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# **Market Survey Report For the Project 'Aquaculture: increasing income, diversifying diets, and empowering women in Bangladesh and Nigeria'**

*Submitted by: Apon Wellbeing Ltd.*

# Market Survey Report

## For the Project 'Aquaculture: increasing income, diversifying diets, and empowering women in Bangladesh and Nigeria'

### Submitted By

Apon Wellbeing Ltd.

Flat-3A, House-8, Road-2B, Block-J, Baridhara, Dhaka-1212

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### Photo Credit

WorldFish

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The opinions expressed herein are those of the author and do not necessarily reflect the views of the Bill and Melinda Gates Foundation and World Fish.

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## Survey Objective:

**To find out the customer preference and existing behaviour on the fish purchase.**

Apon started fish selling from the October last year and find uneven curve in the sales after having different iteration on product, packages and pricing. To understand more on the customer behaviour, Apon initiated this survey which can help to boost-up the sales and gradually reach to a sustainable quantity.

## Survey location:

SQ Station, Color Master Bari, Joina Bazar, Mawna, Mymensingh.

## Survey type:

In depth interview. One to one survey and the small group (consisting of 3 to 4 persons) discussion.

## Respondent's detail:

All the respondents selected randomly from the Apon SQ Station shop and based on their visit on the survey date and as per their consent considering the below mix:

Total no of respondents: 16

Male respondents	Female respondents
09	07

Respondents' segmentation basis of age:

Age Range	No of Participants
18 – 23	4
24 – 30	6
31 – 34	3
34+	3

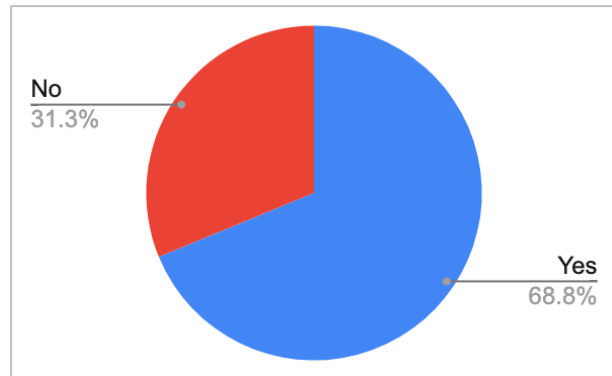
## Findings of the survey:

### 1. Buying practice of fish:

11 of the participants buy fish for their family. 5 of the participants don't buy fish because of the following reasons:  
2 of them stay in a dormitory.

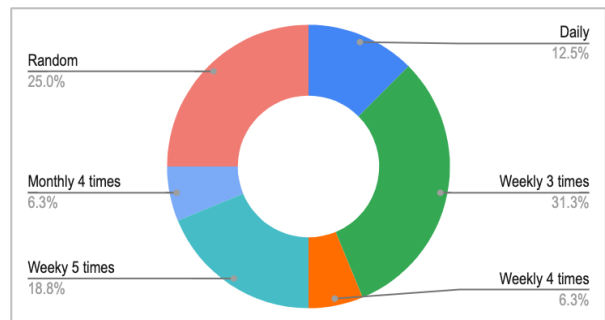
2 of the female participants don't buy because all the perishable purchases are done by her husband.

One of the participants' cousins has a fish selling shop and he always gets it free from him.



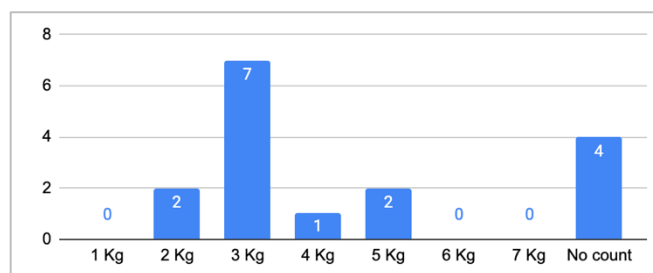
### 2. Frequency of buying fish:

5 of the total respondents said that they buy fish weekly 3 times. A major part (4 respondent) of the respondents said that they don't have any calculation and when do they wish they buy it. Only 2 respondents said that they do buy fish daily and the reason behind is that her family member can only take fish. This is also visible from this group data that they consume a lot of fish.



### 3. Weekly consumptions for a two persons family.

Most of the respondents (43%) consumes average 3kg fish per week. usual, many of the respondents don't count their weekly consumption and provided the data based on their assumptions. But from the accumulated data, we can stipulate their weekly consumption is from 2 to kg per week.



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When we dig more about their food consumption behaviour, many of them follow the thumb that weekly 1 to 2 days they consume meat, 2 to 4 days fish and 1 to 2 days egg. Some respondents also said that this behaviour also varies from week to week considering their availability of cash.

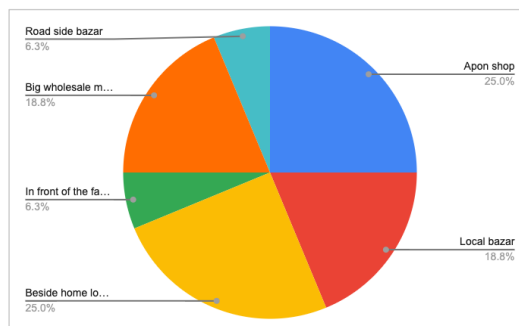
### 4a. Location of fish purchase

Most of the respondents prefer to buy fish from the local bazar (43.75%) which has a dominance around the factory areas of Gazipur. More specifically, they buy from their home

side bazars to get the advance of not carrying far. Also, we got around 25% customers who buy from the Apon shop. Some respondents (18.75%) go to the wholesale market which starts at the crack of the dawn; they go there because of the freshness of the fish and for the price advantage. Although, they said that basically want to go at the weekend to collect whole week's consumption and there is a big hindrance of this market is that they don't cut fish for the customers and they had to spend additional money to access the cutting facilities.

One of the respondents said that he buys fish regularly from the factory gate as the price is always low there in the evening. The price is because the fish quality is also not good and the price sensitive customers buy those- some other respondents quote when we wanted to know more about this market.

One of the female respondents said that she only buys fish from the road side market as this is her way to home.



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#### 4b. Reasons of buying fish from the specific place

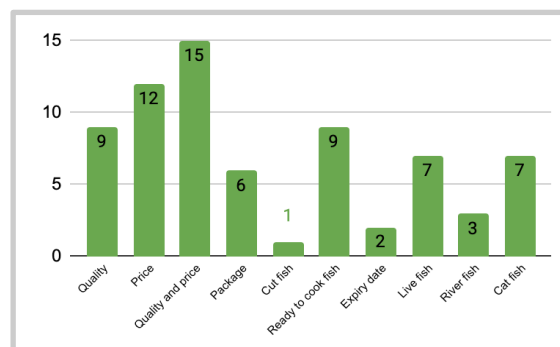
All the participants have their own logic for purchasing from specific places. It was very interesting to find that the workers have their own calculations for each and every purchase they do and there was no stone left unturned when they made their decision. From the survey, we found the following reasons for buying from a specific place.

Purchase place	Reason to purchase
Apon Shop	- Can buy on credit
	- Don't need to go to market
	- Have all other products so we can buy together.
	- Apon has discount on all products
	- I don't need to cut and wash. Can directly go for cooking
	- Apon told it's a good quality as they directly take from the source.
Local bazar	- We used to buy and they became familiar
	- Can see the fish and choose
	- Can bargain
	- Small fishes and big fishes are available there
Beside home local bazar	- I don't need to carry

	- My kids can go there or when I go back home, I can buy.
In front of factory	- They have less expensive fish
Big wholesale market	- They supply to every where
	- Huge variety of fish
	- Their price is competitively low.
	- In the morning their fish is very fresh.
Road side bazar	- Whenever I go to home I like to buy when I do need this.

## 5. Decision factors behind purchasing fish

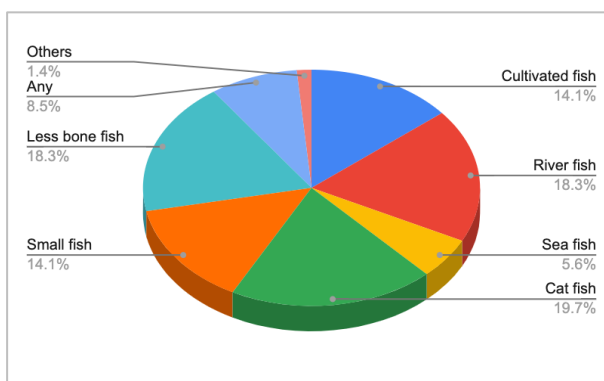
From the survey, it is found that customers care about both price and quality for purchasing the fish. 15 out of the 16 respondents quoted that they need this. In every case, their expression was also that they prefer price over any other factories for purchasing their fish or other commodities. Some people said that they prefer the less expensive fish than the high as their income had a negative impact on their income. Many of the respondents (9 out of 16) also quoted that they like to cook fish and that should be within the price of regular fish. Got the preference from 7 people for the Live Fish and most of them were male (5 persons). They basically go to the market to buy the live fish. Also, 7 participants said that they like the fish with less bones when this came as a point to them; others were indifferent. When it comes to the preference, the river fish is liked by them but they don't want to buy as the river fish is always expensive. Packaging and expiry date seems not so important for the customers.



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## 6. Variety preference on fish

This was also a multiple answer question. From the survey, it was clear that the customers either like the river fish or the fish with less bones. 14 of the 16 customers said that they like Catfish and 13 out of the 16 customers that they like River fish. From the earlier questions, it is found that the customers like the River fish but they can't afford it due to price so they tend to buy the less bone items.

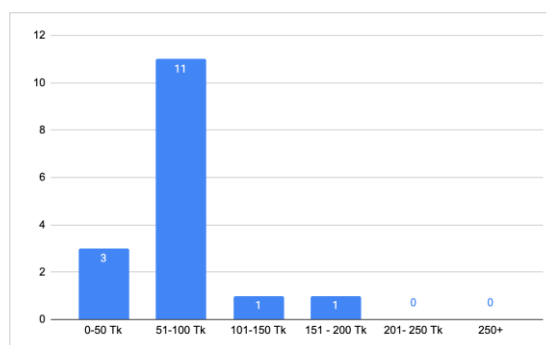


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10 participants also like the small fish and cultured fish. They didn't go for the sea fish as it has very low supply in their market and the price is also high. From the cultured fish category, they basically take Rohu, Catla, Pangash, Tilapia, Mrigel, Minar carp and silver carp fish.

## 6. Daily budget on fish purchase

11 out of the 16 respondents spend below BDT 100 daily for buying fish. Although, they don't have a daily fish consumption record but they do calculate like they will consume below BDT 100 worth fish a day for an average 3 persons family. As we found many of them buy bulk at a time and like to preserve for the next 2-3 days or in some cases for a week. Also, we found 3 respondents who take very less fish and a daily consumption is below BDT 50. For the young respondents the fish consumption rate is lower than the aged who stays with their family. Young respondents take more eggs and follow the mess dining chart who take their meal from the dormitory mess dining.



## Major findings:

- There is a latent demand on the fish and many of the Apon customers buy and eat fish regularly. On an average, 3 kg of fish is needed for a 2 persons family.
- Price is the main factor for taking the purchase decision of fish. With price they do consider the quality. If available, they liked the ready to cook feature of Apon although most of them never thought about this.
- The second factor of purchasing the fish is the quality and they do measure quality seeing the freshness of the fish and they measure the freshness by looking at the fish and whether this is taken from the source in 1 or 2 days or not.



- Regarding the variety, they don't have much preference rather they focus on the price limit and the freshness of the shop. Many customers buy fish in a bulk and preserve the preceding days. Regarding the fish type, they mainly take Rohu, Catla, Pangash, Tilapia, Mrigel, Minar carp and silver carp fish.
- The customers who purchased so far from the Apon shop are because of the credit purchase benefit, discounted pricing and the other products available so they don't need to go visit the market.
- The customers who never bought fish from Apon mainly quoted the reason as they buy fresh fish from the local or wholesale market or from the neighborhood bazars.

## Annex:

### Questionnaire:

Name of the respondent.....
Age..... Gender.....
How long you are working at the factory.....
Factory unit name.....

**Question-1:** Do you buy fish?

**Question-2:** How frequently do you buy fish?

**Question-3:** What are the weekly consumptions for a two-person family?

**Question-4a:** From where you do buy fish?

**Question-4b:** Why do you buy from that specific place?

**Question-5:** What are the decision factors behind purchasing fish?

**Question-6:** Which variety of fish do you prefer?

**Question-7:** What is your daily budget to buy fish?

### **About WorldFish**

WorldFish is an international, not-for-profit research organization that works to reduce hunger and poverty by improving aquatic food systems, including fisheries and aquaculture. It collaborates with numerous international, regional and national partners to deliver transformational impacts to millions of people who depend on fish for food, nutrition and income in the developing world. Headquartered in Penang, Malaysia and with regional offices across Africa, Asia and the Pacific. WorldFish is a member of the CGIAR, the world's largest research partnership for a food secure future dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources.

For more information, please visit [www.worldfishcenter.org](http://www.worldfishcenter.org)