

**A STUDY OF CONSUMER BEHAVIOUR ON
THE INCREASE IN PRICE OF COMMERCIAL SEA FISHES
IN SARAWAK**

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ABSTRACT

The main aim of this study is to find out the consumer behaviour on the increase in price of commercial sea fishes in Sarawak and Simultaneously to find ways and means on how the government could play an important role in reducing the price of fish in the local markets as well as to give consumers, their value for money where quality of fish is concerned.

In the course of doing this study, the researcher faced a few problems which include lack of cooperation from the respondents, time and financial constraint, and data are not readily available.

The findings show majority of the consumers consumed fish as the main source of protein. Due to the increase in price of fish, the consumers prefer to buy fish on alternate day and the wet/ open markets are the best locations where consumers could buy. Research shows majority consumed Bawal Hitam, Tenggiri, Senangin, Terubok, Ikan Merah, Tongkol and Kembong.

The Consumers are aware of the increase in price of fish and they blamed the middlemen for the price - hike. Bad weather was the other factor which restrict the fishermen to go fishing.

To control the price increase, consumers prefer to reduce buying of fish and to switch to other food items such as chicken, beef and Log Pond fishes.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

A lot of perceptions materialized among consumers when the price of commercial sea fishes as shown at Appendix i increased in the local market and majority blamed LKIM, Fishery Department, Ministry of Domestic Trade and the consumer Affair for not taking various measures to solve this problem.

In fact, this phenomenon has long over due . Realized or not, the price of fish is much higher than the price of chicken, beef or even vegetables. It should be noted that the price of fish is not being determined by the Government as in the case of other goods such as rice, sugar or flour.

Thus, consumer behavior plays an important role in the increase in price of commercial sea fishes in Sarawak. How the consumer reacts could influence or even determine the price although largely the price tags are done by retailers.

The Government through LKIM and Fishery Department understand the problem faced by the consumers and has taken steps to reduce the price of fish through discussions with the wholesalers either Bumiputera or Non-Bumiputra, introduce the Fish - On Wheel (Jualan Ikan Terus)as shown at Appendix ii, building more landing centers and requesting the local authorities to open retail centers during celebration times in order to help consumers.

CHAPTER 2

LITERATURE REVIEW

2.1 An Overview of Price in Marketing

“ Philip Kotler and Gary Amstrong ” in their book Principles of Marketing defined price as the amount of money charged for a product or service. More broadly, price is the sum of the values that consumer exchanges for the benefits of having or using the product or service.

Price is the only element in the Marketing Mix (Product, Place, Price and Promotion) that produces revenue all other elements represent costs. Price is also one of the most flexible elements of the marketing mix unlike product features and channel commitments, price can be changed quickly..

Simultaneously, pricing and price competition is the number one problem facing many marketing executives.

In fish marketings, the only pricing strategy being used is discriminatory Pricing. The price of fish sold in the supermarket is different from that sold in the open market. A clear example is the price of Ikan Jamah sold in choice Food is RM 5.00 per kilo as compared to only RM 3.00 per kilo as sold in the open market. The reason being that consumer's perception of good sold in the supermarket is as good as that sold in the street. Consumers have their own needs and perception and as such marketers have their own pricing strategy to deal with different consumers.