDA) and Kerala State Cooperative Federation for Fisheries Development (Matsyafed) have provided financial assistance to more than 500 farmers belonging to eleven Districts for ornamental fish culture.

### **Reviews of previous study**

Promotion is an element of organization's marketing mix that informs market of a product, its merits and characteristics thus positioning it in the market place. Mac Carthy (1983), who originally coined the four P's, explains that promotion is concerned with telling the target market about the right product (Mac Carthy and Shapiro, 1983). He also indicated however that promotion goes beyond merely presenting this information in fact, the objective of presenting this information is to influence attitudes and behaviour. Thus, promotion seeks to both inform and influence. According to Chaston (1984) a popular misconception is that promotional programme will sell any product. In fact, unless product is capable of satisfying market need and is offered at an acceptable price, promotion will not influence potential purchasers. Marmoria and Marmoria (1997) added that promotion refers to activities and processes designed to change or reinforce behaviour or ideas of consumer through communication so that they are persuaded to buy what they might not otherwise buy. The real role of promotion therefore is to communicate to potential purchasers, information about product benefits compared to competition, thereby increasing market awareness for the product. Jyothilal (1999) described the status of fisheries development in Kerala. The initiatives taken by the Department of Fisheries for promotion of ornamental fishery, particularly aquarium shows and exhibition since 1998, have added momentum for its growth and trade in the state.

### **Significance of the Study**

Ornamental fish production is not only important because of its recreational significance or its worth in international trade but it also provides well developed skills, income earning opportunities/jobs to both men and women in several rural, coastal and urban depressed communities. The fisheries sector of Kerala is well developed but compared to the food fish sector the ornamental fish sector has not picked up. Several studies on the indigenous ornamental fish resources of Kerala are presented in the literature review section of the study which pointed out that there was a potential scope for marketing of ornamental fishes and therefore this study has been conducted.

### **Problems statement**

Ornamental fisheries in India have a good potential due to enormous geographical spread, extensive species diversity, and intensive research and development efforts that are already put in by the research institutions. The literature review also seeks to show that other researchers have not yet adequately explored the objectives of the present study. The demand in the domestic market of Kerala also is for the exotic varieties, ornamental fishes fetch only feeble price in Kerala, where as they fetch a high price in the export markets. Products price is a major determinant of the market demand for it. Although aquarium fisheries and trade is a multi-million dollar industry that supports thousands of rural people in the developing countries, as well as retailers and hobbyists in developed countries, the industry is also known to be one of the most important, yet poorly studied and received little attention worldwide. The present research seeks insight in to the problems of promotion aspects of marketing on retailing of ornamental fish in Kerala.

### **Objectives of the study**

The research study has been carried out based on the geographical locations of the respondents such as north, central and south zones of the Kerala State with following objectives:

1. to analysis the opinion of the respondents towards advertising in media about ornamental fishes;

2. to examine the opinion of the respondents towards sales promotion measures adopted by them for retail sale of ornamental fishes;
3. to analysis the opinion of the respondents towards direct marketing technique by them for retail sale of ornamental fishes;
4. To analysis the opinion of the respondents towards public relation techniques adopted by them for retail sale of ornamental fishes; to provide suggestions if necessary.

### III. RESEARCH METHODOLOGY

The research design used in this study is descriptive research design, since it describes clearly the characteristics of the sample as expressed by the respondents. This study used structured questionnaire as survey instrument. The number of aquarium retail outlets in the state added up to 214, as per the directory of fisheries and ornamental fish trade who dealt with indigenous ornamental fishes of Kerala and they were personally administered. The secondary data have been obtained from the government records, published reports, books, journals, periodicals and internet sites.

**Table 1- The Opinion of the Respondents towards Advertising in Media about Ornamental Fishes.**

Measuring Items	South		Central zone		North	
	Mean	Sd	Mean	Sd	Mean	Sd
<b>Newspaper</b>	2.00	.642	2.00	.697	2.06	.598
<b>Trade Journals</b>	2.24	.690	2.23	.637	2.15	.743
<b>Brochures</b>	2.20	.688	2.20	.689	2.13	.733
<b>Television</b>	2.22	.651	2.21	.653	2.15	.505
<b>Hoardings</b>	2.67	.917	2.61	.886	2.65	.887
<b>Internet</b>	2.37	.765	2.31	.709	2.65	.934

From the table it is clear that the respondents from south, north and central zones agree that hoardings are used as media for advertisement with a mean value of 2.67, 2.65 and 2.61 respectively. The respondents from north, south and central zones agree that internet is used for advertisement with a mean value of 2.65, 2.37 and 2.31 respectively. The respondents from south, central and north zones agree that trade journals are used with a mean value of 2.24, 2.23 and 2.15 respectively. The respondents from south, central and north zones agree that television is a method used with a mean value of 2.22, 2.21 and 2.15 respectively. The respondents from south and central zones agree that brochures are used as advertisement media with a mean value of 2.20 respectively, followed by the respondents from north zones with a mean value of 2.13. The respondents from south and central zones agree that newspaper is used as media for advertisement with a mean value of 2.00 respectively, followed by the respondents from north zone with a mean value of 2.06.

**Table 2- The Opinion of the Respondents towards Sales Promotion measures adopted by them for Retail sale of Ornamental Fishes**

Measuring Items	South		Central zone		North	
	Mean	Sd	Mean	Sd	Mean	Sd
<b>Trade Fair Exhibition</b>	2.15	.901	2.20	.888	2.08	.964
<b>POP Displays</b>	2.45	.801	2.48	.808	2.50	.875
<b>Samples and Free Gifts</b>	2.37	.924	2.48	.954	2.29	.874
<b>Price reduction discounts</b>	2.92	.846	2.99	.819	2.73	.893

From the table it is clear that the respondents from central, south and north zones agree that discounts are given by them as sales promotion measures with a mean value of 2.99, 2.92 and 2.73 respectively. The respondents from north, central and south zones agree that POP displays are used for advertising the product of ornamental fish with a mean value of 2.50, 2.48 and 2.45 respectively. The respondents from central, south and north zones agree that samples and free gifts are used with a mean value of 2.48, 2.37 and 2.29 respectively. The respondents from central, south and north zones agree that trade fair exhibition is used with a mean value of 2.20, 2.15 and 2.08 respectively.

**Table 3 - The Opinion of the Respondents towards Direct Marketing Technique by them for Retail sale of Ornamental Fishes**

Measuring Items	South		Central zone		North	
	Mean	Sd	Mean	Sd	Mean	Sd
<b>Internet &amp; Mailing</b>	2.06	.744	2.01	.643	2.08	.739
<b>Catalogues</b>	2.14	.642	2.08	.554	2.21	.683
<b>Telephone</b>	3.77	5.894	3.54	4.936	3.92	5.957
<b>Tele Marketing</b>	2.02	.732	2.00	.717	2.04	.771

From the table it is clear that the respondents from north, central and south zones strongly agree that telephone is used as direct marketing technique with a mean value of 3.92, 3.77 and 3.54 respectively. The respondents from north, south and central zones agree that catalogues are used as direct marketing technique with a mean value of 2.21, 2.08 and 2.14 respectively. The respondents from north, south and central zones agree that internet & mailing technique are used as direct marketing technique with a mean value of 2.08, 2.06 and 2.01 respectively. The respondents from north, south and central zones agree that tele marketing is used as direct marketing technique with a mean value of 2.04, 2.02 and 2.00 respectively.

**Table 4 - The Opinion of the Respondents towards Public Relation Techniques adopted By them for retail sale of Ornamental Fishes**

Measuring Items	South		Central zone		North	
	Mean	Sd	Mean	Sd	Mean	Sd
<b>Publications</b>	2.18	.842	2.13	.792	2.40	.917
<b>Public Events</b>	2.86	6.000	2.63	5.026	2.56	1.731
<b>News in media</b>	1.94	.553	1.90	.511	2.02	.483
<b>Sponsored Speeches</b>	2.97	1.358	3.01	1.336	2.85	1.444
<b>Business Cards</b>	1.86	.609	1.83	.560	1.88	.606

From the table it is clear that the respondents from central, south and north zones strongly agree that sponsored speeches is used as a public relation techniques with a mean value of 3.01, whereas the respondents from south and north zones agree on this aspect with a mean value of 2.97 and 2.85 respectively. The respondents from south, central and north zones agree that public events are used as a public relation technique with a mean value of 2.86, 2.63 and 2.56 respectively. The respondents from north, south and central zones agree that publications are used as a public relation technique with a mean value of 2.40, 2.18 and 2.13 respectively. The respondents from north agree that news in media is used as a technique with a mean value of 2.02, whereas the respondents from south and central zones disagree on this aspect with a mean value of 1.94 and 1.90 respectively.

The respondents from north, south and central zones disagree that business card is used as a public relation technique with a mean value of 1.88, 1.86 and 1.83 respectively.

#### IV. FINDINGS

All the respondents agree that they are using newspaper, trade journals, brochures, television, hoardings and internet as a media for advertisement of Ornamental Fishes. The majority of the respondents are adopting, trade fair/exhibitions, POP displays, samples / free gifts, and price discounts as Sales Promotion technique for the retail sale of Ornamental Fishes. The respondents are using the telephone as direct marketing technique to market their products apart from catalogues, internet and mailing technique and Tele-marketing. The respondents are using the sponsored speeches, public events and publication as their public relationships technique and they do not use in news in media and business cards as their public relationships technique to promote their product in the retail market.

#### V. SUGGESTIONS

The quality of exotic ornamental fishes bred in India has to increase in leap and bounds for competing in international markets. Public aquaria have to be set up so that awareness regarding marine ornamental fishes can be increased. Presence of public aquaria will motivate hobbyist and increase hobby resulting in developing a wider domestic market. In order to assist marketers dealing in ornamental fishes of Kerala, prices of different species of aquarium fishes prevalent should be prepared and published regularly by MPEDA. Successful marketing is contingent on presence of trade fairs actively to be supported by follow-up of promotion and exhibition visits. By means of an association the retailers of ornamental fish can make a concerted move to

approach the Government or concerned officials regarding marketing problems and promotion measures through advertisement, public relations and publicity to promote domestic retail marketing.

## **VI. CONCLUSION**

With vast potential in terms of ornamental fish resources and bioclimatic and academic resources for the development of commercial production technologies, Kerala can contribute immensely in domestic market as well as the export of indigenous ornamental fishes to other countries. The retailers are using newspaper, trade journals, brochures, television, hoardings and internet as a media for advertisement of Ornamental Fishes but they do not use in news in media and business cards as their public relationships technique to promote their product in the retail market. To overcome the marketing problems of promotion of retail market of ornamental fish, necessary measures to be taken through advertisement, public relations and publicity to promote domestic retail market.

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