

**FISH PREFERENCE PATTERN OF CONSUMERS
FOR MEAL IN THE AMPARA DISTRICT**

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EU/PGS/2004/AG/03**



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ABSTRACT

Fish is an important food for both children and adult in Sri Lanka. Present investigation is mainly focused on the "Fish preference pattern of consumers for meal in the Ampara district" with respect to socioeconomic, cultural status of consumers and product availability parameters.

The major objective of this study was to study of what is the main factor influencing for fish purchasing of consumers. A cross sectional survey covering 200 samples was carried out at randomly selected 5 D.S. divisions from April to June 2005.

Analysis of results depends on many parameters of consumers concern, especially household income, fish type, product availability, religious events and so on. Household income is the main direct parameter for change the fish amount and fish type.

The study revealed that the most of the consumers are purchasing fish according to their daily or monthly income. Inland Ampara district consumers (Sinhalese) can not receive sea fish every day. But there is a possibility get inland fish as well as coastal consumers too (Tamil and Muslims). Fifty five percentages of consumers prefer to consume sea fish and 41.5% of consumers purchased fish from common markets. Nutritional fish purchasing is very rare and education status of consumers are not influence during purchasing.

Ampara district consumer's intake sufficient amount of fish meal per annum. Normally consumers are not preferred to purchase value added fish products. Because it prices are higher than fresh one. However Maldivè and Dried fish products are not sufficient to fulfill the consumer's requirements.

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