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**SOCIO ECONOMIC DETERMINANTS OF CONSUMPTION
PATTERN OF FISH AMONG HOUSEHOLDS IN BATTICALOA
DISTRICT**

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ABSTRACT

The availability of fish in rural and urban sectors and fish consumption pattern of households are determined by many factors including socio demographics of consumers. This study was designed to analyze the various factors affecting the quantity of fish consumed and expenditure on fish in the study area. Data related to socio economic traits of households, expenditure, consumption pattern, frequency of purchase and problems encountered in fish purchase was collected from 120 respondents at 3 rural and 3 urban markets in 6 DS Divisions in Batticaloa District. Purposive sampling technique was used to select the respondents and structured questionnaires were used to collect data.

Majority of the respondents in Batticaloa District consume both marine and inland fish while most of the consumers purchase fish collectively at markets and other fish purchasing outlets. The consumers in study area mainly consider both price of fish and fish characters in purchasing decisions.

Total quantity of fish purchased by a respondent in study area was 9.17 kg per month. The total expenditure on fish for a family in study area was Rs. 4109/-. Significant differences were found between the rural and urban market consumers in total expenditure on fish, expenditure on inland fish and expenditure on marine fish.

Total expenditure on fish was significantly affected by total family income per month ($p < 0.01$), quantity of fish purchased per month ($p < 0.01$), type of fish purchased ($p < 0.05$).

Three-quarter of the respondents incurred a travel cost to fish purchase. The major problems faced by the consumers in study area were high market prices of fish, unavailability of fresh fish and seasonality of fish.

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