

**"IMPACT OF MARKETING VARIABLES ON THE MARKETING
PERFORMANCE OF FISHERMEN IN VERUGAL DIVISIONAL
SECRETARIAT DIVISION AT TRINCOMALEE DISTRICT**

ARUMAINAYAGAM SIVAPRIYAN



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**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The majority of the world population consume seafood especially 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 but the people who involve in fisheries face uncertainties and problems regarding the issues of storage, price determination and marketing. The fishermen in the Verugal Division in Trincomalee District face with the problems especially in reference to marketing.

Therefore the research study is aimed at identifying the marketing problems of the fishermen in the Verugal Division and recommending and guiding them to have good marketable products and therefore can obtain a reasonable price for their fisheries.

The information for the research collected from the 100 respondents from the five main villages of the Verugal Division by issuing questionnaires and discussions and the four main factors were analyzed including Price, Production, Place and Promotion which affect the marketing process of the fishermen.

According to the research findings the problem of the fishermen include reasonable price for the fishes are not determined by the buyers and a narrow Market Coverage, lack of marketing knowledge, improper mode of Transportation and dishonesty intermediaries are lacking and the fishing area is restricted by the Government also a dominant shortcoming for the large scale production which may create a huge market hence a higher price can be obtained. Therefore the Government and the other Stake holding Organizations including Rural Development Societies, Fisheries Societies must take necessary steps to fix reasonable price and granting loans for expansion, training them to use the new fishing equipments and to have good marketing activities can help the people to have a good standard of living.

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