

**THE EFFECTIVENESS OF MARKETING MIX
STRATEGIES ON FISHMONGER SALES AT
PASAR BANDAR TASEK RAJA**

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The Effectiveness of Marketing Mix Strategies on Fishmonger Sales at Pasar Bandar Tasek Raja

by

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A thesis submitted in fulfilment of the requirements for the degree of
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Keberkesanan Strategi Campuran Pemasaran terhadap Jualan Penjual Ikan di Pasar Bandar Tasek Raja

ABSTRAK

Penyelidikan ini membincangkan tentang keberkesanan strategi campuran pemasaran terhadap jualan penjual ikan di Pasar Bandar Tasek Raja. Pasar Bandar Tasek Raja adalah pasar yang terbaru dan terbesar di Pasir Mas. Pasar adalah tempat yang mengumpulkan sumber makanan segar dan juga berfungsi sebagai sumber pekerjaan untuk penduduk tempatan. Salah satu peluang pekerjaan di pasar ialah pemancing ikan. Penjual ikan adalah orang yang bertanggungjawab dalam menjual dan mengendalikan ikan di pasar. Penjual ikan selalu dikaitkan dengan keadaan hidup yang dibelenggu kemiskinan. Kajian ini memberi tumpuan kepada para penjual ikan di Pasar Bandar Tasek Raja. Jualan ikan yang rendah di Pasar Bandar Tasek Raja telah mengakibatkan pendapatan yang rendah diterima oleh penjual ikan. Selain itu, kajian ini juga menganalisis strategi campuran pemasaran yang digunakan dalam pasaran tradisional. Oleh itu, objektif penyelidikan yang dijalankan dengan menggunakan kajian kualitatif ini adalah untuk menegenal pasti faktor yang mempengaruhi jualan, strategi campuran pemasaran, tingkah laku pelanggan dan kaedah penghantaran bekalan yang digunakan oleh penjual ikan di Pasar Bandar Tasek Raja. Data yang dikumpulkan melalui temu ramah bersama penjual ikan di Pasar Bandar Tasek Raja. Hasil kajian ini akan membantu dalam mengenalpasti masalah dan cabaran yang dihadapi oleh para penjual ikan. Hasil kajian menunjukkan bahawa jualan terjejas disebabkan oleh tempat, produk, harga, promosi, persaingan dan cuaca. Strategi campuran pemasaran yang digunakan oleh para penjual ikan adalah strategi penetapan harga dan strategi promosi. Bagi tingkah laku pelanggan di pasaran, mereka cenderung untuk menjadi baik, cerewet dan sensitif pada harga. Sementara itu, kaedah penghantaran bekalan yang digunakan oleh penjual ikan ialah penghantaran oleh pemborong dan mengambil sendiri bekalan.

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The Effectiveness of Marketing Mix Strategies on Fishmonger Sales at Pasar Bandar Tasek Raja

ABSTRACT

The research presented the effectiveness of marketing mix strategies on fishmonger sales in Pasar Bandar Tasek Raja. Pasar Bandar Tasek Raja is the newest and largest traditional market in Pasir Mas. The traditional market is the place that gathers sources of fresh food but also serves as the sources of employment for the local people. One of the employment opportunities in market is fishmongers. Fishmongers are the people who responsible in selling and handling fish in the market. Fishmongers are always associated poor life conditions. This research will mainly focus on the fishmongers in Pasar Bandar Tasek Raja. The low fish sales in Pasar Bandar Tasek Raja had resulted in lower income received by the fishmonger. Rather than that , the study also will analyse the marketing mix strategies that used in traditional market. Therefore, this objective of the research which conducted using qualitative research is to explore the factor that affects sales, marketing mix strategies, consumer behaviour and method of supply delivery adopted by the fishmongers in Pasar Bandar Tasek Raja. The data was collected through interviewing the fishmongers in Pasar Bandar Tasek Raja. The findings of the study help in identify the actual problems and challenges faced by fishmongers. The findings for the study showed that sales is affected by price, product, place, promotion, competition and weather. The marketing mix strategies that adopted by the fishmongers is pricing strategies and promotion strategies. For the behavior of customer in the market, they tend to be nice, fussy and price sensitive. Meanwhile for the methods of supply delivery used by the fishmongers are send by wholesaler and self pick up the supply.

CHAPTER 1

INTRODUCTION

1.1 Introduction

The chapter is comprised of background of study and problem statement for the research. The main objectives of the study and the research questions will be presented in the chapter. Meanwhile, scope of this study, significance of study and limitation of study will be provided at the end of this chapter.

1.2 Background of Study

Traditional market is a place where fresh food such as meat, fish, vegetables and fruits are sold in individual stall. The traditional market is a simple, open-air building where food retail vendors have traditionally sold their products at individual stalls. Traditional market in Malaysia is known as *Pasar* by the local people. Traditional market becomes a popular place for people to shop for the fresh products which are cheaper and fresh. According to Trappey and Lai study (as cited in Mohd Shazali Md. Sharif, Norazmir Md Nor, Mohd Salehuddin Mohd Zahari & Rosmaliza Muhammad,

2014) had mentioned that “the traditional market is defined as a market with little central control, lack of refrigeration, and does not process fresh food into branded good for sale”. The study by Khalilah Zakariya, Zumahiran Kamarudin and Nor Zalina Harun (2016) at Pasar Payang stated that “the development of the traditional market in the city planning is pivotal in supporting the growth of the local economy”.

Pasar Bandar Tasek Raja is one of the largest and newest markets that were located in the district of Pasir Mas, Kelantan. The market is a double storey building with facilities such as mosque, basement car park and open car park. The market is under the administration of the local state authority which is Pasir Mas District Council (Majlis Daerah Pasir Mas, 2018). The market had gathered all the sellers from *Pasar Besar Pasir Mas*, *Pasir Mundok Pasir Mas* and *Pasar Tepi Sungai* in one place. The newly establish market sold different products ranging from clothes, foods, meat, fisheries product and other varieties of products. The market also plays the important role as the one-stop centre for gathering all the food sources such as the fisheries and agriculture sources from another place in Pasir Mas.

One of the important fresh food sources at Pasar Bandar Tasek Raja is fisheries products. The market serves as the largest sources of getting fresh fish for people in Pasir Mas. The supply of fish that sell in the market is originated from the local supply in Kelantan such as from Tok Bali, Pengkalan Kubor and Tunjong as well as imported from neighbouring country, Thailand. There are several types of fish that is marketed at

Pasar Bandar Tasek Raja such as sardine, scad, mackerel tuna, spanish mackerel, indian mackerel, threadfin bream, pomfret, seabass, oxeye scad, torpedo scad, croaker, ponyfish and yellowstripe scad.

The traditional market is not only acting as the place for sources of fresh food but also serves as the sources of employment for the local people. One of the employment opportunity in the traditional market is as a fishmonger. Fishmonger is the person that responsible for preparing and selling fish to the public, fishmonger has great customer service and selling skills and also deep understanding about the fish. According to Green and Legato (2011), a fishmonger is a person that is responsible for handling, displaying and selling the fish to the public. Fishmonger is the image of the seafood industry, where they interacting with consumers, helping customers to make educated decisions on which fish they should purchase. Rather than that, the fishmonger is the people that directly interact with the customers about the types of fish, and dealing with the price of the fish that will be offered to the customers.

1.3 Problem Statement

Fishmongers are the people that responsible for preparing and selling the fish to the public. Fishmongers have a deep understanding of the fish, preparation method and also deep fish product knowledge. Nowadays, fishmongers have faced several

challenges in making their living. Fishmongers are always associated with their poverty life. The study by Osei-Amponsah (2007) had stated that the fishmonger normally has low incomes and live in poor conditions. Fishmongers also faced other problems such as their sales of fish that are unstable and decrease which indirectly resulted in lower income. This problem also faced by the local fishmongers. According to one of the sellers at Pasar Bandar Tasek Raja, their income is decrease compared to selling at old place, the sellers' even needs to wait for three to four days to get a customer (Utusan Online, 2016). As one of the seller at Pasar Bandar Tasek Raja, fishmongers also facing the same problem as others. Therefore, it is crucial to explore the factors that affects the sales of fishmongers Pasar Bandar Tasek Raja. By determining the factors that affects sales can indirectly help in determining the real problems that faced by them and find the appropriate ways to solve the problems that had been faced by the fishmonger which this can help in improving the economy, life and social well being of fishmongers.

Rather than that, marketing mix strategies is a strategy that widely used by the organization in order to satisfy their target market (Kotler & Armstrong, 2012). Most of the previous researchers are studying on the marketing mix in modern retail business and large industry (Salman, Tawfik, Samy & Artal-Tur, 2017; Mohammad Aghaei, Elham Vahedi, Mohammad Safari Kahreh & Mahdi Pirooz, 2014; Chan et al., 2012). Moreover, the previous study by Abdul Salam, Syed Ghazanfer Inam and Wasim Abbas Awan (2015) had shown that marketing mix has given the positive impact on the sales

of a business. However, there is still lack of research on the marketing mix strategies in the context of traditional market and towards fish products. Therefore, it is important for conducting this study in order to determine the marketing mix strategies that being used by fishmongers in order to increase their sales in the traditional market.

Consumer behaviour is the behaviour of the end customer when purchasing products and services for personal consumption (Kotler & Armstrong, 2012). Malaysia Department of Fisheries (2016) had reported that the fish consumption per capita of Malaysian in 2015 is 53 Kilogram which is the highest consumption of fish compared to other countries in Asia. For that reason, there are high numbers of consumers in Malaysia who purchase the fish for the daily consumption. However, the consumers tend to behave differently when buying different type of products and buying a different nature of the business. Therefore, this study can give a clear understanding of how the customer behaves when purchasing fresh fish from fishmonger in the traditional market.

In addition of that, the supply of fish is not stable and always demanded by the customers. According to the study by Rezkova, Sulaiman and Bahari (2013) had mentioned that “while domestic and international demand for fish and fisheries products is growing, marine capture fisheries are on the decline”. Therefore, it serves as a challenge to the fishmonger in order to sustain the supply of fish in the market so that, they able to fulfil the demand of the customers. Hence in this study, it is crucial to find the method that used by the fishmongers in maintaining supply of fish.

1.4 Research Question

The research is being done in order to study about the fishmonger at Pasar Bandar Tasek Raja, Pasir Mas. There are four key questions which are:

1. What are the factors that affect the sales of fishmongers at Pasar Bandar Tasek Raja, Pasir Mas?
2. What are the marketing mix strategies that being adopted by fishmongers in order to increase sales at Pasar Bandar Tasek Raja, Pasir Mas?
3. How do customers behave at Pasar Bandar Tasek Raja, Pasir Mas during their purchase?
4. What are the methods of supply delivery apply by the fishmonger at Pasar Bandar Tasek Raja, Pasir Mas?

1.5 Research Objectives

There are several objectives that will be determined in this study. The four specific objectives for this study which is as follows:

1. To explore the factors that affects the sales of fishmongers at Pasar Bandar Tasek Raja, Pasir Mas.

2. To explore the marketing mix strategies adopted by fishmongers to increase sales at Pasar Bandar Tasek Raja, Pasir Mas.
3. To study the behaviour of customers at Pasar Bandar Tasek Raja, Pasir Mas during their purchase.
4. To explore the method of supply delivery apply by the fishmonger at Pasar Bandar Tasek Raja, Pasir Mas.

1.6 Scope of Study

The scope of study for the research is about fishmonger at the Pasar Bandar Tasek Raja which is located in Pasir Mas, Kelantan. The respondents for this research are the fishmongers who sell the fish in the Pasar Bandar Tasek Raja, Pasir Mas. The respondents are those who have experience in selling the fish. The study is carried out at Pasar Bandar Tasek Raja, Pasir Mas because it is the largest traditional market and also the largest place that gathers the source of food to the people in Pasir Mas, Kelantan. The respondents of the study are those who have at least 5 years experiences in selling the fish.

1.7 Limitation of Study

There is some limitation throughout the whole study. The first limitation of the study is the respondents willingness to share the information about their business. Some of the respondents are restricted from sharing the information during the interview as they fear that the information regarding their business will be exposed to other people. The results of the study will also be subjective because the finding is according to the response given by the respondents.

The second limitation of the study is the research location for the study. This study is being conducted in a single location. For this study, the research is only conducted with the fishmonger at Pasar Bandar Tasek Raja, Pasir Mas. Therefore, the study will generate the results based on the respondents in one location only. The study might result in different findings when conducted in another location.

The third limitation of the study is the time frame for completing the study. The time given for the researcher to complete the research is about three month. Therefore, the researcher will face the time constraint in preparing and finishing the study within the time given.

1.8 Significance of Study

The study is expected to give numerous benefits to several parties. Previous studies have suggested that the sales of a business are affected by the marketing mix strategies that being used by the business (Abdul Salam et al., 2015). Marketing mix strategies are being widely used by the businesses nowadays. Therefore, the study is expected to prove whether marketing mix strategies are applicable in the context of fishmongers and traditional market.

Most of the previous researches on the traditional market are conducted based on the large scale and well known traditional market in the western country. There is still lack of research that being done regarding the trader and traditional market in Malaysia, especially in Kelantan. Therefore, this research will studied on the traditional market and fishmonger perspectives in the local traditional market.

Moreover, the study is expected to be beneficial to the fishmonger when being presented to the relevant state authorities or local government in order to address the issues that face the fishmongers in the Pasar Bandar Tasek Raja, Pasir Mas. The study also will contribute to practitioners to have better knowledge on the field. Rather than that, the study also would contribute to the knowledge of the researchers and students for the future research on the topic.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review is the collection of research paper summarization from multiple types of research that have been done before (Levy & Ellis, 2006). It is being known as the basis for the research topics. Taylor (2008) stated that literature review is “a classification and evaluation of what accredited scholars and researchers have written on a topic, a literature review may consist of an overview, a summary, and an evaluation of the current state of knowledge about a specific area of research”. In this chapter, the past research related to the topic will be described in details.

2.2 Fisheries Sectors

The fisheries sector is recognized as the major economic sector in Malaysia. According to Department of Fisheries (2016), the fisheries sectors had contributed 1.1 percent to the total Malaysia Gross Domestic Product (GDP) in 2015. Wamukota and McClanahan (2017) had claimed that fish is the source of essential nutrients. Malaysia is

strategically located at the equator and surrounded by the sea, thus made Malaysia rich with the various kind of fish supply and the major producer of food fish supply. The total landings of marine fish in Malaysia in 2015 amount to 1486051 tonnes (Department of Fisheries, 2016). The landing of marine fish in Malaysia is the highest compared to other types of fish. As reported by Department of Fisheries (2016), the marine fish landings are comprises of 80 percent of the total fish landings in Malaysia.

In the recent years, the fisheries sector growing rapidly as the demand towards the fisheries product has increasing. The population of Malaysian which is reported amounted to 31.7 million people in 2016 as compared to 31.2 million in 2015 (Department of Statistic Malaysia, 2017). Fish is known as one of the daily consumption food for the people in Malaysia. As stated by Department of Fisheries (2016), the fish consumption per capita of Malaysian in 2015 is 53 Kilogram which is the highest consumption of fish compared to other countries in Asia. Ganesan (2011) also acknowledged that Malaysian is the highest number of fish consumer compared to the consumer in other South East Asia countries.

According to Cisneros-Montemayor, Pauly, Weatherdon, and Ota (2016), marine fish are comprised of fish, invertebrates or others marine living resources which are meant for the consumption. Marine fisheries are one of the categories of fish that always consuming and preferable by people in Malaysia. The marine fisheries that are available

in the Malaysia markets and are ranging from indian mackerels, scads, grouper, sardines, seabass, pomfrets, spanish mackerel, and queenfish (Gopinath & Puvanesuri, 2006).

2.3 Traditional Market

“Traditional market refers to a place establishing spontaneously or with economic and social needs and place built in a traditional way based on mutual trusts” (Lee, Said & Kubota, 2013). Khalilah Zakariya et al. (2016) had stated that the functions of the traditional markets in every country are the place for the buyer and seller to “exchange goods with currencies and this can be traced back to the history of public markets as a place of commerce”.

Traditional markets are beneficial in terms of costs and distribution, which makes the market attractable to consumers (Gorton, Sauer & Supatponkul, 2009). Aliyah, Setioko and Pradoto (2016) in their study suggested that “traditional markets grow and develop as a node of goods and services exchange on a regional basis which subsequently evokes various activities in a city”. The study by Chamhuri and Batt (2013) stated that traditional market is considered as fresh food supermarkets because it provides one-stop shopping for a variety of fresh food in one place.

Banwell et al. (2012) in their study had stated that the traditional markets traditionally selling fresh vegetables, fruits, meat, fish, and herbs. Goldman et al. study

(as cited in Mohd Shazali Md. Sharif et al., 2015) mentioned that “traditional market is typically a group of small vendors, specialized in one fresh food line such as meat, fruits, vegetables or fish in a sub-line”. In the market, the retailer will follow the customer demand such as specific size, quantity and quality of the products (Mohd Shazali Md. Sharif et al., 2015).

2.4 Marketing Mix

Marketing mix is defined as “a set of marketing tools that work together to satisfy customer needs and build customer relationship” (Kotler & Armstrong, 2012). The concept of marketing mix becomes popular and widely used since 1964 when Neil H. Borden, an academician from Harvard Business School had published the article on “The Concept of Marketing Mix” (Singh, 2012).

According to Lamb, Hair and McDaniel (2017) had highlighted that “marketing mix refers to a unique blend of products, place (distribution), promotion and pricing strategies designed to produce mutually satisfying exchanges with a target market”. Marketing mix is generally related with 4Ps which is product, price, promotion and place. Mohammad Aghaei et al. (2014) in their study has highlighted that marketing mix is “presenting the right product, in the convenient location, with a worthy price and the right time”. Figure 2.1 shows the marketing mix by Kotler and Armstrong (2012).

Meanwhile, Kotler and Armstrong (2012) had stated that for marketing mix to be successful implement in an organization, “the firm must first create a need-satisfying market offering, decide how much it will charge for the offering and how it will make the offering available to target consumers”. Finally, it must communicate with target customers about the offerings and persuade them of its merit.



Figure 2.1 Marketing Mix

Sources: Kotler & Armstrong, 2012

The previous study by Abdul Salam et al. (2015) had shown that product, price, placement and promotion have given the positive effects on the sales. “A clear understanding of elements in marketing mix will help business providers to influence potential and current customers to continue doing business and become loyal customer” (Norsyaheera Abd Wahab, Lailatul Faizah Abu Hassan, Siti Asiah Md Shahid & Siti Noorsuriani Maon, 2016). Rather than that, a business that using the right marketing mix strategies can improve the sales and profits of their business.

Khodaparasti, Aboulfazli and Isakhajelou (2015) in their study had mentioned that “marketing mix is one of the major categories related to decisions and assessment of a firm’s marketing because marketing mix is a combination of elements necessary to plan and implement entire marketing campaign”. Therefore, choosing one of the choices may influence the activity of others, and if the component of marketing mix is effectively combined with each other, the consumer needs, environmental forces, and coordination of their entire target market selection will lead to creation of a successful marketing system.

2.4.1 Product

“A product can be defined as everything, both favourable and unfavourable that a person receives in an exchange” (Lamb et al., 2017). The concept of the product is the customer will choose to purchase the products that have given the highest quality, performance and also features (Nor Khalidah Abu & Yusniza Kamarulzaman, 2009).

In marketing, Kotler and Armstrong (2012) indicate that “a product is anything for attention, acquisition, use or consumption can be marketed and can to satisfy a need or want”. Product is physical goods that a company offers to the customer and the customers are willing to pay for the goods they receive. Product can be tangible or intangible depend on its nature.

There are several attributes of products that comprise of function, benefits, feature and uses, the example of product attributes are consist of visual appearances, brand name, and level of quality (Levens, 2011). Quality is being known as the response of customers towards the product attributes. The products are being perceives as good quality when they meet the expectations and stand out in the dimensions that are crucial for the customers and also for the people surrounding them.

The product strategy for the food products might differ from the product strategy of another segment of products. As mentioned by Kessuvan , Parthanadee and Buddhakulsomsiri (2015) in their study, the product strategy for food includes freshness,

hygiene, assortment and product availability. Lui (2008) also stress out that quality of products can be understood in two ways which are freshness and health concern, especially for food.

According to Lougovois and Kyrana (2015), the freshness of fish can be described based on odour, texture, flavour and appearance of the fish. The study by Mohd Shazali Md. Sharif (2015) had highlighted that the freshness of fish can be determined through sensory evaluation such as touching the flesh of the fish. Rather than that, the freshness of the fish also can be determined through checking the fish eye, fish gills and also the smell of fish (Karagoz, 2013).

2.4.2 Price

According to Nor Khalidah Abu and Yusniza Kamarulzaman (2009), the price of the product can influence the customer perception toward the products. “Price is the amount of money charged for a product or a service or the sum of the values that customers exchange for the benefits of having or using the product or service” (Kotler & Armstrong, 2012). Price is considered as the only elements in marketing that related to income because the other elements in marketing are related to the cost (Isoraite, 2016). The studies by Misra (2015) also point out that price does not just refer to the product cost, but it also refers to the perceived value of the products.

Siti Rapidah Omar Ali, Wan Nur Salini Wan Ibrahim, Nur Shafini Mohd Said, Khalid Amin Mat and Hani Sakina Mohamad Yusof (2017) had highlighted that when the price of products is too high, the customer will avoid the product as they assume that the product too expensive, meanwhile when the price of the product is too cheap, the customer will think that the products are not good. Therefore, the seller should set a reasonable price for the goods or services that they sold. The study by Nurhazirah Hashim and Muhd Iskandar Hamzah (2014) found that “price does not only determine the income or profit obtained by the company but it also recognizes the customer costs which can be more than price paid for the seller”.

There are usually an inverse relationship between sales and price, which means that when the price is higher, the sales will decline, in contrast if the price is lower, the sales will increase. The study by Wongleedee (2015) has indicate that consumers at the traditional market has “positive attitudes towards prices of goods were reported in terms of quality of goods, value-to-money with quantity, price bargaining and standard pricing”. Moreover, Haight (2008) had stated that “fish inventories, consumer preferences, and other market based factors are changing all the time, therefore to develop a pricing strategy for fish products is not an easy task”.

2.4.3 Place

Place is very important as the physical location of the business and the availability and accessibility of the products need to be easier for customer. Place strategy comprises of ease of visit, availability of public facilities and having other products or services in the same location (Kessuvan et al., 2015). According to Misra (2015), “place is not only the physical place of selling the products but also refers to method by which product or service reaching the customers”.

The study of Lin (2011) had stated that place is refers to the location where the customer can get goods and services and how the goods reach the customer such as through different distribution channel. Wongleedee (2015) had mentioned that “place or channel distribution compose the systematic activities of product launching and distribution channels to be used for a product, their management, their location, logistics and inventories to be held”. There are two elements of place, which is channel of distribution and market logistic.

Kotler and Armstrong (2012) highlighted that “distribution channel is a set of interdependent organizations that help make a product or service available for use or consumptions by the consumer or business user”. There are two types of marketing channel, which is direct channel, and indirect channel. Direct channel is where producers sell directly the products to the consumers (Lamb et al., 2017). Meanwhile,

Levens (2010) indicate that indirect channel involves one or more intermediaries between producer and consumers. The types of intermediaries are wholesalers, retailers, agents and facilitators. For the marketing channel of fish in Malaysia, it usually involves several intermediaries.

2.4.4 Promotion

The study by Muharratul Sharifah Shaik Alauddeen, Noranisah Atan, Yong Azrina Ali Akbar, Kharunnisa Rahman and Suhana Mohamed (2015) had highlighted that promotion is an approach used by the seller to communicate with the customers in order to catch the attention of the customer. Promotion is a method to communicate with the customer in order to promote the awareness, knowledge, attributes, and benefits of the products and persuade the customers to purchase (Kotler & Armstrong, 2012). Singh (2012) had stated that “promotion helps the trader and sales force to represent the product the consumers in an effective manner and induce them to buy”. Promotion is about communicating the advantage of using certain product or services to the customer (Lin, 2011). Lui (2008) in his study in Hong Kong wet market stated that the seller in wet market are “giving additional merchandiser, for example, free-of-charge green onions are usually given for every purchase of vegetables”.

2.4.4.1 Advertising

According to O’Guinn, Allen, Semenik and Close (2015), “advertising is paid communication by a company organizations that want its information disseminated”. Advertising is defined as impersonal, one-way mass communications about a product or organization that is paid for by a marketer (Lamb et al., 2017). Levens (2010) had stated that “advertising can alert members of the target audience to products with benefits that will satisfy their needs, let them know when, and where the offering is available, suggest how to compare competing for products or brands and provide entertainment”.

2.4.4.2 Sales Promotions

“Sales promotion is the incentive to encourage the purchase or sale of products and services in short term” (Dang, 2014). The study of Peter and Olson (as cited in Ndikubwimana, 2016) had mentioned that “sales promotion represents a set of different promotional activities that has the goal of animating customers for purchasing”. Sales promotion are comprised of samples, coupons, cash refunds, price packs, point-of-purchase, price offs, contest, sweepstakes and games.

2.4.4.3 Public Relations

Kotler and Armstrong (2012) had pointed out that public relation is building good relations with company various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumours, stories and events". Public relations objectives are to promote goodwill, promote a product or services, prepare for internal communications, counteracting the negative publicity, lobbying and giving advice (O' Guinn et al., 2015). Several public relation tools used by a firm such as press releases, feature stories, newsletters, press conference, sponsored events, and publicity.

2.4.4.4 Direct Marketing

"Direct marketing is sometimes referred to as one to one marketing because marketers can target the communications and even personalize the message to each individual" (Levens, 2010). As mentioned by Clow and Baack (2014), direct marketing is targeting the customer without using other channel members and done in several ways such as direct mail, internet, direct sales, and telemarketing.

2.4.4.5 Personal Selling

“Personal selling is the personal presentation by the firm’s sales force for the purpose of making sales and building customer relationship” (Kotler & Armstrong, 2012). Lamb et al. (2017) have highlighted that personal selling involving a personal, paid for communication between two parties in an effort to influence each other. These types of selling involve face-to-face communication and persuasion process (O’Guinn et al., 2015).

2.5 External Factor

According to Levens (2010), “external environment of a business involves all those activities that occur outside the organizational functions of a business”. The external environment is “defined as all elements that exist outside the boundary of the organizations and have potential to affect all or part of the organizations” (Daft, 2010).

2.5.1 Weather

“Weather is state of the atmosphere at a particular place during a short period of time that involves atmospheric phenomena such as temperature, humidity, air pressure,

wind and cloud cover” (Encyclopedia Britannica, 2018). Ouwehand and Ruth (2014) had mentioned that “weather had influences many parts of the economy”. The effect of weather towards economy can differ depending on the sector. The study by Bahng and Kincade (2012) stated that weather had given impact on business activities and also the human behaviour.

According to Graddy (2006), the weather is an important determinant of supply of fish because strong winds and high waves make it difficult to catch fish. The supply of fish will decline when there are strong winds and rough seas because the fishermen will be forced by the authority to stay ashore. Rather than that, Alapan, Arpilleda, Altizo, Frias and Ravelo (2016) indicate that most of the fishermen also hesitate to catch fish during bad weather as it is very risky and there is uncertainty in the catch amount.

2.5.2 Competition

According to Muharratul Sharifah Shaik Alaudeen et al. (2015), since the growth of modern technology and need, there is rising number of modern retail business such as supermarket and hypermarket that exist to fulfil the market demand. The competition is exists between the traditional retailer and modern retailers (Suryadarma, Poesoro, Budiyati, Akhmadi & Roshafadhila 2007). Nowadays, the fresh food is not only being sold in the traditional market but also in the supermarkets. The supermarket had

provided one-stop shopping for all the food ingredients which served as the major rival for the traditional wet market. This modern retail business also becoming increasingly popular by providing more convenience, variety of products ranging from packaged and processed to fresh food products that consumers find at traditional markets.

The growing number of the modern retailer in some countries has causes concern as it brings the difficulties to the small traders. Banwell et al. (2012) observe that “supermarkets, hypermarkets and convenience stores have spread rapidly from the large cities to regional centres in the last two decades”. Besides supermarkets, there are also other types of food outlets that sold food sources such as convenience stores, private fruit and vegetable shops and also street vendors (Si, Scott & McCordic, 2016). The existence of the food outlets has increased the competition among the food retail outlets. It also has increased the choices of the customer to buy the fresh products without having to visit the market.

2.5.3 Consumer Behaviour

According to Solomon (2015), consumer behaviour is “the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy need and desires”. Consumer behaviour mainly in the manner of a person when purchases a product. “Consumer behaviour means an individual’s

action related to acquisition of item and their usage that cover his action from the origin of the problem, which may be resolved by purchasing the item in question to the reaction towards the purchased item” (Muharratul Sharifah Shaik Alaudeen et al., 2015). Hoyer et al. (2018) had stated that “consumer behaviour reflects the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods services, activities, experiences, and ideas by decision making units”.

Shahram Gilaninia et al. (2013) had highlighted that “consumer behaviour is the activities of mental, emotional and physical that persons in choosing, buying, using and withdrawal of goods or services to satisfy their needs and desired are involved”. Consumer behaviour is the behaviour of the final customer when purchasing goods and services for personal consumption The study by Wongleedee (2015) had highlighted that “analyzing consumer behaviour is to investigate the consumers pattern of purchasing and consuming in order to comprehend the main characteristics of demand, selecting, purchasing and consuming and to examine the antecedents of customer satisfaction”. Traditional markets have advantages in terms of costs and distribution, which makes the market more attractive to consumers, based on the price and freshness of their products (Gorton et al., 2009). In traditional market, buyer and seller can bargain with each other to get the great deal price (Septiari & Kusuma, 2016). According to Lui (2008), there are customers that tend to make a comparison of the similar type of goods between few retailers before making the decision to purchase.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, the methods that are being used in for the study are discussed. The chapter includes discussion of research design, types of data and sampling design that used in the study. Moreover, the description of the data collection method is provided. Descriptions of data analysis technique in this study also being discussed at the end of the chapter.

3.2 Research Design

According to Zikmund, Ward, Lowe, Winzar and Babin (2013), research design is “a master plan that indicates the methods and procedures for collecting and analyzing the needed information”. This research is conducted using qualitative research method. The purpose of using qualitative methods of research is to provide better explanation and understanding of the human and social phenomena. According to Litchman (2014), “qualitative research is to study the social interactions of humans in naturally occurring

situations”. Richards (2015) also mentioned that “qualitative methods are ways of studying people and their social worlds by going there, observing them closely in a natural setting and learning how they understand their situations and account for their behaviour”. Qualitative research is the way of gathering data through interviews, observations, case studies by the researchers. This type of research also involves inductive thinking and the role of researchers in the research process is very critical (Litchman, 2014). The qualitative information that is collected is displayed in terms of words, sentences and narratives. The qualitative research method will provide a better understanding of the study that conducted.

3.3 Type of Data

There are two types of data collection method which is primary data and secondary data. The primary data is the data originated from the researcher for the specific purpose of addressing the research problem (Malhotra & Peterson, 2005). The primary data is mainly collected through the interview, observations or surveys. Rather than that, Wrenn, Steven and Loudons (2007) stated that secondary data is the data that have been collected for other purposes. The secondary data are collected from the online journal, reference books and also the statistical data from the reliable sources. The secondary data is being used in the research in order to support the findings.

3.3.1 Primary Data

In this study, the interviews are conducted with the respondents. The interview is one of the important methods to collect the primary data. The face to face interview is employed to gain the data from the respondent. Interview is being used in this research in order to find out what the respondent think and feel. The interview is conducted with the respondent which is the fishmongers that are selling fish in Pasar Bandar Tasek Raja, Pasir Mas. The advantage of the interview is it leads to relatively high response and cooperation. By using the interview method, the researcher can make sure that interview question can be well understood by the respondent (Sekaran & Bougie, 2013). Rather than that, there are small numbers of fishmongers in the researched market. Therefore, conducting interview provide better insights compared to surveys. The interview is conducted using the semi-structured interview. The data is being collected through a set of question that had been prepared before the interview. A semi-structured interview is “the type of interview that involves a general set of questions and format that will follow and use with all the participants” (Litchman, 2014). The question is being designed to be aligned with the objective of the research that is conducted.

3.3.2 Secondary Data

According to Quinlan (2011), the secondary data refers to “original information or evidence published such as publications, textbooks, newspaper and magazine articles, histories, criticisms, and commentaries on experiences, events and phenomena”. The secondary data will provide necessary background information and build the credibility of the research reports (McDaniel & Gates, 2013). Data collected through the secondary sources can act as guidelines for the researcher in conducting the study. For this research, the secondary data that is used is from the journal and article in the online database, general and statistical report from the reliable sources, sources from internet and from the textbooks. The secondary data used to support the findings of the study.

3.4 Sampling

Sampling is a central aspect of business research that required in-depth examination (Zikmund et al., 2013). It is a process which selects a sufficient number of elements from the population for the research purpose. According to Aaker, Kumar and Day (2003), the purpose of sampling is to gain information about a population. Sampling is being used because of inexpensive and impossibility of reaching entire population (Churchill & Brown, 2007).

Sampling design is how the sample will be selected and being drawn. According to Miles, Huberman and Saldana (2013), the qualitative study samples are generally not predetermined fully by the researcher, but it will evolve once the study started. For this study, the nonprobability sampling design is being chosen to conduct the interview with the target respondent. Nonprobability sampling design is the process in which the researcher selects the samples based on their own personal judgment (Aaker et al., 2003). Nonprobability sampling design that is choosing for this study is convenience sampling. As mentioned by Sekaran and Bougie (2013), “convenience sampling refers to the collection of the information from the members of the population who are conveniently available to provide it”. Convenience sampling is being chosen as this type of sampling is subjective, low cost and quick (Williams, 2015). This research is mainly focused on the fishmongers at the Pasar Bandar Tasek Raja, Pasir Mas. Therefore, 15 fishmongers had been interviewed at the Pasar Bandar Tasek Raja in order to gain the data for the research.

3.5 Data Transcription

The data transcription is the process where the raw data are translated into the written form. According to Miles et al. (2013), during the transcription process, the raw notes and recordings are transcribed into the text that is clear to the person who read and

analyze. For this research, the handwritten field notes and audio recordings of the interview with the respondents at Pasar Bandar Tasek Raja are converted into the expanded write-up.

3.6 Data Analysis

Data analysis is the process that researcher makes research and arrange it in order to enhance their knowledge and present what they learnt to others. According to Zikmund et al. (2013), “data analysis is the application of reasoning to understand the data that have been gathered, the analysis may involve determining consistent patterns and summarizing the relevant details revealed in the investigation” (p.70). In qualitative research, data are collected in the forms of words, description, opinion and feelings. This research is adopting the method of qualitative data analysis by Miles and Huberman in 1994 which is data reduction, data display, drawing and verifying conclusion (Miles et al., 2013). By using this type of analysis, the data firstly will be arranged in order to make explanations and new findings. The data collected that are collected from the interview will be summarized. Then, the information will interpret and analyze based on the objective of the study.

3.6.1 Data Reduction

Miles et al. (2013) mentioned that “data reduction refers to the process of selecting, focusing, simplifying, abstracting and transforming the data”. Qualitative data is being reduced and transforms in few ways such as through selection, summary and paraphrase. Through data reduction process, the qualitative data will be reduced, rearrange and integrate. Data reduction in qualitative research is through categorization and coding. “Categorization is the process of organizing, arranging and classifying coding units, meanwhile coding is the process where the data is being collected is reduced, rearranged and integrated to form theory” (Sekaran & Bougie, 2013). Figure 3.1 illustrates the six steps of the coding process.

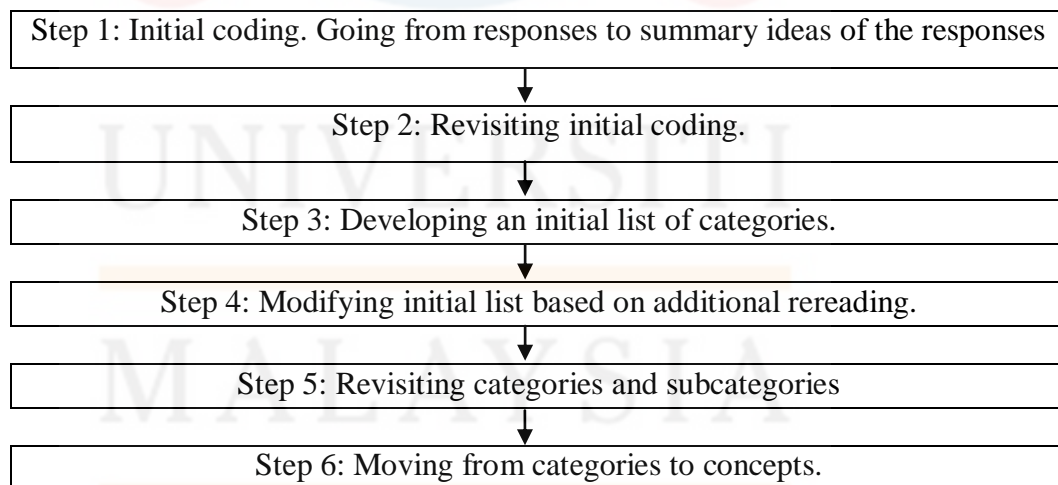


Figure 3.1 The coding process

Sources: adapted from Litchman (2014)

3.6.2 Data Display

During the data display process, the data is displayed in the organized and structured manner. Sekaran and Bougie (2013) had highlighted that data display involves displaying the data in an organized manner which can facilitate in discovering the patterns and relationship of the data. In the data display process, the data for the research will be display in the form of table, graph, and chart (Miles et al, 2013). By displaying the data, the research will be easily understood by others.

3.6.3 Drawing Conclusions

When the clear results are obtained for the research, the conclusion will be withdrawn and verify. According to Miles et al. (2013), “the conclusion will answer the research questions by determining what the identified themes stand for, by thinking about explanations for observed patterns and relationships or by making contrast or comparisons”. The conclusion is important as will it will be the judgement and the final decision of the research (Quinlan, 2011).

3.7 Data Validation

Data validation is an approach to validating the data and verifying the reliability of the information or data received in the research. According to Creswell and Miller (2000), the qualitative researcher often applies the method such as triangulation, member checking, external audits thick description and peer reviews for data validation. For this study, the triangulation method will be used to test the reliability and validity of the findings. Triangulation is usually associated with reliability and validity in the qualitative research (Sekaran & Bougie, 2010). Based on Golafshani (2003), “triangulation is the step taken by researchers to involve several investigators or peer researcher’s interpretation of the data at different time or location”. According to McDaniel and Gates (2013), “triangulation is the process of checking findings against what other people say and against similar research that already conducted”. By using triangulation, the accuracy of data and information that obtained through the research is verified from different perspectives.

CHAPTER 4

FINDINGS

4.1 Introduction

This chapter discussed the finding of the results of interview that is conducted through the semi-structured interview. This chapter described the analysis of data collection for the research that has been conducted. The analysis included the interview results from the 15 respondents from the Pasar Bandar Tasek Raja, Pasir Mas.

4.2 Respondent Profile

In this research, the background information of respondents such as name, age, experience as a fishmonger, marital status and status of employment are collected through the interview. From the total of 15 interview respondents, 93.3 percent of respondents are male. Most of the respondents are aged above 50 years old and 86.7 percent of the total respondents were married. Rather than that out of the 15 respondents, 60.0 percent of the respondents were self-employed and the remaining are employed. Table 4.1 shows the background of the respondents that had been interview.

Table 4.1 Respondent Background

Respondent	Age	Experience as fishmonger (years)	Marital status	Status of employment
1	32	12	Married	Employed
2	61	36	Married	Self -Employed
3	54	17	Married	Employed
4	65	30	Married	Employed
5	60	45	Married	Self-Employed
6	68	27	Married	Self-Employed
7	44	26	Married	Self-Employed
8	31	16	Married	Self-Employed
9	53	35	Married	Self-Employed
10	42	9	Married	Self-Employed
11	57	15	Married	Employed
12	50	12	Married	Self-Employed
13	56	5	Married	Self-Employed
14	30	8	Single	Employed
15	20	6	Single	Employed

4.3 Daily sales of fishmonger at Pasar Bandar Tasek Raja

Based on the 15 respondent's feedback, four respondents (26.7 %) had generated sales per day between RM1001 to RM 2000. The second range of sales that mostly generated is below RM 1000 and between RM 2001 to RM 3000, which responded by 13.3 percent of respondents. Respondent 4 and 5 have mentioned that their sales per day are below RM 1000, meanwhile, Respondent 9 and 13 had mentioned that their amount of sales of fish per day is RM2001 to RM 3000. Lastly, 6.7 percent of the respondents or only one respondent, which is Respondent 6 who had stated that their sales per day are between RM 3001 to RM 4000 and another one respondent which is Respondent 2, had generated sales above RM 4000 daily at Pasar Bandar Tasek Raja, Pasir Mas. Figure 4.1 and Table 4.2 shows the daily sales generated by the fishmonger at Pasar Bandar Tasek Raja.

Table 4.2 Daily sales of fishmonger

Sales figure (Per day)	Percentage (%)
Below RM 1000	13.3
RM 1001 - RM 2000	26.7
RM 2001 - RM 3000	13.3
RM 3001 - RM 4000	6.7
Above RM4000	6.7
Do not give a sales figure	33.3

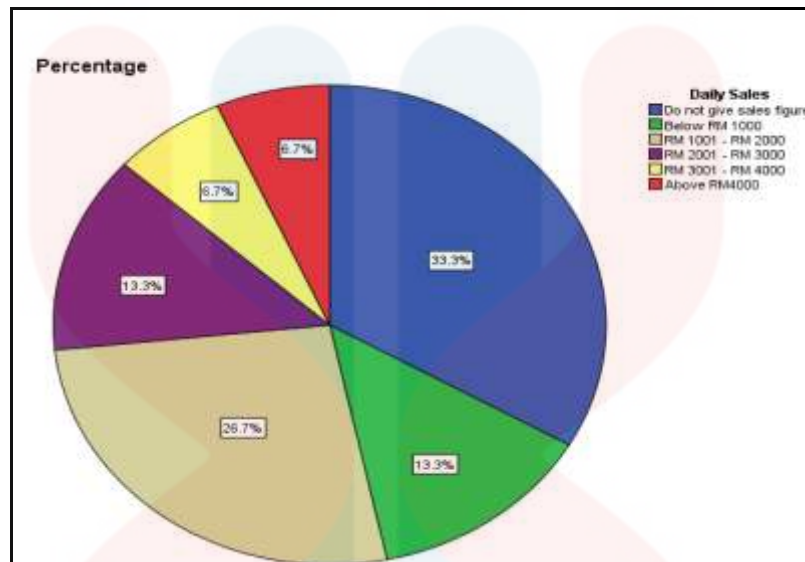


Figure 4.1 Daily sales of fishmonger

4.4 Type of fish preferred by the customer at Pasar Bandar Tasek Raja

At the Pasar Bandar Tasek Raja, Pasir Mas, there are 13 types of fish that sold by the fishmongers. For the type of fish that preferred by the customer at Pasar Bandar Tasek Raja, Pasir Mas, all 15 respondents have agreed that sardine is the mostly preferred type of fish (100.0 %). The second most preferred fish by the customer is indian mackerel (40.0 %). Respondent 3, 9, 10, 12, 13 and 14 has concluded that indian mackerel mostly preferred fish by the customer at Pasar Bandar Tasek Raja, Pasir Mas. Another type of fish that preferred by the customer in Pasar Bandar Tasek Raja, is scad (20.0 %) which agreed by 3 respondents which is Respondent 1, 3 and 10. The forth-

preferred fish by the customer at Pasar Bandar Tasek Raja is oxeye scad (13.3 %) which mentioned by Respondent 6 and 14. Figure 4.2 and Table 4.3 shows the type of fish preferred by the customer.

Table 4.3 Type of fish preferred by the customer

Fish Type	Percentage (%)
Sardine	100.0
Indian Mackerel	40.0
Scad	20.0
Oxeye Scad	13.3

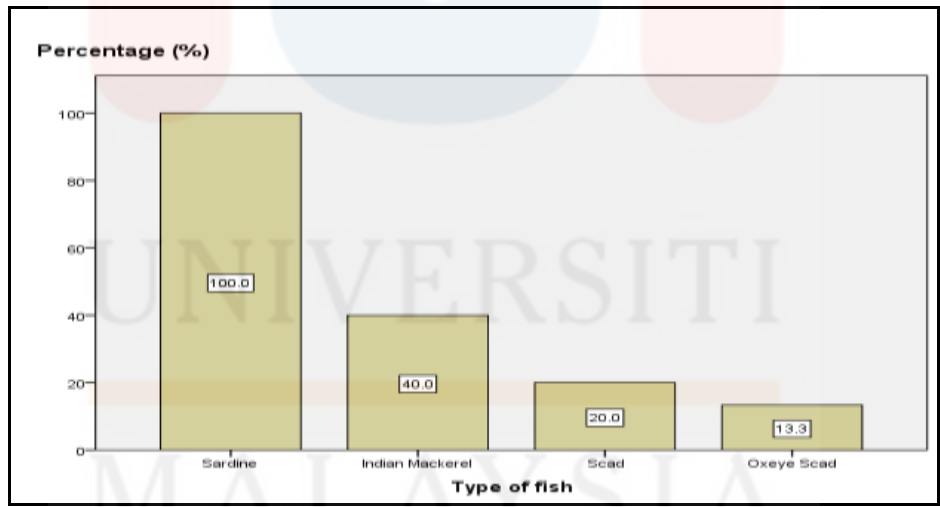


Figure 4.2 Type of fish preferred by the customer

Therefore, it can be concluded that, among the fish that is sold in the market, the most popular type of fish that is sold at Pasar Bandar Tasek Raja is sardine, which is then followed by indian mackerel, scad and oxeye scad.

4.5 Supply Origin

According to feedback from respondents, the supply origin of the fish at Pasar Bandar Tasek Raja is from local and international supply. The highest origin of fish supply at Pasar Bandar Tasek Raja, Pasir Mas is from Tok Bali, Kelantan. There is 46.7 percent of respondents getting the supply from Tok Bali. It is then followed by the supply of fish from Pattani, Thailand and Tunjong, Kelantan, which is the second highest origin of fish supply that sold at Pasar Bandar Tasek Raja, Pasir Mas. There is 40.0 percent of the respondents had got the supply from Pattani and Tunjong.

Then, third highest supply origin of fish that is sold at Pasar Bandar Tasek Raja, Pasir Mas is from Pengkalan Kubor, Kelantan because 26.7 percent of the respondents are getting the supply from there. There is also 13.3 percent of the respondents are getting the fish from Kuala Besut, Terengganu. Lastly, there is only 6.7 percent of the respondents is getting the fish supply from Kuantan, Pahang and Narathiwat, Thailand. Figure 4.3 and Table 4.4 shows the percentage of fish supply origin at Pasar Bandar Tasek Raja, Pasir Mas.

Table 4.4 Fish supply origin

Supply Origin	Percentage (%)
Tok Bali, Kelantan	46.7
Pattani, Thailand	40.0
Kuantan, Pahang	6.7
Kuala Besut, Terengganu	13.3
Tunjong, Kelantan	40.0
Pengkalan Kubor, Kelantan	26.7
Narathiwat, Thailand	6.7

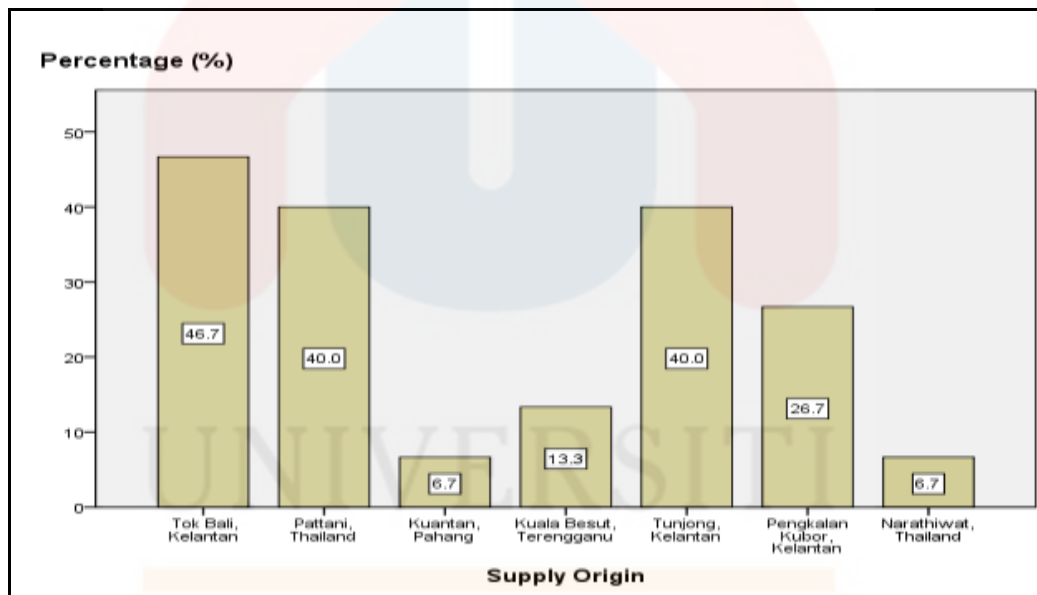


Figure 4.3 Fish supply origin

MALAYSIA

 KELANTAN

Therefore, it can be concluded that most of the fishmonger at Pasar Bandar Tasek Raja, Pasir Mas are getting the supply from local suppliers such as Tok Bali and Tunjong and from the suppliers from the neighboring country such as from Pattani, Thailand.

4.6 Factors that affects the sales of fishmonger

According to respondent feedback, 80.0 percent of the respondents had concluded that place is the most important factor that affects the sales of fishmonger at Pasar Bandar Tasek Raja, Pasir Mas. Respondent 2 said that the sales are declining drastically at new location, during at the old market, he can sell about 100 boxes of fish, but at this new market, even 30 boxes also cannot finish per day and he loss about 100 thousand Ringgit after moving to new market. Respondent 3 mentioned that the sales of fish in the market at new places are differences than old places. Respondent 4 said that there is fewer customers at new market, 2.p.m can close the stall, the customer is less and the sales had dropped drastically. Respondent 5 stated that at the old market, he can sell about 20-30 boxes, but at the new market, he only can sell about 2-3 boxes each day, Respondent 6 said that the new market is far from the commercial centre, public transport such as taxi station, bus station and bank all located at the commercial centre at town. He also added that the customer need the money to buy things, when bank is

far, it is hard for them to go bank. He also added that, the sales at new market decrease one-third from the previous market, where previously every day can sell about 70-100 boxes, but nowadays 20-30 boxes also cannot finish. Meanwhile, Respondent 7 mentioned that, after 2-3 p.m. in the evening there is no people already at the market.

Moreover, Respondent 8 stated that there are less people at Pasar Bandar Tasek Raja, people usually come during the morning only. Respondent 9 also claimed that the market is not strategic, it is far from the place where people go to pay the utility bills. Respondent 11 said that during selling at the old market, he invest RM 3000 per day for the fish supply, but now only invest RM500, due to lack of customer. Respondent 12 verified that after moving to the new place, the sales decrease. He added that at the new place, if invest RM4000, to even earn back RM2000 is difficult. Respondent 13 also told that there is less people go to the Pasar Bandar Tasek Raja compared to the market in previous location. Last but not least, Respondent 14 said that the sales at new market is largely different that old market because at the old market, there are 4 to 5 lorries of fish arrives every day, however at the new market only 2 to 3 lorries of fish only being supply.

This is followed by the second factor, 40.0 percent of the respondents have selected competition as second factor. According to Respondent 1, there is a lot of fishmonger selling at the same place. Respondent 6 said that nowadays there is a lot of fresh market which people choose to go , for people from Kasar and Tendong they will

go to RTC Tunjong, meanwhile people from Kangkong and Chetok choose to go to market at Tanah Merah. Rather than that, Respondent 7 said that there are other sellers that sell at other places such as at the roadside. Respondent 9 stated that people choose to buy fish at the shop near their house or from the hawker. Rather than that, as mentioned by Respondent 10, there is increase number of seller that sells using the van or motorcycle around Pasir Mas. Lastly, Respondent 13 said that Pantai Timur Supermarket is available at anywhere now; people tend to go the supermarket to buy the fish while buying other groceries.

Thirdly, 33.3 percent of the respondents have chosen the product as the factor that affects the sales of fish at Pasar Bandar Tasek Raja, Pasir Mas. Respondent 2 said that the fresh fish can only be sold and keep for 2 days, if cannot sold off, he will sent to Thailand for making fertilizer, thus he will suffer loss. Respondent 9 stated that the fish should look fresh every time. Then, Respondent 10 said that when the fish is fresh and cheap, it can attract the customer to buy more. Respondent 14 mentioned if the fish is fresh and good in quality, the sales of that day will be higher. Respondent 15 stated that the sales is depend on the freshness of fish.

It is followed by price as the fourth factor that affects sales of fish at Pasar Bandar Tasek Raja, Pasir Mas. There is 26.7 percent of the respondents agreed that price as the factor that affects sales. According to Respondent 2, he sell cheaper fish than others, therefore many people come to buy with him. Respondent 6 said that the fish in

Pasir Mas market is cheapest compared to other place. Respondent 10 informed that when the price is cheap, it can attract the customer to buy more. Respondent 11 also stated that when the fish is cheap such as Sardine, people will buy more, thus he will get higher sales.

There are 13.3 percent of respondents had mentioned that promotion as one of the factors that affects the sales of fishmongers. The following is the feedback from respondents: Respondent 3 mentioned that she needs to promote the fish to the customers to attract them. She added that the owner need to sell by themselves compared to before this she just let the employee sell the fish. Respondent 8 said that he help the customer by giving added service such as help them cutting and filleting, so that the customer feel happier and convenience.

Lastly, only one respondent has responded weather as the factor that affect sales of fishmonger, which comprises of 6.7 percent. The respondent is giving the following comments: Respondent 1 had mentioned that when there is bad weather, there is lack of supply of fish. Thus the sales will drop. Table 4.5 and Figure 4.4 shows the percentage of factor that affects the sales of fishmongers at Pasar Bandar Tasek Raja, Pasir Mas.

Table 4.5 Factor that affects the sales of fishmonger

Factor that affects sales of fishmonger	Percentage (%)
Weather	6.7
Price	26.7
Promotion	13.3
Place	80.0
Competition	40.0
Product	33.3

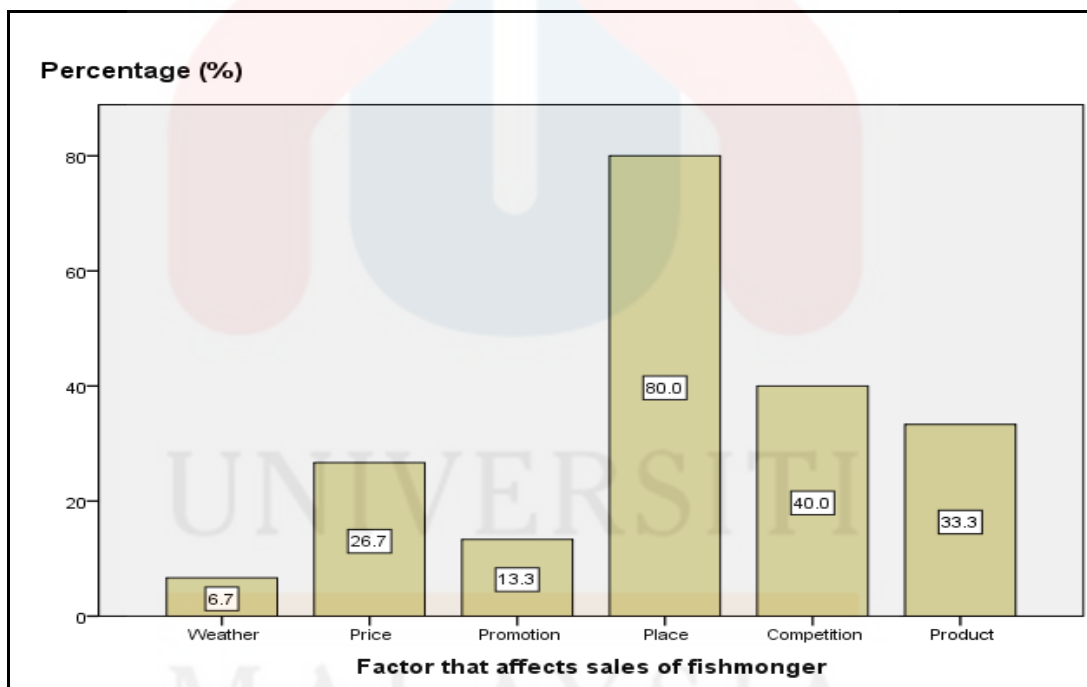


Figure 4.4 Factor that affects the sales of fishmonger

In conclusion, through the interview conducted, there are several factors that have been identified from the respondents on the factor that affects the sales of

fishmonger at Pasar Bandar Tasek Raja, Pasir Mas. The factors that have identified from the results of the interview are place (location), competition, product, price, promotion, and weather. From the findings, the factor that mostly affects sales is place, whereas the factor that least affects the sales is weather.

4.7 Consumer behaviour during purchase

Out of the 15 respondent, 46.7 percent of respondents had chosen that the consumer at the Pasar Bandar Tasek Raja is nice. According to Respondent 2, there is a lot of customer, some of them are nice. Respondent 3 informed that some of the customer is nice during buying fish. Respondent 5 said that the customer is very nice. Respondent 6 said that all of the customers are nice. Respondent 8 said that there are also customers that are nice. Respondent 11 said that the customer is the people around the market, mostly are nice, as the fishmonger and customer know each other. Respondent 12 said that the customers mostly are nice.

Rather than that, there is also 40.0 percent of the respondents stated that the customers are fussy while buying fish at the Pasar Bandar Tasek Raja, Pasir Mas. Respondent 1 responded that there is customer that firstly chooses indian mackerel after he weight Indian Mackerel, they want to change to another type of fish. He also added that the customer has different behaviour, some are fussy, and they want the fish that

look pleasant and cheap only. Respondent 2 informed that there is a lot of customer behaviour, some are nice, some are fussy, and some even owed and did not pay. Respondent 7 told that there is various kind of customer; some of them are fussy while buying fish. Respondent 8 had claimed that some of the customers will ask for extra fish in large amount. Respondent 9 said that some of the customers are choosy. Respondent 14 indicated that when the price of fish is cheap, the customer tend to ask whether the fish is not fresh. Lastly, Respondent 15 said that when the customer sees the internal part of fish come out, they directly did not want the fish.

Meanwhile, there is 40.0 percent of the respondents mentioned that customers are price sensitive when buying fish at Pasar Bandar Tasek Raja, Pasir Mas. Respondent 4 said that the customer usually only asking on the price of fish and then go to other stall. Respondent 6 responded that the customers tend to buy the cheap fish only. Respondent 9 said that the customer only want the nice and cheap fish only. Respondent 13 claimed that the customer is bargaining for cheap price, for example, the fish is RM8 per Kilogram, the customer will bargain for RM6. Respondent 14 informed that when he told the price of fish to the customer, the customer would start bargaining. He also added that when the price of fish is cheap; the customer will ask whether the fish is not fresh. Table 4.6 and Figure 4.5 shows the consumer behaviours during purchase.

Table 4.6 Consumer behaviour during purchase

Consumer Behaviour	Percentage (%)
Nice	53.3
Fussy	46.7
Price Sensitive	40.0

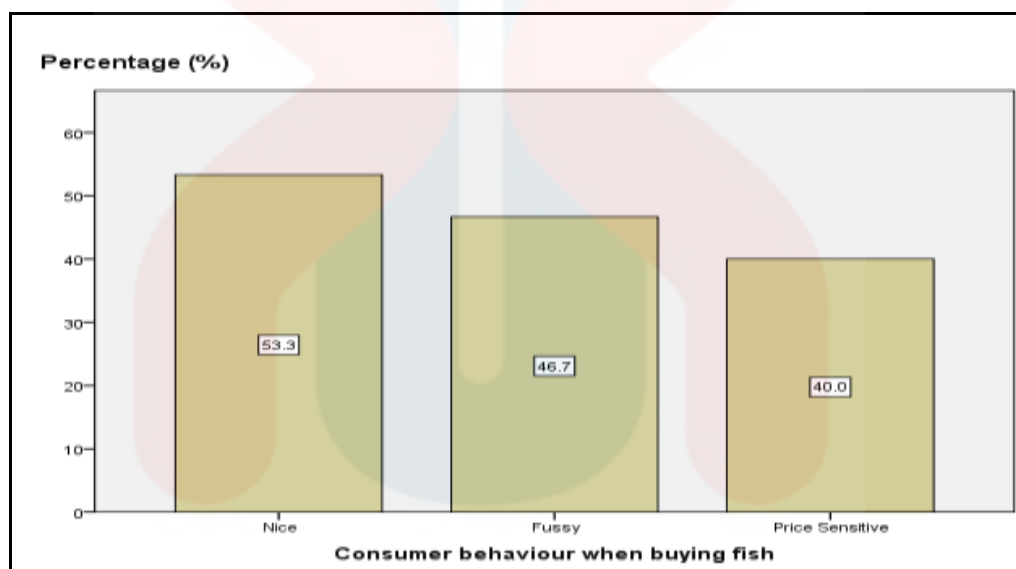


Figure 4.5 Consumer behaviour during purchase

In summary, there are several types of consumer behaviour that been found after interview of respondent such as nice, fussy and price sensitive. The study indicated the customers mostly are nice when purchasing the fish. However, there are also customers that tend to be fussy and price sensitive when purchase fish.

4.8 Marketing mix strategies

From 15 respondents, 8 respondents or 53.3 percent of the respondents have chosen to use added services in order to attract the customers to buy fish at Pasar Bandar Tasek Raja, Pasir Mas. According to Respondent 4, he only help cutting Mackerel Tuna to the customers. Respondent 5 also said he help cutting the Mackerel Tuna for the customer. Respondent 7 mentioned that he help cleaning and cutting fish such as Mackerel Tuna. Respondent 8 claimed that he help cleaning and cutting the fish according to customer preferences. Respondent 9 also told that he help to remove the gills and cleans the fish for the customers. Respondent 10 said that he would help the customer to fillet and cleaning the fish. Respondent 11 informed that he help cutting Mackerel Tuna only. Respondent 12 also said that he help cutting Mackerel Tuna .

It is then followed by 40.0 percent or 5 respondents have mentioned that they are adopting the price reduction or discounted prices strategies to attract customers to buy. The fishmongers reduce the retail price of the fish by 10-20 percent per Kilogram in order to able compete with their competitors in attracting the customers to their stalls. Respondent 1 mentioned that he attract the customer by shouted to gain their attention and reduce price of fish. He added that if the stall beside sell RM6 per Kilogram, he will sell RM5 per Kilogram. Respondent 8 said that he reduce the price of the fish. Respondent 9 informed that he reduce the price from RM 12 per Kilogram to RM 10 per

Kilogram. Respondent 11 informed that other fishmonger sell Sardine RM 8, he sell RM 7 to the customer. Respondent 13 said that he reduce the price a little for the regular customer. He added that if the fish RM5 per Kilogram, he will sell RM4 per Kilogram.

From the 15 respondents, 4 respondents or 26.7 percent of respondents have to adopt the wholesale strategy in order to attract the customers to buy fish at Pasar Bandar Tasek Raja, Pasir Mas. The respondents mentioned that they put in bulk in a tray. The customers will choose the bulk of fish they prefer when buying the fish. Respondents 2 said he sell fish using wholesale strategy, the wholesale price is cheaper which is RM 6 per Kilogram compared to retail price of RM 8 per Kilogram. Respondent 3 indicated that he sell the fish using the wholesale price which is cheaper. Respondent 6 said that he sell the fish through wholesale. Respondent 14 informed that he sell the fish cheaper and by wholesale.

Lastly, only 2 or 13.3 percent of respondents mentioned that they are using the incentive as the strategies to attract the customers to buy fish from them. They stated that they frequently give extra fish to the customer that buy from their stall. Respondent 8 said that he give extra fish to the customers. Respondent 9 mentioned that he always give extra fish to the regular customers who buying the fish with him. Table 4.7 and Table 4.8 shows the marketing mix strategies that used by fishmonger to increase their sales.

Table 4.7 Marketing mix strategies

Marketing mix strategies	Percentage (%)
Price Reduction	40.0
Incentive	13.3
Wholesale	26.7
Added services	53.3

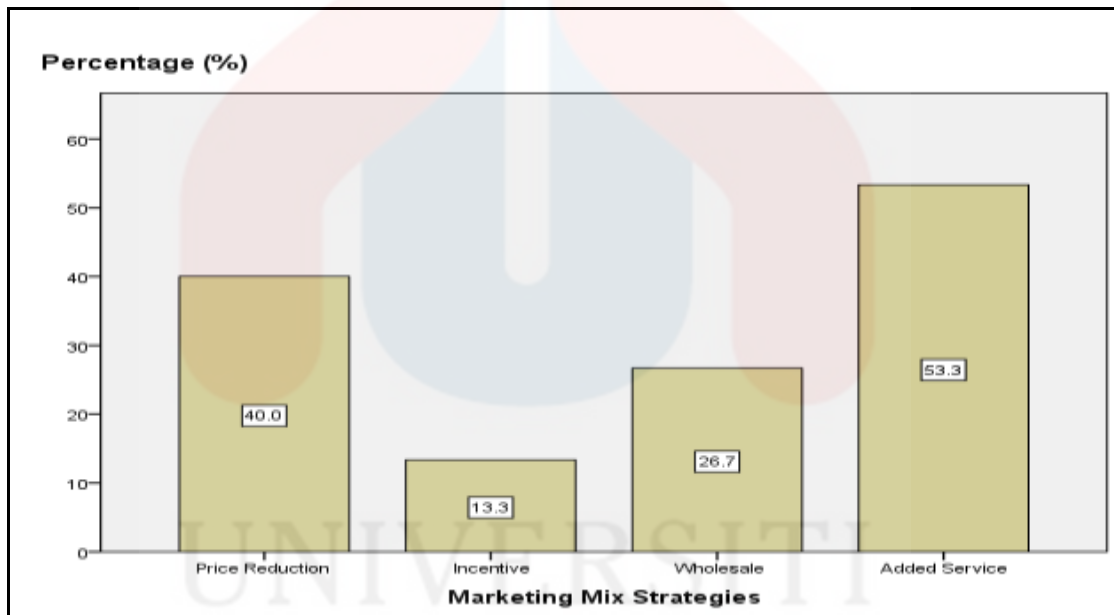


Figure 4.6 Marketing mix strategies

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In conclusion, several marketing mix strategies used by the respondents in order to attract the customers, which is price reduction, incentive, wholesale, and added services. There are only two types of marketing mix strategy where price reduction is pricing strategy incentive, while wholesale and added services is the promotional strategies.

4.9 Methods of supply delivery

From the 15 respondents, 71.4 percent of the respondents are picking up the supply by themselves. Respondent 5 mentioned that he take the supply from Tunjong because the supply at Tunjong is much cheaper. Respondent 7 said that he self pick up the supply from Tunjong. Respondent 8 also informed that the supply is taking from RTC, Tunjong. Respondent 9 stated that the supply of fish is taking from Tunjong. Respondent 10 claimed that the supply of fish is pick up from Tunjong. Respondent 11 said that the fish is taking from Tunjong , because the fish supply at Tunjong is much cheaper compare to getting the supply from the local wholesaler at the market. Respondent 12 said that he pick up the supply from Pengkalan Kubor. Respondent 13 claimed that the supply is taking from Pengkalan Kubor. Respondent 14 also mentioned that sometimes they also pick up from Pengkalan Kubor. Lastly, Respondent 15 stated that they pick up the supply from Pengkalan Kubor

Rather than that, 42.9 percent of the respondents had responded that the supply of fish is send by the wholesalers to the market. Respondent 1 said the wholesalers from Tok Bali and Pattani send the supply of fish directly to the market. Respondent 2 stated that there is non-stop supply of fish throughout the year. The supply of fish is from Pattani, Tok Bali and Kuantan, all the supply is send by the wholesalers. Respondent 3 responded that the fish from Thailand always have supply and the supply mostly is send from Tok Bali, Kuala Besut and Pattani . Respondent 4 claimed that the supply is from Tok Bali and Pattani. Respondent 6 said that the fish is send from Tok Bali, Kuala Besut and Pattani, Thailand. Respondent 10 told that the supply is from Pattani, Thailand, Tok Bali and also Tunjong. Finally, Respondent 14 said that the fish supply is from Tok Bali and Narathiwat. Table 4.8 and Figure 4.7 shows the method of supply delivery.

Table 4.8 Methods of supply delivery

Methods of supply delivery	Percentage (%)
Send by the wholesalers	42.9
Self pick up the supply	71.4

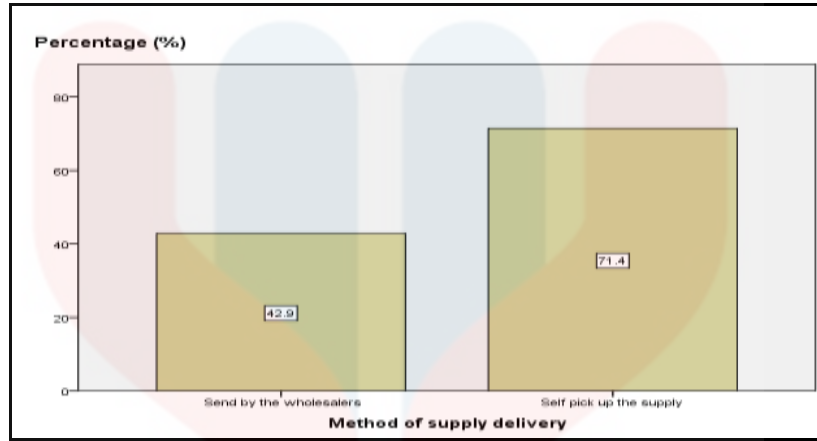


Figure 4.7 Methods of supply delivery

Therefore, it can be summarized that most of the respondent self pick up the supply from the wholesalers at RTC Tunjong and Pengkalan Kubor. Meanwhile, the supply that being send by the wholesalers is from Tok Bali, Kelantan and from Pattani and Narathiwat, Thailand.

CHAPTER 5

DISCUSSION & CONCLUSION

5.1 Introduction

The chapter presented discussion and conclusion of the study. This chapter analyzes the finding of the research from the previous chapter. The discussion will circulate on the finding and conclusion of the research. The objective being analyze with the finding of the research in previous research. The objectives of the research that discussed related with the findings is the factors that affect the sales of fishmonger, marketing mix strategies adopted, the consumer purchase behavior and the methods of fish supply of the fishmonger at Pasar Bandar Tasek Raja, Pasir Mas. Lastly, the recommendation and conclusion of the study are presented at the end of the chapter.

5.2 Discussion

Fishery products are the main source of nutritional foods for a human. Fish is considered as an important source of food as it has a rich source of protein and a high-quality food, it is also important sources of income and employment for people in rural area. There is a huge demand for fish and fishery products both domestic and

international market. In the research, it had been identified that there are several types of fish that is popular among the people in Pasir Mas. The study found that out of the 13 types of marine fish that were sold in the market, there are four types of fish that are highly and frequently purchase by the customers. All of the respondents had pointed out that sardine is the most popular and preferred types of fish in the market. Sardine becomes the most preferred type of fish because of the price that is cheaper compared to other types of fish. According to the Lembaga Kemajuan Ikan Malaysia (2018), the retail price of sardine is around RM 9.58 per Kilogram. Rather than that, the respondents also claimed that sardine is tastier compared to another type of fish. The second type of fish is indian mackerel, which is then followed by scad and oxeye scad.

5.3 Objective 1: To explore the factors that affects the sales of fishmongers at Pasar Bandar Tasek Raja, Pasir Mas

From the findings of Chapter 4, almost all respondents have mentioned that their business in Pasar Bandar Tasek Raja is facing problems in their sales of fish. Through the research, there are few factors that have been found affects the sales of fishmongers during the interview. The factors that had been identified given impact towards the sales of fishmongers at the Pasar Bandar Tasek Raja.

5.3.1 Place

From the findings in the earlier chapter, almost all of the respondents have agreed that that place is the most important factor that affects the sales of the fishmonger. Place in this context refers to the location or the physical place that sells the products. According to Kessuvan et al. (2015), place consist of ease of visit, availability of public facilities and have other products or services in the same location. The study had found that the location of Pasar Bandar Tasek Raja that is far from center of the city and housing area had contributed to the low numbers of customers and indirectly resulted in a decrease in the sales of the fishmongers after moving compared to selling at previous location. The study of John, Ejikeme and Alfred (2015) on business location and customer patronage had stated that “locations of retailers must be accessible to the potential target group of customers. A far distance has a negative effect on the selection of a retail store through reducing frequency of customers visiting a store. Stores located in the centre of a city benefit from their next door to remote customers. Therefore, distance from home and distance from workplace would have a relationship with the amount of purchase from retail stores”.

When a business is situated in a place that easies to access and having full facilities, it will increase the customer patronage to the shop. The accessibility and convenience also have become a factor for people to visit a place. The study by Bond,

Thilmany and Bond (2009) also found that purchase location convenient had a significant impact on the customer tendency to buy a product. Place is very crucial for the success of a business; a strategic location can bring in favourable opportunities and long-term success for the business.

5.3.2 Competition

From the interview, a number of respondents claimed that competition has affected their sales in the market. The study found that there is an increase in numbers of fishmongers selling at the same location at Pasar Bandar Tasek Raja. Every business has own competitors, the competition become stronger when everyone is involved in the same business. The study also found that there are competition from the modern retail markets such as supermarket and hypermarket. According to Schipmann and Qaim (2011), the numbers of modern retailers has been increasing over the time in many countries. The modern retailers becoming popular among the consumers as they offer competitive price, better quality and served as one-stop shopping (Shepherd, 2005). Rather than that, the competition does not only comes from the modern retail market which is booming in every location but also from the shop at road side and the individual seller by car or van that are supplying the fresh food to the customer, which is more convenience to the customer compared to visit the market by themselves. This is

supported by Si, Scott and McCordic (2016) in their study in wet markets at Nanjing, China had stated that there are “other types of food outlets such as convenience stores, private fruit and vegetable shops, and street vendors that contribute to the diverse range of food sources for Chinese urban residents”.

5.3.3 Product

A number of respondents claimed that product serves as one of the important factors that influences the sales of fish. The respondents claimed that the quality of fish is very important in influence the sales of fish. The quantity of sales of fish per day sometimes depends on the freshness of the fish. The fish products usually perceive as better quality when it meets the customer expectation and satisfies the customers in terms of the freshness and the texture of fish.

The study by Mohd Shazali Md. Sharif et al. (2015) had highlighted that the customer determines the freshness of fish by touching the flesh, the freshness of fish is having the criteria such as the fish should spring back after being touch, the flesh of fresh fish are firm and adhere firmly to the bone. Graddy (2006) also mentioned that the quality of fish can be determined through sight, feel and smell. Freshness of fish is the major quality factor when buying the raw ingredients. Most of the customers choose to buy the fish based on the freshness of fish. Moreover, fish considered as products that

quickly perishable. Therefore, the seller should take good care and make sure the products are naturally fresh. When the fish sold is fresh, the quantity of fish purchased by the customer will increase.

5.3.4 Price

Price is very crucial nowadays, as it has influenced the buyer's choices. From the findings in the previous chapter, several respondents responded that price is the factor that affects the sales of fish in their stalls. The respondents had pointed out when the price of fish is cheaper, the customer buys more fish. According to the study by Siti Rapidah Omar Ali et al. (2017) had when the price of products is too high, customers avoid to buy the products, but when the price is too low, they will assume the products are having problems. However, low price tends to be attractive compared to high price. According to Chamhuri and Batt (2013), the retail outlets which offer good quality products at a lower price will attract more consumers. Furthermore, the economist, Alfred Marshall who developed the theory of supply and demand had explained that there is an inverse relationship between price and quantity demanded (Brown & Calsamiglia, 2013). When the price of goods is high, quantity demanded will be low, but if the price of goods is low, the quantity demanded will be high. Therefore, price has become one of the important elements when people consider purchasing something.

5.3.5 Promotion

“Promotions mean activities that communicate the merits of the products and persuade the customers to buy it” (Kotler & Armstrong, 2012). From the findings in Chapter 4, there are only two respondents that claimed the factor affect sales of fish is a promotion. As compared to other business, the fishmonger is Pasar Bandar Tasek Raja is not using the advertising method or advance promotion method. They seem to promote the product by giving incentive, added services and sell through a wholesale method in order to gain the attention of the buyer in the market.

Promotions help to create awareness about the products to the customers and help to boost sales because it helps to spread the information about the products, encourage the customer to purchase and influence the purchase decision of the customers. According to Levens (2010), promotion is how a business communicates the products and services to their target customers. For instance, the fishmongers stall that giving incentive such as extra fish to the customers will motivate the customers to visit the same stall again. Rather than that, they also give extra services such as cleaning, cutting, and filleting as one of the way to attract the customers to their stalls.

5.3.6 Weather

Lastly, only one respondent who perceive weather as one of the important factors that affects sales of fishmongers. The respondents claimed that when there is less supply during the bad weather, their sales will decrease. Supply means the availability of the resources in which a person could provide in the meantime with the adequate amount of the required resources. According to Graddy (2006), quantity supplied of fish usually determined by the weather conditions, the wind and waves will influence the quantity of that will be caught by the fishermen. Therefore, when the weather is bad, the problem of supply will occur. Moreover, for the fishmongers in East Coast of Malaysia, during the monsoon season of the year which around November and December, the supply of the fish become limited as most of the fishermen are rarely went to the sea. Those seafood suppliers, therefore, heavily rely on the fish in the stocks to be supplied to the fishmonger which resulted in the limited supply of fish.

5.4 Objective 2: To explore the marketing mix strategies adopted by fishmongers to increase sales at Pasar Bandar Tasek Raja, Pasir Mas

From the findings in chapter 4, it has been identified that there are several marketing mix strategies that being used by the fishmonger in order to attract the customer that visit Pasar Bandar Tasek Raja the fishmonger stall in order, which

indirectly can increase the sales of fishmongers. The findings show that there are only pricing strategy and promotional strategy that applied by the fishmongers at Pasar Bandar Tasek Raja in order to attract the customers to visit their stall.

5.4.1 Pricing Strategy

The pricing strategy that used by the fishmongers to attract the customers is a price reduction. According to Kotler and Armstrong (2012), “price reduction is a reduction in price on the purchase during a stated period of time or in larger quantities”. Price reduction is one of the strategies used in order to attract the customers by reducing the price of the fish. The respondent indicated that the price reduction usually done by reducing the price compared to the price of the competitors. Munusamy and Wong (2008) had highlighted that the price of products and services often influences whether consumers will purchase the products. The strategy is very crucial for the fishmongers, as they need to compete in terms of pricing to attract more customers to visit their stalls compared to the competitors’ store.

5.4.2 Promotional Strategy

From the findings from the previous chapter, the study found that there are three types of promotional strategy that are used by the fishmongers at Pasar Banadar Tasek Raja, Pasir Mas.

5.4.2.1 Added Services

According to Lui (2008), “value added service offers customers satisfactory experience of being attended and cared in a comfortable environment, forming the basis of good seller-buyer relationship”. In order to attract the customers, fishmongers are giving the added services to the customer. They help the customer to clean and remove the gills of the fish.

Nowadays, the customers attracted to the retail stall that giving conveniences to them. When the fishmongers provide added services to the customers, the customer will be happy and feel convenience as it will reduce their time in preparing the fish. The customers will tend to revisit the stall that provides the services. The personalized services by the sellers according to the consumer preferences can encourage loyalty of the customers.

5.4.2.2 Incentive

Another type of strategies that used by the fishmongers is by giving incentive, which is adding items to the customers. The fishmongers will give extra fish to the customers that regularly buying the fish from their stall as a kind of strategy to attract customer. The respondents mentioned that by giving extra fish to the customer, they would feel motivated and tend to repurchase the fish from them. This is supported by Lui (2008) is in his study in Hong Kong wet market stated that the seller in wet market are “giving additional merchandiser, for example, free-of-charge green onions are usually given for every purchase of vegetables”.

5.4.2.3 Wholesale

There are a number of respondents claimed that they are using the wholesale method to attract the customers to buy the fish from them. The respondents mentioned that they put by bulk in a tray. The customers will choose the bulk of fish they prefer when buying the fish. The wholesale method can attract the customer as the wholesale price is cheaper and the customer can choose by themselves which bulk of fish that they preferred.

Most of the fishmonger claimed that using the wholesale method such as selling in specific price likes RM 10 for per bulk of fish, more effectives to attract the customer compared to selling the fish by kilograms because the customer can know the exact quantity and price of the fish.

5.5 Objective 3: To study the behaviour of customers at Pasar Bandar Tasek Raja, Pasir Mas during their purchase

Mohd Shazali Md. Sharif et al. (2015) had stated in their study, “different people who have different preferences reveal the different consumer behavior which resulted from individual differences”. Through the study, there are three types of customer behavior during their purchases of fish in Pasar Bandar Tasek Raja.

5.5.1 Nice Customers

About half of the respondents had pointed out that the customer at Pasar Bandar Tasek Raja is nice and they did not face any problems in selling the fish to the customer. This is because of the buyer is regular customers and the both the seller and buyer know each other well. Chamhuri and Batt (2013) in their study had mentioned that in the wet markets, the relationship is built between the sellers and also the buyers. Rather than

that, in the wet market, the seller usually had established relations with a group of regular customers. The good relations between the buyer and seller are giving the benefit to the businesses.

5.5.2 Fussy Customers

There are also a number of respondents, which claimed that the customers are fussy when purchasing the fish in the market. The customers want the fish that looks fresh, good in texture and sometimes asked for extra fish from them. There are also the customers that change the mind during buying process such as asking the fishmonger to weight another type of fish. Lui (2008) found that there are customers that tend to make a comparison of the similar type of goods between few retailers before making the decision to purchase. Besides, the study by Magaonkar, Ananthan, Samal and Debnath (2011) had pointed out that when buying the fisheries products, the customer was highly health conscious and insisted on better quality fish.

5.5.3 Price Sensitive Customers

There are few respondents mentioned that customers are price sensitive to buying fish. Most of the customer likes to ask for the price of fish before buying. The

study by Graddy (2006) in Fulton fish market had claimed that when a customer wants to purchase a particular amount of fish, they will ask the fishmonger on the price, then the customer normally would either purchase the fish or just walk away. The customer tends to buy fish that is cheap and like to bargain for the cheaper price of fish. This has evidenced by the study of Chamhuri and Batt in 2013, which stated that shoppers who shop in the traditional markets enjoy competitive prices, as they are allowed to bargain. Some of the customers decide to buy based on the price of the products. Lui (2008) found that consumers who prefer to shop at wet markets in Hong Kong mentioned that through bargaining, they managed to pay less than the actual price of the product and received additional products from the sellers.

5.6 Objective 4: To explore the methods of supply delivery apply by the fishmonger in Pasar Bandar Tasek Raja, Pasir Mas

From the findings in the previous chapter, there is two methods of supply delivery that had been identified using by fishmongers at Pasar Bandar Tasek Raja in order to make sure the supply of fish is available throughout the years. For the marketing channel of fish in Malaysia, it usually involves several intermediaries. Levens (2010) indicate that indirect channel involves one or more intermediaries between producer and consumers. The types of intermediaries are wholesalers, retailers, agents,

and facilitators. In Pasar Bandar Tasek Raja, there are two methods that used by the fishmongers which is self pick up the supply and the supply being send by the wholesaler from local and international market.

There are a number of respondent self pick up the supply from the wholesalers at RTC Tunjong and Pengkalan Kubor. For the supply that self pick up by the fishmongers, the marketing channel only involves three parties, which are a producer, wholesaler, and retailers. Figure 5.1 shows the marketing channel of fish that self pick up by fishmonger.



Figure 5.1 Marketing channel of fish that self pick up by fishmonger

The marketing channel of self-pick up method is from fishermen to the wholesaler at the intermediate market which is at RTC Tunjong and Pengkalan Kubor. The retailer that is the fishmonger at Pasar Bandar Tasek Raja will pick up the supply at Tunjong and Pengkalan Kubor to be selling to the customers.

Meanwhile, the supply is that being sent by the wholesaler directly to Pasar Bandar Tasek Raja are from local and imported supplies. The local supply of fish is

from Tok Bali, Kuala Besut and Kuantan. According to Pizzali (2001), fresh fish is landed at several centres along the coastline of Peninsular Malaysia, which in this study refers to the east coast region of Peninsular Malaysia which is Kelantan, Terengganu and Pahang. Figure 5.2 shows the marketing channel of fish that send by local wholesaler.



Figure 5.2 Marketing channel of fish that send by local wholesaler

The marketing channel of supply that sends by local wholesaler started from local fishermen to the wholesaler in landing centres at Tok Bali, Kuala Besut and Kuantan. Then, the supply will be send by the wholesaler from the landing centre to the retailer that is the fishmonger at the Pasar Bandar Tasek Raja and lastly, the fish will sold to the customers.

Meanwhile, the imported supplies are from Pattani and Narathiwat, Thailand. The marketing channel of fish in Peninsular is mostly from two supplies, which is international and local wholesaler. Meanwhile, the supplies originating from Thailand is transported by road to Malaysia. Figure 5.3 shows the marketing channel of fish that send by Thailand wholesaler.

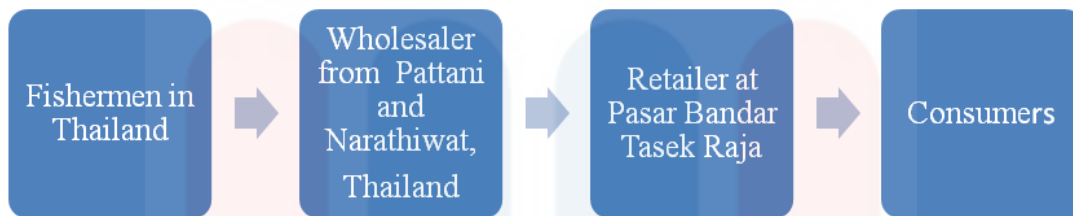


Figure 5.3 Marketing channel of fish that send by Thailand wholesaler

The marketing channel of supply that sends by local wholesaler started from fishermen to the wholesaler in Pattani and Narathiwat, Thailand. Then, the supply will be send by the wholesaler to the retailer that is the fishmonger at the Pasar Bandar Tasek Raja and lastly the fish will sold to the customers.

5.7 Recommendations

5.7.1 Local Authority

There is some recommendation for this study that can be done. The first recommendation is the study can serve as a guideline for the local state authority in planning the development of the wet markets. The study found out that place has given impact on the sales of the fishmongers. Therefore, a deeper analysis and rational location decision are very important in deciding business location as it giving impact to the sellers.

Rather than that, the local state authority also should have the initiatives in order to promote Pasar Bandar Tasek Raja to the publics. The authorities should come out with the effective promotional campaign, advertising, and another promotional strategy in order to attract the large number people to visit Pasar Bandar Tasek Raja. This can help the seller in the market who facing the problems of low numbers of customers.

5.7.2 Fishmongers

Besides, the fishmonger also should have proper marketing mix strategies in their business in order to serve the customers better. Proper marketing mix strategies can help to improve the sales of the fishmongers that indirectly can improve the life of the fishmongers by making better income and help them to come out from poverty life.

5.7.3 Future Research

For the recommendation for future research, the study can be done with another type of seller at the Pasar Bandar Tasek Raja which is not only the fishmongers. This is in order to determine the factors that influence another type of business such as clothes and merchandise which is not perishable as fish.

Besides, the study also can cover up more places rather than just focus on fishmonger at Pasar Bandar Tasek Raja only, This study should include fishmongers from wet markets in other parts of Kelantan such as Kota Bharu, Tanah Merah and Tumpat as well as fishmongers from other states in Malaysia.

5.8 Conclusions

As a conclusion, throughout the study conducted, there are several factors that have identified affects the sales of fishmongers in Pasar Bandar Tasek Raja which comprises of marketing mix such as place, price, promotion and product and also the external factors such as weather and competition. From all the factors that has been identified, the factor that mostly affects the sales of fishmongers at Pasar Bandar Tasek Raja is place. Place has given greatest impact to the fishmongers as the sales of fishmongers has been drastically decrease after moving to Pasar Bandar Tasek Raja.

Moreover, for marketing mix strategies that adopted by the fishmonger at Pasar Bandar Tasek Raja, the study has found out that the fishmongers at Pasar Bandar Tasek Raja only adopted pricing strategy and promotional strategy in their business. According to study by Abdul Salam et al. (2015), sales of a business are affected by the marketing mix strategies that being used by the business. Lacking of effective marketing mix strategies used by the fishmongers had resulted the fishmongers in generating lower

sales in their business at Pasar Bandar Tasek Raja. Therefore, it is crucial for the fishmongers to have better marketing mix strategies for the long-term success of their business.

Rather than that, there are different types of behaviour of customer during purchasing at Pasar Bandar Tasek Raja, Pasir Mas. The customers at the traditional market are fussier and price sensitive during purchasing the fresh food compared to purchasing at the modern market although there are some of the customers that are nice. Different behavior of customers might bring challenges to the fishmongers in order to fulfill the customer needs. Therefore, the fishmonger needs to able to deal with the customers and provide excellent customer services.

Finally yet importantly, there is two methods of supply delivery that adopted by the fishmongers in order to maintain the supply of fish at Pasar Bandar Tasek Raja that is self pick up the supply and also supply send by the wholesaler from the local and neighboring country. By using both methods, the fishmongers can ensure there enough supply for to be sold by them at Pasar Bandar Tasek Raja.

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APPENDIX A

1. Which type of fish do you sell at the market?

Respondent	Type of fish sold
1	Sardine, Scad, Mackerel Tuna, Spanish Mackerel, Indian Mackerel
2	Sardine, Scad, Mackerel Tuna, Spanish Mackerel, Threadfin Bream, Pomfret
3	Sardine, Mackerel Tuna, Indian Mackerel, Threadfin Bream, Pomfret
4	Sardine, Scad, Mackerel Tuna, Indian Mackerel
5	Sardine, Mackerel Tuna, Threadfin Bream, Indian Mackerel, Seabass
6	Sardine, Scad, Mackerel Tuna, Spanish Mackerel, Threadfin Bream, Oxeye Scad, Indian Mackerel
7	Sardine, Scad, Mackerel Tuna, Spanish Mackerel, Threadfin Bream, Indian Mackerel
8	Sardine, Mackerel Tuna, Indian Mackerel, Scad
9	Sardine, Scad, Indian Mackerel
10	Sardine, Indian Mackerel, Torpedo Scad, Scad
11	Sardine, Spanish Mackerel, Oxeye Scad, Torpedo Scad
12	Sardine, Mackerel, Croaker, Ponyfish
13	Sardine, Scad, Mackerel Tuna, Spanish Mackerel, Yellowstripe Scad, Indian Mackerel, Torpedo Scad

14	Sardine, Indian Mackerel, Threadfin Bream, Pomfret, Oxeye Scad, Croaker
15	Sardine, Indian Mackerel, Threadfin Bream, Pomfret, Oxeye Scad, Croaker, Mackerel Tuna



2. Which type(s) of fish preferred by the customer?

Respondent	Type of fish preferred by the customer	Remarks
1	Sardine, Scad, Indian Mackerel	Sardine is the type of fish that in demand
2	Sardine	Sardine is the most popular fish in Pasir Mas.
3	Sardine, Indian Mackerel, Scad	Sardine is the mostly sold.
4	Sardine	Sardine is mostly in demand.
5	Sardine	Sardine is cheapest and tastier compared to other type of fish.
6	Sardine, Oxeye Scad	Sardine is cheap, no matter Malay or Chinese loves to eat Sardine.
7	Sardine, Mackerel Tuna	Sardine has highest demand.
8	Sardine	
9	Sardine, Indian Mackerel	
10	Sardine, Scad, Indian Mackerel	
11	Sardine	Sardine is cheap; the low income can buy more. If other type of fish, they just can buy half kg.
12	Sardine, Indian Mackerel	
13	Sardine, Indian Mackerel	The people in rural area love to eat Sardine.
14	Sardine, Oxeye Scad, Indian Mackerel	
15	Sardine	

3. What is the pattern of income you receive based on daily sales?

Respondent	Average sales figure per day (RM) (Peak Season)					Remarks
	Below RM1000	RM1000- RM2000	RM2001- RM3000	RM3001- RM4000	Above RM4000	
1		/				The sales only increase during Ramadan, nearing Hari Raya and during school holiday
2					/	The sales are higher during school holiday, festive season. People come back during Chinese New Year, Hari Raya Puasa and Hari Raya Haji.
3						Do not give sales figure. The sales rise a little during Ramadan. For other normal day, the sales are average.
4	/					The sales is good during Friday, Chinese New Year and Hari Raya Puasa.
5	/					Friday and school holiday only the sales increase.
6				/		
7						Do not give sales figure.
8		/				There are a lot people during school holidays and festive season.

9			/		Customer increase during Ramadan.
10		/			The sales is increase during festive season, depend on when the festive season being celebrated.
11					Do not give sales figure. There is normally less customer during weekdays, the customer only increase during Thursday, Friday and Saturday. The people also increase during Hari Raya and school holidays.
12		/			The sales decline about one over two.
13					Do not give sales figure.
14			/		The sales is highest during Ramadan and on Friday
15					Do not give sales figure.

4. Describe the origin and method of supply of fish in Pasar Bandar Tasek Raja, Pasir Mas.

Respondent	Supply Origin	Method of Supply delivery	Remarks
1	1. Tok Bali, Kelantan 2. Pattani, Thailand	Send by the suppliers	There is supply problem in May last year, because the suppliers keep the supply for the festive season in June. The supplier from Tok Bali and Pattani send the supply to the market.
2	1. Tok Bali, Kelantan 2. Kuantan, Pahang 3. Pattani, Thailand	Send by the suppliers	There is non-stop supply of fish throughout the year. The supply of fish is from Pattani, Tok Bali and Kuantan, all the supply is send by the suppliers. But the price is different each day. For example, today the price of Sardine is RM6 per kg, the next day the price can become RM8 per kg. The price is different every day.
3	1. Tok Bali, Kelantan 2. Kuala Besut, Terengganu 3. Pattani, Thailand	Send by the suppliers	The fish from Thailand always have supply. The supply is send from Tok Bali, Kuala besut and Pattani .
4	1. Tok Bali, Kelantan 2. Pattani, Thailand	Send by the suppliers	The supply is from Tok Bali and Pattani.
5	1. Tunjong, Kelantan	Self pick- up the supply	I take the supply from Tunjong. The supply at Tunjong is much cheaper.
6	1. Tok Bali, Kelantan 2. Kuala Besut, Terengganu 3. Pattani, Thailand	Send by the suppliers	Every day have the fish supply except on Hari Raya Puasa and Hari Raya Haji. The fish is send from Tok Bali, Kuala Besut and Pattani, Thailand.

7	1. Tunjong, Kelantan	Self pick- up the supply	The supply is self pick up from Tunjong.
8	1. Tunjong, Kelantan	Self pick- up the supply	The supply is taking from RTC, Tunjong.
9	1. Tunjong, Kelantan	Self pick- up the supply	The supply of fish will decrease during full moon of every month. The supply is taking from Tunjong.
10	1. Tok Bali, Kelantan 2. Pattani, Thailand 3. Tunjong, Kelantan	Send by the suppliers Self pick- up the supply	Sometimes there is no enough supply of the fish, especially during the full moon. The prices of the fish also increase. The supply is from Pattani, Thailand, Tok Bali and also Tunjong.
11	1. Tunjong, Kelantan	Self pick- up the supply	The fish is taking from Tunjong only. The fish supply at Tunjong is much cheaper compared to get the supply from the local wholesaler at the market.
12	1. Pengkalan Kubor, Kelantan	Self pick- up the supply	We pick up the supply from Pengkalan Kubor.
13	1. Pengkalan Kubor, Kelantan	Self pick- up the supply	The supply is taking from Pengkalan Kubor.
14	1. Tok Bali, Kelantan 2. Narathiwat, Thailand 3. Pengkalan Kubor, Kelantan	Self pick- up the supply Send by the suppliers	There is less supply of fish during full moon. If there is no fish in boxes, we will sell the frozen fish. The fish is from Tok Bali and Narathiwat, sometimes we also pick up from Pengkalan Kubor.
15	1. Pengkalan Kubor, Kelantan	Self pick-up the supply	The supply is picking up from Pengkalan Kubor.

KELANTAN

5. What are factors that affects sales of fish at Pasar Bandar Tasek Raja, Pasir Mas?

Respondent	Weather	Price	Promotion	Place	Competition	Product	Remarks
1	/				/		When there is bad weather, there is not much supply of fish When there is no supply, cannot sell fish. Thus sales drop. There is also a lot fishmonger selling at the same place.
2		/		/		/	We sell cheaper fish than others; therefore many people come to buy with us. The sales are declining drastically at new location. At the old market, we can sell about 100 boxes of fish, but at this market, even 30 boxes also cannot finish. We loss 100 thousand ringgit after moving to new market. The fresh fish can only be sold and keep for 2 days, if cannot sold off, we will sent to Thailand for making fertilizer, thus we will make loss.
3			/	/			The sales of fish in the market at new places are differences than old places. We need to promote the fish to the customers to attract them. It is fewer customers here, I as the owner need to sell ourselves compared to before this I just let

						the employee sell. Less people, sometimes no customer. There is more customer during Friday and holidays.
4				/		There is fewer customers at new market, 2.p.m can close already. The customer is less. The sales had dropped drastically.
5				/		When the fish stall is at the corner, the customer will not visit. At the old market, we can sell about 20-30 boxes, but at the new market, we only can sell about 2-3 boxes each day. The customer is lesser. After 12p.m., there is no customer already.
6		/		/	/	The fish in Pasir Mas market is cheapest compared to other place. Nowadays, there is a lot of other fresh market which people choose to go. For example, people from Kasar and Tendong go to RTC Tunjong, Meanwhile people from Kangkong and Chetok choose to go to market at Tanah Merah. The new market is far from the commercial centre. Public transport such as Taxi station, Bus station, Bank all located at the town centre. The customer need the money to buy things, when bank is far, it is hard

							for them to go bank. The people who are older and do not driving license also difficult to come to the market. The sales decrease one-third from the old market. Before this, every day can sell about 70-100 boxes, but nowadays 20-30 boxes also cannot finish. The business is not good. The market is far, there is hard to get the public transport to the market.
7				/	/		At the new market, after 2-3 p.m , there is no people already. There are other sellers that sell at other places such as at the roadside.
8			/	/			The most important is how we give services to the customer. For example, when we help the customer by gave added service such as help them cutting and filleting, the customer feel happier and convenience. There is less people here at Pasar Bandar Tasek Raja, people usually comes during the morning only.
9				/	/	/	The fish should look fresh every time. The market is not strategic; it is far from the place where people go to pay the utility bills, because of that people choose to buy fish at the shop near their house or from

							the hawker. The sales decline because the market is far, there is many places that sell fish, not only in the market.
10		/		/	/		When the fish is fresh and the price is cheap, it can attract the customer to buy more. There is less customers. Most of people choose to buy at other places There is also increase number of seller that sells using the van or motorcycle around Pasir Mas.
11		/		/			People choose to buy Sardine more because it is cheaper, compared to other type of fish which is higher than RM 10 per kilogram. When the fish is cheap such as Sardine, people buy more. Before this at the old market, I invest RM 3000 per day for the fish supply, but now only invest RM500.
12				/			After moving to the new place, the sales decrease. There are fewer customers. At the new place, if invest RM4000; to even get back RM2000 is difficult.
13				/	/		Nowadays, Pantai Timur Supermarket is available at anywhere. People tend to go the supermarket to buy the fish while buying other groceries. There is

							less people go to the Pasar Bandar Tasek Raja compared to the market in previous location. Many people selling the fish in the village using motorcycle and van. Many people not going to the new market.
14				/		/	The sales at new market is largely different that old market. If the fish is fresh and good in quality, the sales of that day will be higher. At the old market, there are 4 to 5 lorries of fish arrives every day, however nowadays only 2 to 3 lorries of fish only being supply because there is no customers.
15						/	It is depend on the freshness of fish. The market is fewer people and far from the housing area.

6. Discuss briefly about behavior of consumers while buying the fish?

Respondent	Nice	Fussy	Price Sensitive	Remarks
1		/		The customer has different behavior, some are fussy, and they want the fish that look pleasant and cheap only. Some of the customer only looks through the fish. There is also the customer that firstly chooses Indian Mackerel, after we weight Indian Mackerel; they want to change to other type of fish.
2	/	/		There is a lot customer, some are nice, some are fussy, and some even owed and did not pay.
3	/			Some customer are fussy, some customer are nice.
4			/	The customer usually only asking on the price of fish and then go to other stall.
5	/			The customer is nice.
6	/		/	All the customers are nice, but tend to choose to buy the cheap fish only.
7		/		There is various kind of customer; some of them are fussy while buying fish.
8	/	/		The customer like to bargain the price, some of the customers ask for extra fish, not ask a little extra, but ask for a lot. There is also customers that are nice.
9		/	/	There is different kind behavior of the customer. Some of the customers are choosy. They want the nice and cheap fish.
10			/	There are 10 percent that are fussy, but the customer is behave depend on how we treat them. Some of the customer likes to

				ask question about the fish and comparing the price.
11	/			The customer is the people around the market, mostly are nice as we know each other.
12	/			The customers mostly are nice.
13			/	The customer is various. The customer is bargaining for the cheap price, for example the fish is RM8 per kilogram, the customer bargain for RM6 per kilogram. Most of the female customers like to ask a lot.
14		/	/	Some of the customer when being told the price of fish, they will bargain the price. When the price of fish is cheap; they will ask whether the fish is not fresh
15	/	/		Some of the customers are friendly, meanwhile some are fussy. For example, when the customer sees the internal part of fish come out, they directly did not want the fish.

7. How do you attract customers to buy? List the types of marketing mix strategies you adopt.

Respondent	Price Reduction	Incentive	Wholesale	Added services	Remarks
1	/				We attract the customer by shouted to gain their attention and reduce the price of fish. If the stall beside sell RM6 per kg, we sell RM5 per kg.
2			/		We sell using the wholesale strategy. The wholesale price is cheaper which RM6 is per kg compared to retail price RM8 per kg.
3			/		We sell the fish using the wholesale price which is cheaper.
4				/	I help cutting Mackerel Tuna only.
5				/	I help cutting the Mackerel Tuna for the customer.
6			/		I sell the fish through wholesale.
7				/	We help cleaning and cutting fish such as Mackerel Tuna.
8	/	/		/	We reduce the price. We also give extra fish to the customers. We help cleaning and cutting the fish according to customer preferences.

9	/			/	We reduce the price from RM 12 per kg to RM 10 per kg. Make sure the fish looks fresh every time, helps to remove the gills and cleans the fish.
10				/	Selling the fresh and new fish. Help to filleting and cleaning the fish.
11	/			/	Other people sell Sardine RM8, we sell RM7. We help cutting Mackerel Tuna only.
12				/	I help cutting Mackerel Tuna for the customer.
13	/	/			Reduce the price a little for the regular customer. If the fish RM5 per kg, I will sell RM4 per kg.. I always give extra fish to the regular customers when buying the fish with me
14			/		We sell the fish cheaper and by wholesale.
15	/				We sell the fish by reducing the price but still depend on the freshness of fish such as if other people sell RM 6 , we will sell RM5.

APPENDIX B

English Name	Malay Name	Scientific Name
Sardine	Selayang	<i>Decapterus maruadsi</i>
Scad	Selar	<i>Atule mate</i>
Mackerel Tuna	Tongkol	<i>Euthynnus affinis</i>
Spanish Mackerel	Tenggiri	<i>Scomberomorus commerson</i>
Indian Mackerel	Kembung	<i>Rastrelliger kanagartha</i>
Threadfin Bream	Kerisi	<i>Nemipterus japonicus</i>
Pomfret	Bawal	<i>Pampus cinereus</i>
Seabass	Siakap	<i>Lates calcarifer</i>
Oxeye Scad	Lolong	<i>Selar boojos</i>
Torpedo Scad	Cencaru	<i>Megalaspis sordyla</i>
Croaker	Gelama	<i>Otolithes ruber</i>
Ponyfish	Kekek	<i>Lelognathus spp</i>
Yellowstripe Scad	Selar Kuning	<i>Selaroides leptolepis</i>

MALAYSIA

KELANTAN