

EXPLORING GLOBAL MARKET DEMAND FOR INDIAN SEAFOOD THROUGH EXPORT INNOVATION

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Abstract:

India is one of the leading seafood exporting nations in the global market, contributing significantly to economic growth, employment generation, and international trade. However, despite its large production capacity, Indian seafood exports continue to face challenges such as limited international branding, trade barriers, logistics inefficiencies, and increasing compliance requirements from global markets. This study investigates the major factors influencing global demand for Indian seafood and evaluates how export innovation and promotional strategies can enhance international competitiveness. The research adopts a systematic analytical approach using descriptive statistics, regression analysis, and hypothesis testing based on data collected from seafood exporters and processing units. The findings reveal that product quality, certification compliance, branding innovation, and targeted promotional strategies significantly improve export performance and global market visibility. In contrast, logistics inefficiencies and trade constraints negatively impact export growth. The study highlights the importance of integrating modern marketing approaches, digital export strategies, policy support, and infrastructure development to strengthen India's seafood export sector. The proposed framework can assist exporters, policymakers, and trade organizations in improving global market penetration, sustainable export growth, and international competitiveness.

Keywords: Seafood Exports; Global Demand; Marketing Innovation; Export Promotion; Trade Competitiveness

Introduction

India has become one of the biggest shrimp producers and exporters in the world and now exports shrimp, frozen fish, cephalopods and value added seafood products to the major markets like U.S.A, Europe, Japan, China and the Southeast countries. Seafood industry is an important sector for the economic development and growth of the country as it generates export income, provides employment and enables the livelihoods of the coastal people. The world's demand for safe, sustainable and high-quality seafood products has been increasing rapidly in recent years, driven by evolving consumer preferences, heightened health consciousness, and global trade. As the world evolves, Indian seafood exporters have a golden opportunity to make their mark on the global stage. The industry still has several operational and strategic issues to overcome to expand export volumes and improve global competitiveness, though. The lack of effective global branding and modern promotional strategies is one of the big challenges, which

are facing Indian exporters of seafood. While digital marketing, international branding, and promoting to customers are gaining traction in export, a lot of exporters continue to use traditional export channels. Furthermore, export efficiency and market access are hampered by high tariff and non-tariff barriers, strict certification condition, inefficient supply chain, and poor cold chain capacity. The objective of the present study is to answer the following questions: What are the critical factors that affect the demand of seafood in the global market, and how can export innovation, promotional strategies and logistics management help to enhance export performance? The study also examines the integrated marketing strategies and policy support available to improve the status of Indian seafood in the global seafood market.

Related work

The export competitiveness, seafood sustainability, marketing innovation, and international trade strategies are some of the topics that several researchers have explored in the context of global seafood industries. A study showed that entrepreneurial innovation and export diversification strategies are important in enhancing the competitiveness of Indian exports in the global market and its penetration into overseas markets [1]. It was reported that strategies for a blue economy and sustainable use of resources had positive impacts on international business opportunities and global trade development [2]. Seafood export companies that followed environmental and sustainability practices showed a strong performance in international markets and their export growth [3]. Export promotion, branding strategies and structured foreign market entry approaches were also identified as crucial for enhancing export success and international visibility in competitive international markets [4].

Table 1. Comparison with Existing Research

Research Work	Marketing Innovation	Logistics Focus	Certification Analysis
[1]	Yes	No	No
[2]	Moderate	No	Yes
[3]	Yes	Moderate	Yes
[4]	Yes	No	No
This Work	Yes	Yes	Yes

The literature review suggests that most of the previous studies have been on sustainability, promotion, and export diversification, however, limited studies have been conducted to combine marketing innovation, compliance with certification, and efficiency in logistics in the context of Indian seafood exports. Hence, this study tries to bridge this research gap by presenting results of an export competitiveness framework which shows a holistic approach.

Key Contributions

The major contributions of this research are as follows:

1. The study identifies the key determinants influencing global demand for Indian seafood exports.
2. It evaluates the impact of marketing innovation, branding strategies, and promotional activities on export performance.

3. The research investigates the role of certification compliance and product quality in improving global market access.
4. The study analyzes how logistics inefficiencies and trade barriers negatively affect seafood export growth.
5. It proposes an integrated strategic framework combining policy support, infrastructure improvement, and export innovation for enhancing global competitiveness.
6. The findings provide practical recommendations for exporters, policymakers, and seafood processing industries.

Method, Experiments and Results

Method

Global demand for Indian seafood exports is influenced by various factors, and export innovation can enhance the competitiveness of exports to the international market, this study used a quantitative research method to investigate the factors affecting India's seafood export demand in the global market and the impact of export innovation on the competitiveness of Indian seafood exports. Primary data were gathered from exporters of seafood, registered seafood processors and industry stakeholders in Kanniyakumari District with the help of structured questionnaire and direct interaction with them. Secondary data was gathered from reliable sources like the MPEDA reports, FAO databases, WTO trade statistics, the publications of international trade journals and Scopus indexed journals. This research used descriptive statistics, regression analysis and hypothesis testing method to systematically analyze the relationship between product quality, marketing innovation, promotional activities, compliance with certification, logistics performance and export performance. Specific inclusion and exclusion criteria were carefully observed to guarantee reliability, relevance and validity of data collected.

Experiments

The experimental analysis was directed to the assessment of the impact of the strategic export variables on the global demand for seafood and the growth in seafood exports. The responses of exporters and processing industries were subjected to statistical software analysis to get a structured dataset. The mean scores and the standard deviations were used in descriptive analysis to measure the influence level of each variable. To assess the strength and direction of the relationships between the independent variables (product quality, marketing innovation, promotion effectiveness, certification compliance and logistics constraints) and the dependent variable (export performance), multiple regression analysis was used. A second phase of hypothesis testing was conducted to test the general conceptual framework and identify any statistically significant relationships. It was possible to identify systematically both positive and negative factors that affect seafood export competitiveness through the experimental design.

Results

Descriptive statistics analysis

Based on the descriptive analysis, it has been found that the product quality (4.52), branding innovation (4.35), and promotion effectiveness (4.21) are most influential driving forces of seafood demand in India at high level of impact. These results illustrate that exporters with a quality assurance and a good branding strategy are more inclined to be successful in foreign markets. Adherence to global standards with the

influence of certification compliance (4.10) is also significant, creating market access. Logistics efficiency has been rated as being moderately efficient (3.78), indicating that there are certain problems that can affect export performance. Overall, the findings highlight that quality and branding are the key drivers, and with respect to logistics, it is an area for improvement.

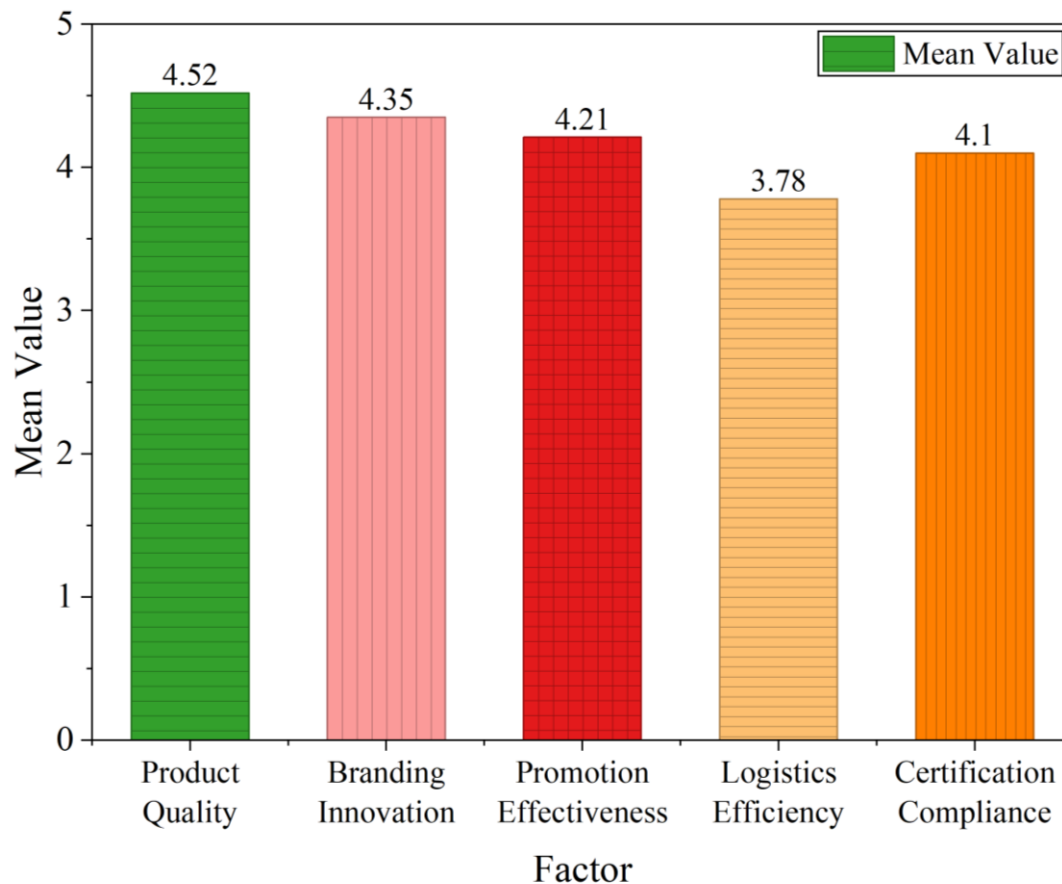


Figure 1 Results of Descriptive statistics

Discussions

From the results, it was observed that the quality of the products is the most significant factor affecting the demand for Indian seafood products in the international market. Quality Management is a strategic need for seafood exporters as consumers around the world are more and more looking for certified, hygienic, and sustainably processed seafood products. The study also finds that export growth is significantly linked with marketing innovation in today's context. Exporters who implement branding strategies, digital promotion, and market-oriented communication strategies have a better visibility and customer engagement in the international markets. Another key finding is the increased importance of compliance with the requirement for certification. Food safety, food sustainability and food traceability laws are increasingly becoming more stringent on international level. As a result, exporters who meet the international certifications will be able to gain better market access and buyer confidence. Although these are positive, inefficiencies in logistics remain to be a negative influence on export performance. The operational efficiency and product quality are affected during the export operation by the lack of cold

storage systems, transportation delay and high logistics costs. The research highlights the importance of coordinated measures across the government, export councils and the seafood industries to facilitate infrastructure modernization, streamline trade processes and encourage export diversification.

Conclusions

This research's conclusion was:

1. The study focused on the key challenges faced by Indian seafood products in terms of their demand and export competitiveness on a global scale, such as their poor international branding, logistics inefficiencies, trade constraints, and the growing requirement for certification in global marketplaces.
2. The data obtained from the seafood exporters, processing units, and secondary trade data were analyzed using quantitative analytical techniques as follows: Descriptive statistics, regression analysis, and hypothesis testing.
3. The results indicated that product quality, compliance to certification, branding innovations, promotional measures have a positive impact on export performance and visibility in the world market, whereas logistics inefficiencies and trade barriers impose a negative influence on export growth.
4. Geographical scope of the study is limited to Kanniyakumari District and the study mainly adopted the perspective of exporters.
5. Analysis of consumer behavior, AI-based seafood export prediction models, international comparative research, and digital trade frameworks for enhancing sustainability and competitiveness in seafood exports are areas that could be explored in future research

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