

**FISH MARKETING STRATEGY AND DISTRIBUTION OF SELECTED FISHING  
COMMUNITY IN PARTIDO AREA: a COMPARATIVE STUDY**

**STEFANIE B. HERNANDEZ**

**MAE ANN S. CODERES**

**MADELYN G. BORAL**

**RUBY C. NARVAEZ**

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Science  
in Business Administration major in Financial Management

in the

College of Business and Management

Partido State University

Goa Camarines Sur

**October 2014**

## **ABSTRACT**

This research is a comparative study of fish marketing strategy and distribution of selected fishing community in Partido area. It specifically determined the socio economic status of fisherfolks and fish vendors, the commonly catch fishes, the marketing strategies used in distribution of fishes, factors affecting in fish marketing, and if there is a significant difference among the marketing strategies of fisherfolks, between barangay Nato Sagñay and barangay San Jose Camarines Sur.

The primary source of data were registered fisherfolks and fish vendors of barangay Nato, Sagñay and barangay Sabang, San Jose who were selected through Slovin's formula and random sampling technique. The Statistical tools used are percentage technique, weighted mean and ANOVA.

Socio economics status of the two villages indicated that 122 and 55 registered fisherfolks are male about 100% while 0% are female. 39 and 18 registered fish vendors in Nato, Sagñay are female with 64% and 86%. In Sabang San Jose the registered fish vendor female are 22 and 3 about 36% and 14% respectively. The fisherfolks and fish vendor fall with the age bracket of 36- 45 years of age. Most of the fisherfolks and fish vendor of both barangay are secondary graduate composed of 4-6 and 7-9 family members with the estimated monthly income ranges from 1001 to 5000. The fish at the two villages has their own name at their respective villages, but if we look at their species they are the same species. The fisherfolks and fish vendors in two villages always distributed their caught fish directly to the users or consumers. The major factors affecting the distribution are the prices of fishes, capital and weather or typhoon. The marketing strategy commonly used is Market Selection (sell the fish to

your permanent buyer). While the marketing strategy commonly used of fish vendor in Nato, Sagñay and Sabang, San Jose, Camarines Sur is consignment (incurred but not yet paid).

It was found out that there are no significant differences between the marketing strategies and distribution of fish in barangay Nato, Sagñay and barangay Sabang, San Jose Camarines Sur.

The researchers concluded that barangay Nato, Sagñay and barangay Sabang, San Jose, Camarines Sur are most commonly the same in terms of socio economic status, fishes caught, and factors affecting the marketing strategy and distribution.

To improve the Marketing Strategy and Distribution of fisherfolks and fish vendors there for recommend the following: to create a cooperative in order to help those fisherfolks and fish vendors who need more capital, attend the training and seminar on marketing and distribution of fish, for them to enrich their knowledge and improve their marketing and distribution of fish, and those unregistered fisherfolks and fish vendors are highly recommend to register for them to have record for legal purposes and can avail benefits when the governments give financial assistant.