

Socio-economic determinants of the fish purchasing decision and consumption behavior in Gampaha District, Sri Lanka

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The end-user of fish marketing system determines the success of the system by their purchasing and consumption behaviour. This study is aimed to identify the determinants of the fish purchasing and consumption behaviours of residents in Gampaha District, Sri Lanka. Total of 201 respondents were selected from stratified random sampling. The data were collected through face to face interview by using a pre-tested semi-structured questionnaire from June to November 2016. The age, religion and the level of the education are not shown a significant impact on the quantity of fish consumed. The geographical distance to fish market is a critical determinant for price and quantity of fresh fish consumed. There is an association between fish varieties and income groups. The high income group purchased significantly higher amount of expensive fish varieties than that of other income groups. Mobile vendors and fish stalls were the prominent sources of fish purchase. Majority of consumers (71%) pointed out that there is a need of improving quality and hygienic condition of fish at the retailer level. This study revealed that 59% of consumers have not sufficient knowledge to identify fish varieties either in fresh or dried form. Hence, it is recommended to conduct awareness programmes to improve the knowledge of consumers to identify fish varieties in fresh or dried form and its status of quality.

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