

**"MARKETING STRATEGIES ADOPTED FOR SUCCESSFUL
MARKETING OF FRESHWATER FISH IN KIDDANKI"**



ABDUL HAMEED MOHAMED MUFEEEN

1454



FCM1454



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**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY SRILANKA**

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ABSTRACT

The majority of the world population consumes fish for their day to day meals consumption in this way Sri Lankan consumers are not exempt. Sri Lanka is a fishing country and has huge fisheries resources. Further the most people are involved in fisheries on freshwater fishing industry. The Kuddanki area is one of vital place of freshwater fishing in Kalmunai and Navithenvely Division.

Therefore the research study is aimed at marketing strategies adopted for successful marketing of freshwater fish in Kuddanki. Totally 100 questionnaire have issued to fishermen who residing in three Grama Niladari division of above divisional secretarial areas on random sampling basis.

Conceptualization framework used to developed questionnaire to the research and each element from conceptualization hold include in the questionnaire. According to the Conceptualization model, through the main objective of the study is to show the marketing strategies such as price, product, place and promotion which influence success of marketing.

Method of analysis specifically considered univariate analysis only. Based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5, which is strongly disagree to strongly agree with 5 scale measures.

From the estimation it be able to conclude that Price, Product, place and promotion all of marketing variables are influence on the high level. Finally the researcher can conclude that overall Marketing variables are highly influence on the success of freshwater fishing industry.

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