

Algo, Mirah Angelli M., Alvarez, Glaiza Mae M., Arbis, Jun R., Baclas, Princess Mae B., Bacong, John Rey A., Bautista, Riza T., Benedian, Ramon A., Bulaquena, John Ross G., Dela Cruz, Angeline., Fernandez, Roxan Mae B.. Salvador, Merwin M., **FACTORS AFFECTING THE PRICE OF FISH AS PERCEIVED BY PLAYERS**, Unpublished Undergraduate Research Paper, Bachelor of Science in Business Administration, Northern Iloilo State University, Estancia, Iloilo, March 2024.

ABSTRACT

The descriptive study was to determine the factors affecting the price of fish as perceived by two hundred (200) players selected using the stratified random sampling method. The data were gathered by using a researcher-modified questionnaire, which was juror validated and reliability tested, and were analysed through frequency and percentage, mean and standard deviation, and one way ANOVA. The findings of the study revealed that quality of fish sometimes affect its price as perceived by players when taken as an entire group and when classified as to type of players; weather condition sometimes affect when taken as an entire group for fishermen and middlemen and always to vendors; supply and demand sometimes affect when taken as an entire group, and the fishermen but always to middlemen and vendors. There was no significant difference in the factors affecting the price of fish in terms of quality and supply & demand but there was a significant difference in terms of weather condition when classified as to type of players.

Keywords: Price of fish, Fishermen, Middlemen, Vendors, Factors affecting Price, Quality of Fish