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A study on customer preference towards seafood in Pattinapakkam-Chennai City

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Abstract---Sea food shop is a small roadside food shop serving trustworthy home-cooked base. They do not have luxurious atmosphere, probably food shop has an open-air seating area with a size of around 10-20, we can analyze freshness of foods [fish fry, prawn fry, squid, Crab, Sura Puttu] they are making with softness with flavorful rich spiciness. They provide unlimited rice with fish curry, as per my research they fixed affordable price for sea foods. Some people have been travelling here to taste this from their own town. Sea foods are consumed quickly, so surplus foods are not violated in pattinapakkam. Shopkeepers are preparing foods in front of the customer so they concerned about quality and quantity. They are preparing own handmade Masalas so it is chemical-free and food colour free. Most of the shop keeper runs their shops with their Family, Males are going for fish catching ladies are doing cooking for their shops. Nowadays, celebrities also consuming these types of food varieties, so it's getting more familiar to everyone.

Keywords---customer preference, seafood, ambience, friendly, quick service, quality food, different varieties.

Introduction

Marina is one of the longest beaches in the world. Marina is the famous tourist place in Chennai. Pattinapakkam is a small area which is located next to the marina, pattinapakkam is a most familiar area for fish catching and sea food shops, and in one area we can see lots of sea food shops over there. South Chennai people used to buy the fresh variety type of fishes, crabs, prawn, etc.,

some fishermen started their own business like sea food shops for poor and some fishermen started their own business like sea food shops for poor and roadside people, initially they fixed, affordable price for them, Nowadays, middle classes also go eat for these kind of shops, the reason behind this they providing more quantity with good taste for low cost. More You Tubers are giving review for their foods the shopkeepers are concentrating only taste and quality for customer satisfaction, so these kinds of shops becomes very familiar to everyone. Celebrities also buy and eat directly. Sea foods are getting more famous between the young generations. Seafood, rich in omegas 3 fatty acids, a lean source of proteins and other essential nutrients has been recommended to be consumed more frequently by nutritionists and health experts. Marketing seafood efficiently is a challenge due to its specific quality and safety attributes. A common attitude of consumers is to pay a great deal of attention to quality and safety aspects of sea food which influence their purchasing behaviour by Nashila Rahmaniya and MiniSekharan (2018)

Objective of study

To examine the socio economic profile of sea food customers in Pattinapakkam.

To analyze the customer preference is towards Seafood.

To analyze the opinion about the service of Sea food.

Limitation of the study

The respondents of this study belong to Pattinapakkam in Chennai city.

The time period of the study was limited.

Methodology

Area of the study

The study is focus to analyze the customer preference of Seafood in Pattinapakkam, Chennai city.

Source of data

Types and sources of data are primary data and secondary data. Primary data was collected by using convenience non random sampling method and it is collected from 100 respondents by using questionnaire. The secondary data was derived from published periodicals and websites.

Sampling size

The number of respondents in this research was 100 respondents.

Tools for analysis

Mean, minimum and maximum, percentage analysis and analysis of variance (TWO WAY ANOVA) was used in this study.

Analysis part
Classification of customers on the basis of gender

Table 1.6.1

Gender	Number of Customers	Percentage
Male	68	68.0
Female	32	32.0
Total	100	100.0

Source: Primary data

From the table 1.6.1, it is evident that the majorities (68.0 per cent) of the customers are male and 32.0 per cent of the customers are female.

Classification of the customers on the basis of age group (in years)

Table 1.6.2

Age groups (in years)	Number of customers	Percentage
Below 20	18	18.0
20-35	55	55.0
35-50	18	18.0
Above 50	9	9.0
Total	100	100.0

Source: Primary data

From the table 1.6.2, it is found that majority (55 per cent) of the customers are in the age group of 20-35. 18 per cent of the customers fall under the age category of 35-50 and below 20 and only 9 per cent of the customers are in the age group of above 50.

Classification of the respondents on the basis of marital status

Table 1.6.3

Marital status	Number of customers	Percentage
Single	55	55.0
Married	45	45.0
Total	100	100.0

Source: Primary data

From the table 1.6.3, it is known that the majorities (55 per cent) of the customers are single and 45 per cent of the customers are married.

Classification of customers on the basis of annual income

Table 1.6.4 (a)
Minimum, average and maximum annual income of the respondents (in Rs.)

Total number	Age in years		
	Minimum	Maximum	Mean
100	40,000	12,00,000	3,21,333

Source: Computed data.

From the table 1.6.4, it is found that minimum annual income of the respondents is Rs.40,000, the maximum annual income of the respondents is Rs.12,00,000 and average annual income of the respondents is Rs.3,21,333.

Table 1.6.4 (b)

Annual income (Rs.)	Number of customers	Percentage
Upto 2,50,000	50	50.0
2,50,001 – 5,00,000	28	28.0
5,00,001 – 7,50,000	14	14.0
7,50,001 & above	8	8.0
Total	100	100.0

Source: Primary data

From the table 1.6.4 (b) it is found that majority of the respondents (50 per cent) have annual income Rs.2,50,000, 28 per cent of the respondents are in the income slab of Rs.2,50,001 -5,00,000. It is understood that 78 per cent of the respondents are in the income slab upto Rs.5,00,000. Only a smaller portion (22 per cent) occupy the income slab of Rs.5,00,000. That is 14 per cent of the respondents are in the income group of Rs.5,00,001-7,50,000 and 8 per cent of the respondents are in the income group of more than Rs.7,50,000.

Reasons for preferring Seafood in Pattinapakkam

Table 1.7

Reasons	Yes		No	
	Number	Percentage	Number	Percentage
Served hot and fresh	85	85.0	15	15.0
Quality food	90	90.0	10	10.0
Seafood varieties	88	88.0	12	12.0
Tasty	72	72.0	28	28.0
Lesser cost	74	74.0	26	26.0
Friendly service	76	76.0	24	24.0
Ambience	66	66.0	34	34.0
Comfortable	62	62.0	38	38.0
Cleanliness	60	60.0	40	40.0

Source: Primary data

The above table 1.7 explains that majority of the customers (85 per cent) prefer served hot and fresh, majority (90 per cent) of the customers prefer quality food, majority of the customers (88 per cent) prefer Seafood varieties, 72 per cent of the customers belonging to tasty, 74 per cent of the customers prefer based on cost, 76 per cent of the customers prefer based on friendly service, 66 per cent of the customers prefer ambience as a reason, 62 per cent of the customers prefer for comfortable and 60 per cent of the customers prefer for cleanliness.

Opinion on the services offered in the Seafood outlet

Table 1.8

Particulars	Strongly agree		Agree		Neutral		Disagree		Strongly Disagree	
	No.	%	No.	%	No.	%	No.	%	No.	%
Served hot and fresh	57	57.0	38	38.0	5	5.0	0	0	0	0
Quality	21	21.0	51	51.0	25	25.0	3	3.0	0	0
More varieties	23	23.0	49	49.0	22	22.0	3	3.0	3	3.0
Tasty	30	30.0	33	33.0	25	25.0	11	11.0	1	1.0
Low cost	30	30.0	47	47.0	13	13.0	7	7.0	3	3.0
Friendly service	20	20.0	38	38.0	30	30.0	8	8.0	4	4.0
Ambience	30	30.0	35	35.0	18	18.0	10	10.0	7	7.0

Source: Primary data

It is concluded that:

- Majority of the customers (95 per cent) are strongly agree or agree with the Served hot and fresh Seafood.
- 72 per cent of the customers are agree or strongly agree with the quality.
- Majority of the customers (72 per cent) are strongly agree or agree with the more varieties of Seafood.
- Majority of the customers (63 per cent) are agree or strongly agree with the taste.
- Majority of the customers (77 per cent) are strongly agree or agree with the low cost.
- 58 per cent of the customers are agree or strongly agree with the friendly service.
- 65 per cent of the customers are agree or strongly agree with the ambience.

Hypothesis (Two Way ANOVA)

Amount spent	Female	Male	Total
Below 200	10	12	22
200-300	5	16	21
300-500	10	30	40
500&Above	7	10	17
Total	32	68	100

Test statistics

Table 1.9 Two Way ANOVA

Source of variation	Sum of Square	Degree of Freedom	Mean square	F
Between Columns	162	1	162	4.628
Between Rows	157	3	52.33	1.495
Residual	105	3	35	
Total	424	7		

Interpretation

Between columns:

Degree of freedom (1, 3)

Table value of F = 10.13

Calculated value of F = 4.628 which is less than the table value

Therefore we accept the hypothesis that there is no significant difference between the genders.

Between rows:

Degree of freedom (3, 3)

Table value of F = 9.28

Calculated value of F = 1.495 which is less than the table value

Therefore we accept the hypothesis that there is no significant difference between the amounts spent on Sea food in Pattinapakkam every month.

Results Findings

1. Majorities (68.0 per cent) of the customers are male and 32.0 per cent of the customers are female.
2. Majorities (55 per cent) of the customers are in the age group of 20-35.
3. Majorities (55 per cent) of the customers are single.
4. The average annual income of the respondents is Rs.3,21,333. The minimum annual income of the respondents is Rs. 40,000 and maximum annual income of the respondents is Rs. 12,00,000.
5. Majority of the respondents (50 per cent) have annual income Rs.2,50,000.
6. Majority of the customers (85 per cent) prefer served hot and fresh, majority (90 per cent) of the customers prefer quality food, majority of the customers (88 percent) prefer Seafood varieties, 72 per cent of the customers belonging to tasty, 74 per cent of the customers prefer based on cost, 76 per cent of the customers prefer based on friendly service, 66 per cent of the customers prefer ambience as a reason, 62 per cent of the customers prefer for comfortable and 60 per cent of the customers prefer for cleanliness.
7. Majority of the customers (95 per cent) are strongly agree or agree with the Served hot and fresh Seafood.
8. 72 per cent of the customers are agreed or strongly agree with the quality.
9. Majority of the customers (72 per cent) are strongly agree/agree with the more varieties of Seafood.

10. Majority of the customers (63 per cent) are agree/strongly agreed with the taste.
11. Majority of the customers (77 per cent) are strongly agree/agree with the low cost.
12. 58 per cent of the customers are agree/strongly agreed with the friendly service.
13. 65 per cent of the customers are agree/strongly agreed with the ambience.

Conclusion

From the study it can be concluded that the majority of the respondents came to know about the Seafood outlets through their friends, family and social media. The study has brought out the customer preference of Sea food in pattinapakkam area. This study is done with the objectives only. The majority of the customers are male who visit the Seafood shops. Quality, freshness of Seafood and taste are the major factors considered by the respondent in selecting a Seafood shop, so Seafood vendors make proper steps to retain the customers.

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