



P 06 The study consumer perception on different fish retailer types of Southern Province Sri Lanka

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Consumer satisfaction on fresh fish distribution channels is very low because fresh fish retailers not much concern about consumer perception on their business. Main reasons are most of fish retailers do not have knowledge and ability to do research about the consumer perception on their products. We tried to fill this knowledge gap through studying consumers' perception on different fish distribution channels of Southern Province by identifying demographic characters and fish buying behavior of fish buyers and measuring consumer perception under pre determined ten distribution channels evaluation criteria. Stratified questionnaire was distributed among 240 consumers who were selected by using stratified purposive sampling technique. These consumers were selected from Mobile vendors, general fish outlets, Ceylon fisheries corporation fish outlets and supermarkets of southern province. Non parametric statistic tools were used to analyze the data. Majority of consumers (52%) buy 250g of fish per day where as 65% consume fish only 4 days per week. However, 54% consumers reduce daily fish consumption in last than five years due to price increment of the fish. Fifty two percent customers are loyal to one retailer. Freshness of the fish, low price and easiness of access to retailer were the main criteria used by consumer when selecting fish distribution channels to buy fish. The consumer perceived, mobile vendors are the easiest way to buy fish under lowest price. General fish distribution channels, mobile vendors and Ceylon fisheries corporation fish outlets were displayed fish in dissatisfaction level. Finally this research was concluded that overall satisfactory level for all fish distribution channels approximately equal. Each channel has their own characters which can consumer satisfy and dissatisfy but there was no any retail type competent enough to satisfied consumer under ten evaluation criteria.

Keywords: consumer perception, evaluation criteria, fish retail types, Southern Province