



Market Potential for Quality Certified Dried Fish: A Consumer Choice Experiment in the Galle District of Sri Lanka

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ABSTRACT

The Dried fish is the most common processed fish consumed in Sri Lanka. The country imports dried fish since local production only satisfies 61% of the demand. Local producers face marketing challenges because of the low price they receive. This may cause by non-compliance with product quality standards. However, there is a lack of empirical information on consumer behavior for dried fish. Therefore, the study focused on estimating consumers' willingness to pay for the key features considered when purchasing dried fish and determining their preference. The study was a consumer survey comprising 180 households, divided 60 households into each of the urban, rural, and estate sectors in Galle District, including a choice experiment. The results indicate that the average weekly consumption of dried fish per capita in Galle is 115.2 g, with no significant difference between sectors ($p>0.05$). Sprat is the most preferred species in all sectors, followed by Yellowfin tuna in urban and rural areas and Bigeye scads in estates. Smell and appearance are the key organoleptic features that the consumers considered while over 50% preferred dried fish with a fresh and well-dried appearance. The results of the Choice experiment showed that the consumers preferred locally produced, sun-dried, quality-certified dried fish. Urban and rural consumers are willing to pay an extra amount of SLR 374.21 and 325.89 respectively for 100 g of quality certified dried fish compared to non-certified. Therefore, the study recommends that producers should encourage to obtain quality certifications by providing financial, educational, and technological support.

INTRODUCTION

The Fishing is a full-time or part-time industry that employs over 59.51 million people worldwide, including fishermen and fish farmers (aquaculture). Of the primary sectors, capture fisheries have employed 38.98 million people (FAO, 2020). The fisheries sector in Sri Lanka represents 1.3% of the Gross Domestic Production (GDP) in 2019, providing direct and indirect employment opportunities for 585 000 people in 2019 (Ministry of Fisheries, 2020).

Fish is a perishable good. Therefore, fish processing plays a vital role in preserving the quality and nutritional attributes of fish and preventing contamination along the supply chain. Fish processing is a highly commercial, diversified industry in developed economies. In developing countries, fish processing is gradually becoming a more advanced and value-added sector rather than following the traditional processing methods with the market demand and value for the processed fish (FAO, 2020).

Dried fish is the most popular form of processed fish consumed by Sri Lankans. Drying fish is one of the oldest methods for preserving fish, reducing water activity by removing water and adding salt.

In most scenarios, Sri Lankan fishing communities have engaged in the processing of dried fish as a supplementary income-generating activity. Fish harvests are unpredictable due to weather conditions. As a result, the majority of fishers participate in the processing of fish such as dried fish or Maldives fish to alternate family income with zero fishing days. Hence it has become a way of coping with the climate changes which affect fishing (De Silva et al, 2018).

Most of the women in coastal areas do not engage in fish harvesting, but they mainly take part in pre-harvest and post-harvest activities such as fish processing as they need an additional income to manage household expenses and family responsibilities (Biswas, 2017; Arenas and Lentisco, 2011). Dried fish processing has become a way of empowering fisherwomen in the southern coastal region as it has helped them earn an income to cover the additional expenses in the household (Gunawardana and De Silva, 2019).

A fixed marketing channel for dried fish is observed in most of the South-Asian countries, comprise of processors, commission agents, whole-sellers, retailers, and customers (Deb Nath et al.,2013). The length of the marketing

channel varies with the time and the place (Monir et al.,2012). Dried fish prices are determined by market supply and demand, species, size, and season. However, there is no exact pricing system for dried fish (Amin et al., 2012; Monir et al., 2012). The marketing system for dried fish is heavily controlled by intermediates. Hence the price of the dried fish is almost doubled when it reaches the consumers (Ahmed et al.,2017 cited by Paul et al.,2018).

In Sri Lanka, producers sell dried fish to wholesalers who arrive at processing sites (Gunawardana and De Silva, 2019). Due to the high cost of transportation, producers sell them to the middlemen (Rupasinghe et al.,2011). As there are not many buyers arriving at the processing sites, producers have become incapable of bargaining for a high price for the dried fish. They have to sell the products for the buyer's price (Rupasinghe et al.,2011).

However, in Sri Lanka, the local production of dried fish has not grown to meet market demand. As a result, Sri Lanka imports a significant quantity of dried fish annually to meet excess demand. In 2019, the domestic production of dried fish was 54 880 Mt, satisfying only 61% of the demand, and the country has imported 34 969 Mt of dried fish. Dried fish accounts for 37% of fish and fishery product imports to Sri Lanka (Ministry of Fisheries, 2020).

Under the influence of middlemen, producers have less opportunity to negotiate a higher price for their products. Conversely, they do not have the opportunity to study market requirements with their isolated marketing structure. On the other hand, the local producers have to compete with the imported products as the middlemen choose the imported products over local products as they are available for lower prices (Rupasinghe et al.,2011). Even though the issue of marketing local dried fish at the market has been identified from the producer's point of view, there are no recent studies conducted at the point of dried fish consumers in the Sri Lankan context.

The Ministry of Fisheries Sri Lanka (2020) emphasizes that the average monthly household dried fish consumption in the year 2016 in a household with 3.8 people (approximately four people) is 1.1 kg which leads to 294 g of monthly per capita consumption (Table 01). In addition, the annual per capita consumption of dried fish is 3.5 kg in 2016. On the other hand, 4% of the monthly average household expenditure for food items in Sri Lankan households was committed to consuming dried fish in 2016.

Table 1: Average monthly household consumption of dried fish in 2016

Species	Quantity (g)	%
Sprats	487.0	43.4
Keeramin	76.4	6.8
Salaya	43.7	3.9
Hurulla	22.9	2.0
Thalapath	20.7	1.8
Seer	4.1	0.4
Katta	74.8	6.7
Koduwa	1.5	0.1
Balaya	113.2	10.1
Mora	84.2	7.5
Paraw	5.8	0.5
Anguluwa	41.2	3.7
Prawns	9.2	0.8
Cuttle fish	1.3	0.1
Other marine dried fish	116.1	10.3
Fresh water dried and smoked fish	20.3	1.8

Source: Ministry of Fisheries, 2020

To cope with the issue of marketing locally produced dried fish, it is essential to analyze the dried fish consumer's point of view because "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2013 cited in Brunswick, 2014).

Therefore, this study focused on analyzing the consumer's behaviour to estimate key characteristics considered when purchasing dried fish and to explore consumer preference. The study was conducted in the Galle district, and the data were collected using a structured questionnaire followed by a choice card methodological approach. The results are useful as market information on consumer choice, to producers to enhance the quality of the product to drive consumer demand cost-effectively.

METHODOLOGY

The study was carried out as a consumer survey using a pre-tested structured questionnaire. The questionnaire included questions on preference and consumption of dried fish. The choice cards were included to estimate the consumer's willingness to pay for different attributes of dried fish.

Area Selection and Sampling

The research was conducted as a case study in the District of Galle, Sri Lanka. The target

population is, therefore, those who consume dried fish. We interviewed consumers from three sectors: urban, rural, and the estate. The urban sector is the city area administrated by a Municipal council or an urban council. The estate sector consisted of all the plantations containing more than 20 acres and more than 10 resident laborers. Areas that do not belong above two were classified as rural (Census of Population and Housing in Sri Lanka, 2011).

Sampling was done by a two-stage cluster sampling method. Three clusters of Urban, Rural, and Estate sectors of Galle district were selected at the first stage of clustering. Then two *Grama Niladhari* (GN) divisions were randomly selected from each sector as the second stage of clustering. Sixty (60) dried fish-consuming households from two GN divisions representing each sector were randomly interviewed in a total sample of 180. A list of households of each GN division was the sampling frame. Respondents from each sector were selected to determine whether there is a sector-specific difference in dried fish consumption.

The person who makes the food purchasing decision in the household was asked to respond to the questionnaire like the one who has the idea of making purchases (Moser and Raffaelli, 2012).

Choice Card Experimental Approach

Discrete Choice Experiment methodology is widely used in analyzing consumer preference

in many fields such as marketing and environmental economics (Hensher *et al.*, 2005 cited in Troiano *et al.*, 2016). This Stated Preference method of Discrete Choice Card Experiment is quite popular in analyzing food choices of consumers, mostly the quality attributes. Further, the approach facilitates comparing the intangible attributes concerning food such as food safety, animal welfare, etc. (Ortega *et al.*, 2016).

Discrete choice models describe decision makers' choices among alternatives, and alternatives might represent competing products, courses of action, or any other options which choices must be made. In the market-related choice experiments, consumers provide options to make choices among bundles, called 'choice sets/cards'. For each choice, set a fixed number of combinations (preferably 3-4) of goods. Such combinations are called alternatives. Each choice set usually contains an alternative called 'none-of-these' or 'status quo'. If the respondent is not willing to choose any of the alternatives given, he/she can use the none-of-these alternatives. Usually, the status quo represents the current situation of a good. However, in market-related choice experiments, the status quo is usually designed by considering there is no level for all the attributes (making all the attributes zero). It makes the choice experiment more rationalized by allowing the respondent to reject the given alternatives and choose the status quo. Each alternative is differentiated by key characteristics called 'attributes' and the different 'levels' for each attribute are set (Troiano *et al.*, 2016).

We followed several methods such as a detailed review of the literature regarding the dried fish market and quality issues, in-depth interviews with the expertise (eg: Department of Fisheries), and a pre-survey among the dried fish consumers to decide the attributes and levels (Carlson *et al.*, 2005; Moser and Raffaelli, 2012; Chen *et al.*, 2013; Loose *et al.*, 2013). Based on the results, attributes of origin, method of drying, packing, quality certification, and the price of 100g of dried fish were selected for the cards of choice (Table 2). The non-sensory attributes were selected to make choices. We decided the price levels with the current market prices of dried fish and selected a higher price range than the available prices to estimate whether the consumers are willing to pay a higher price for the high quality. As the study

was conducted to identify the attributes that consumers consider and the MWTP for the attributes, species of fish were not specified. Consumers were asked to mark the choices without special reference to any species of dried fish, considering dried fish as general.

Once the attributes and levels were finalized, the choice cards were designed. To reduce the cognitive burden of the respondent of having more product combinations, we provided a selected set of combinations. For that, a 'D-efficiency' fractional factorial design was developed using the N gene software to design the choice cards. With the selected number of levels for each attribute, there are 32768 possible combinations of choices. However, providing all the combinations will be a burden for the respondent. Therefore, the previous studies have used 6-9 choice cards per study from the possible combinations. Ngene provides the best possible combinations for the given number of choice cards (Mauracher *et al.*, 2013) while Hensher (2010) has recommended a maximum of 3 alternatives per choice card including the status quo. Therefore, each choice card contains 3 alternatives, 2 products, and the not buying option. Nine choice cards were provided to respondents (Annexure 1).

The survey was conducted as a hypothetical choice experiment. A hypothetical market was created for the respondents and asked to imagine that they are providing the product combinations in the choice cards to purchase at a store and mark the combination that they would like to purchase. The product characteristics that do not currently exist on the market were also included in the choice sets in this scenario (Zanoli *et al.*, 2012). Therefore, the level of quality certified dried fish that does not or rarely exist in current Sri Lankan markets were included in the choice sets.

Data Analysis

Data on consumption and preference were descriptively analyzed using Microsoft Excel and SPSS statistical tools. A conditional logistic regression was performed separately for urban, rural, and estate sub-samples to analyze the choice cards using STATA statistical software. Using the results of the regression model, consumer marginal willingness to pay (MWTP) was calculated for each level.

Table 2: Attributes and levels selected for the choice cards.

Attribute	Levels	Description
Origin	Local	The product is produced in Sri Lanka
	Imported (Reference)	The product is imported from another country.
Drying Method	Sun dried	Fresh fish is dried in the sun to make dried fish.
	Oven dried (Reference)	Fresh fish is dried in electric ovens to make dried fish.
Packaging	No packaging (Reference)	Dried fish is not packed or labelled.
	Normal packaging	The dried fish is packed in a standard polyethylene bag and labelled. The product information such as date of manufactured, expiry date, whether the product has quality certification are given in the label
	Vacuum packaging	The packaging of the dried fish is vacuumed. Therefore, the safety and shelf life of the product is higher than the other packing methods. Label contains product information as normal pack
Certification	Yes	The product has quality assurance certification provided by Sri Lanka Standard (SLS) Institute. The certification ensure that product is produced using quality raw materials, equipment and under hygienic conditions.
	No (Reference)	Product does not contain quality certification.
Price (SLR)	150,200,250, 300, 350,400	The market price of 100 g of dried fish

RESULTS AND DISCUSSION

Dried Fish Consumption in Galle District

The average weekly consumption of dried fish per capita is 103.35 g, 123.79 g, and 118.46 g in rural-urban and the estate areas, respectively. There is no significant difference in weekly consumption of dried fish per capita in all three sectors ($p = 0.417$; significant level of 0.05). The average annual per capita consumption of dried fish is 3.5 kg, which leads to 72.92 g of weekly per capita consumption in the country (Ministry of Fisheries, 2020). The consumption of dried fish in the district of Galle is, therefore, higher than the national average. However, during the data collection period (August 2020- November 2020), respondents mention that they consumed dried fish more than in previous years with the spread of the Covid19 virus as the fresh fish supply was dropped. Similarly, Mandala *et al* (2021) also reported that in the Bangladesh context, the consumers who used to purchase fish from the wet markets dropped by 35% due to the pandemic, and they tend to substitute fish from other protein sources, and 16% of the substitutions to fish represent dried fish.

Preferred Species of Dried Fish

Respondents were asked to rank the top three dried fish species they prefer among the dried fish

species they eat. In urban and rural areas, sprat is the most common species ranked first, second or third. In addition to sprat, yellowfin tuna (*Kelawalla*) has become the second or third most preferred species in urban and rural areas. Moreover, Talang queenfish (*Katta*) has ranked as the first preference of the majority of urban consumers after Sprats. However, in the estate sector, sprat was the first preference of the majority, and bigeye scads (*Bolla*) and swordfish (*Sappara*) became the second and third preference (Table 3). As such, there is a good market potential for Sprats. According to the Ministry of Fisheries (2020), Sprats represent 71% of the total dried fish imports to the country.

The majority of the respondents in all the sectors reported that taste is the only reason to prefer the listed species (Urban; 38.33%, Rural; 36.67% and Estate 31.67%). Other than those nutritive values of dried fish have made them preferred the species, especially, Sprat is a good source of Calcium, and some consumers prefer the species because of both taste and nutritive value. Studies also have shown that people consume fish and seafood products due to the health benefits such as high protein content, low-fat level and containing Omega 3 fatty acids (Arvanitoyannis *et al*, 2004 cited in Carlucci *et al*, 2015; Altintzoglou *et al*, 2010 cited in Carlucci *et al*, 2015).

Table 3: Consumer preference for dried fish spices in each sector.

Species	% of households which preferred each species								
	Urban			Rural			Estate		
	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd
Sprats	25.00	26.67	25.00	45.00	26.67	13.33	68.33	18.33	5.00
Skipjack tuna (<i>Balaya</i>)	8.33	8.33	3.33	5.00	8.33	8.33	1.67	3.33	0
Yellowfin tuna (<i>Kelawalla</i>)	13.33	16.67	13.33	15.00	16.67	6.67	3.33	1.67	5.00
Talang queen fish (<i>Katta</i>)	20.00	8.33	6.67	6.67	11.67	5.00	3.33	1.67	0
Indian scads (<i>Linna</i>)	5.00	0	1.67	3.33	6.67	3.33	0	0	0
Bigeye scads (<i>Bolla</i>)	1.67	1.67	8.33	0	1.67	3.33	6.67	30.00	6.67
Sword fish (<i>Sappara</i>)	0	1.67	0	1.67	1.67	3.33	5.00	6.67	8.33
Others*	26.67	33.35	41.67	20.01	33.32	25.01	11.67	16.69	11.69

* *Thalapath, Salaya, Keeramin, Hurulla etc.*

Consumer analysis on organoleptic properties of dried fish

Respondents were questioned whether they consider organoleptic properties such as smell, color, texture (hard or soft), and appearance of the dried fish when purchasing dried fish. The results indicate that smell and appearance play a major role. In the urban sector, 30% of respondents consider both the smell and appearance of the dried fish. In the rural sector, most of the

consumers (18.33%) consider both smell and appearance, and the properties such as color, texture, and appearance in purchasing dry fish. In the estate sector, 15% of consumers consider smell, texture, and appearance, and 15% consider only appearance when purchasing dried fish (Figure 1).

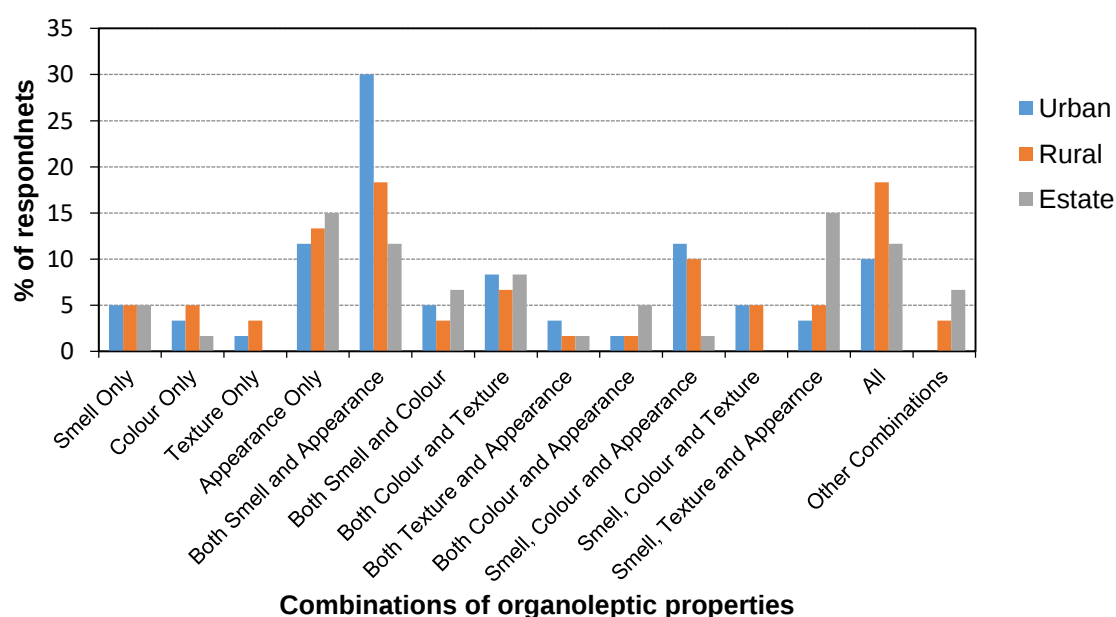


Figure 1: Analysis on organoleptic properties.

From the consumers who consider the smell of dried fish, 52% of the urban consumers prefer dried fish with its inherent smell while 67% and 59% of consumers in rural and estate respectively prefer dried fish with no smell. Among consumers who consider the appearance, fresh and well-dried appearances are the number one factor considered by more than 50% of consumers in all sectors. Hence the producers should consider the smell, freshness, and well-dried appearances when supplying dried fish to the market.

Estimating Consumer's Marginal Willingness to Pay (MWTP) for Product Characteristics

A conditional logistic regression was run using STATA, separately for the urban, rural, and estate sectors. The choice experiment technique is based on random utility theory, which assumes that consumers choose the combination of goods that maximize their utility (Troiano *et al.*, 2016).

The dependent variable in the conditional logistic regression is 'Consumer's choice', and the independent variables are 'Local', 'Imported', 'Sun dried', 'Oven dried', 'No packaging', 'Normally packed', 'Vacuum packed', 'SLS yes (SLS quality certification available)', 'SLS_no (SLS quality certification not available)' and 'Price'. The results show that in all three sectors, the variables 'Oven dried', 'No Packaging', and 'SLS_no' were omitted due to perfect multicollinearity. The omitted levels are the reference levels of the model. In both Urban and Rural Sectors 'Local', 'Sun dried', 'Oven dried', 'SLS_yes' and 'Price' variables are significant at the 5 % level while in the Estate sector the 'Price' component is not significant. To calculate the MWTP, the price component should be significant in choice experiments. MWTP values were thus calculated only in urban and rural areas.

Table 4: Results from the conditional logistics regression model.

Independent variables	Urban (No: of observations = 1620)		Rural (No: of observations = 1620)		Estate (No: of observations = 1620)	
	Log pseudo likelihood = -492.86		Log pseudo likelihood = -475.67		Log pseudo likelihood = -482.70	
	Pseudo R ² = 0.17		Pseudo R ² = 0.20		Pseudo R ² = 0.19	
	Coef:	Std. Err:	Coef:	Std. Err:	Coef:	Std. Err:
Asc	-0.4635	0.2735	-0.2244	0.2688	-0.0040	0.2883
Local	0.9702*	0.1464	1.1551	0.1560	1.3562*	0.1396
Imported	0 (omitted)		0 (omitted)		0 (omitted)	
Sun dried	0.7820*	0.1625	0.5187*	0.1605	0.4605*	0.1477
Oven dried	0 (omitted)		0 (omitted)		0 (omitted)	
Vacuum packaging	0.0193	0.2003	0.0427	0.1961	0.2870	0.1797
Normal packaging	-0.2724	0.2205	-0.0125	0.2294	-0.7561*	0.2419
No packaging	0 (omitted)		0 (omitted)		0 (omitted)	
SLS_yes	1.2349*	0.1476	1.4991*	0.1558	0.6298*	0.1338
SLS_no	0 (omitted)		0 (omitted)		0 (omitted)	
Price	-0.0033*	0.0009	-0.0046*	0.0009	-0.0014	0.0010

* Significant at the 5 % level

According to the model, the consumer prefers locally produced dried fish to imported, sun-dried fish to oven-dried fish as the coefficients of local and sun-dried levels are positively significant in all the sectors. Several studies have shown that the country of origin is one of the main factors on consumer choice concerning fish and fishery

products. Consumers prefer domestically produced fish products over imported products considering their safety, freshness, and quality (Birch *et al.*, 2012 cited in Carlucci *et al.*, 2015; Claret *et al.*, 2012 cited in Carlucci *et al.*, 2015). Therefore, the study suggests that financial support and technology improvements are needed

to improve solar drying to avoid contamination and cope with climate change. Research and development in the solar drying of fish in a sanitary manner are necessary. In addition, positive significant coefficients say consumers prefer quality certified dried fish to dried fish without quality certification. In the packaging attribute, normal packaging was negatively significant only in the estate sector. The negative coefficient implies that consumers do not prefer packed dried fish to non-packed. The level of vacuum packaging was not significant in any of the models. Therefore, the respondent does not consider packaging attributes when making a choice. Consumers have the attitude that packaging is a barrier to identifying the texture and appearance of dried fish, and if the packaging is introduced with a quality certification, they tend to purchase it. As Arvanitoyannis *et al.*, (2004) cited in Carlucci *et al.*, (2015) and Birch *et al.*, (2012) cited in Carlucci *et al.*, (2015), most

consumers prefer to buy non-packaged seafood based on its freshness and low price. The majority of consumers who prefer to buy packaged marine products belong to the younger generation. The following equation is used to derive the MWTP for attributes that have become significant in the model.

$$\text{MWTP} = \frac{\beta \text{ level of the attribute}}{\text{B price}} * (-1)$$

MWTP = Marginal Willingness to Pay

β level of the attribute = Coefficient of the particular level of an attribute

β price = Coefficient of the price

The MWTP values for significant attributes are shown below in Table 5.

Table 5: MWTP for attributes of dried fish in urban and rural sectors.

Sector	MWTP for 100g dried fish (SLR)				
	Local	Sun dried	Vacuum packaging	Normal packaging	SLS certified
Urban	294.00	236.97	Not significant	Not Significant	374.21
Rural	251.11	112.76	Not significant	Not Significant	325.89

The MWTP values indicate the amount of money the consumers would like to pay extra for a particular level of a product compared to a product with the reference level of the same attribute when all the other attributes are equal in the two particular products. Accordingly, in the urban sector, consumers are willing to pay 294 SLR more for 100 g of locally produced dried fish than for 100 g of imported dried fish with all the other attributes of drying method, packaging, and quality certification are equal. Rural consumers are willing to pay 251 SLR more for locally produced dried fish than imported dried fish, while all the other attributes are similar. Furthermore, consumers in urban and rural sectors are willing to pay an extra amount of 237 SLR and 113 SLR respectively for 100 g of sun-dried fish over oven-dried fish when all the other attributes of origin, packaging, and quality certification remain unchanged.

Other than that, the MWTP values for quality certification emphasize that consumers are highly concerned about quality assurance. In both urban and rural sectors, consumers are willing to pay 374 SLR and 326 SLR more respectively for 100 g of quality certified dried fish compared to non-certified dried fish while keeping all the other attributes of origin, drying method, and packaging equal; which is a considerably high amount. The market price of 100g of the species of Sprats, Talang queenfish (*Katta*), Shark (*Mora*), and Skipjack tuna (*Balaya*) are SLR 130, 140, 125, and 90 respectively during the period of data collection (HARTI, 2020). However, previous studies have found that there is a hypothetical bias when hypothetical markets are used in choice experiments. That means the WTP of consumers has stated may be higher than the actual WTP of the consumers, as they state the preference over hypothetical combinations of various attributes. Hence, the overestimation of WTP values is possible with hypothetical markets (Yue et al.,

2008 cited by Yue and Tong, 2009). Apart from that, Tanuja *et al* (2020) have found that 7% of the fish consumers in Odisha, India have stopped consuming dried fish due to the unavailability of hygienically produced dried fish in the market, and they are willing to pay for quality and safety assured value-added fish products along with dried fish. As the education of the people is increased, they are more concerned with food safety. This means that dried fish is no longer a commodity due to its low price and nutritional value. As such, there is tremendous commercial potential for safely produced dried fish (Siddique, 2013). Therefore, producers should be informed about Sri Lanka Standards (SLS) certification and other quality certifications such as GMP (Good Manufacturing Practices) certification provided by the Sri Lanka Standard Institute, their procedures, and their importance. The study suggests that the government should encourage producers to start production with quality certification by providing the necessary financial support, knowledge, and other support.

CONCLUSIONS

Sprats, Yellowfin tuna, Skipjack tuna, and Talang queenfish are the highest preferred species of dried fish in urban and rural sectors, while estate sector consumers prefer Sprats, Big eye scads, and Swordfish. Moreover, consumers prefer locally produced and sun-dried fish to imported and oven-dried fish respectively. In addition, quality assurance plays a critical role in the marketing of dried fish as the highest MWTP values were estimated for quality certification.

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Annexure 1

Example for choice cards used.

	Origin	Drying Method	Packaging	Quality Certification	Price (SLR)	Your Choice
Product 1	Local	Sun drying 	No Packaging 	No 	150	
Product 2	Imported	Sun drying 	Vacuum Packaging 	Yes 	350	
Product 3	None of these					