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**IMPACT OF MARKETING STRATEGIES ON EXPORT
PERFORMANCE OF ORNAMENTAL FISH INDUSTRY
IN SRI LANKA**

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Impact of Marketing Strategies on Export performance of Ornamental fish Industry in Sri Lanka

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ABSTRACT

The ornamental fish industry is categorized as the gainful income source to our country. It generates jobs, incomes and foreign exchange to our country. Sri Lanka ornamental fish industry is ranked tenth in the world as an ornamental fish supplier. The world market growth rate of ornamental fish is 5 percentages and also Sri Lanka's growth rate is 4.7 percentages. However, major challenges facing by this industry is packing technology and direct flights facilities from Sri Lanka to the final market destination etc. According to the current context ornamental fish export industry is undergoing inefficient market condition.

Therefore, the aim of this paper is to investigate the impact of marketing strategies on export performance of Ornamental fish industry in Sri Lanka. The relationship is empirically tested using multiple regression analysis. Marketing strategies covered all the aspect of product, price, place, and promotion. The result obtained that, with regard to the marketing strategy the most discriminating variables on contribution of export performance were of degree of product and promotion.

The result obtains the high positive correlation between marketing strategies and export performance. The product, price and place are most explanatory and high positive strength of relationship variables and exporters should be given more weight when they export the product to foreign market. With regard to product, the variety has the higher correlation with product. The result has shown that promotion was the low positive correlation with export performance. Further, this study maintained that to increase market prospect for Sri Lanka ornamental fish in the world, particularly Poland, Qatar, and United Arab Emirates requires further investment.

Keywords: Marketing strategies, Export performance, Ornamental fish industry