

Determinants of consumers' fish purchasing behavior in Kerala using conjoint analysis

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Consumer preference is a subjective criteria influenced by a combination of three factors viz., marketing (price, brand, supply, demand), psychology (social and cultural aspects) and senses (tastes, hygiene, safety etc.). Consumers are the last node in the supply chain and are today increasingly aware about hygiene, safety and nutrition of food, including fish. In the present study, the determinants of consumer preference on fish purchasing behavior were assessed using conjoint analysis in selected coastal and land locked regions in Kerala. From the study, it was found that more than 70% of the fish eating respondents consumed fresh fish on a daily basis. Based on the part-worth utilities, the relative importance of fish purchasing behavior was determined using conjoint analysis. Results revealed that, in coastal districts, the type of fish species, form, appearance, convenience and size were the determinants of consumer preference. While, the same in land locked regions were availability, form (fresh or others), income and appearance.

Improving the effectiveness of research-extension (R-E) linkages at district level: A framework and application to aquaculture in Khordha, Odisha

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Innovation pathways are central to the study of Research-Extension (R-E) linkages in developing countries like India. Effective R-E linkages can lead to greater better translation of innovations, practices, protocols, information, knowledge and skill in to farm level productivity. Yet, research-extension linkages continue to be weak. In Indian agriculture and allied sectors like aquaculture, while the needed structures and institutions may exist, policy and institutional innovations are needed at various levels for improving the effectiveness of R-E linkages. In this paper, we analyse the district level issues, constraints and challenges in improving aquaculture R-E linkages using a case study of Khordha district in the state of Odisha. Developing a theoretical framework for analysing R-E linkages, the paper applies primary and secondary data from the district level research and extension agencies to study various patterns of R-E linkages. Five patterns of R-E linkage were classified to analyse the factors and indicators of linkage forms, and constraints perceived by stakeholders in the process of research-extension linkage. An array of actors and players contribute to R-E linkage and their internal coordination is a crucial factor in determining the adoption of innovations among fish farmers. The study results show