Factors Influencing the Attitude of the Indian Fishermen towards Entrepreneurship Development in Fishery and Its Allied Sectors in Nagapattinam District of Tamil Nadu: An Empirical Study

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Abstract
Globally, the process of socio-economic development becomes the basis for national development at macro level. For the purpose, an entrepreneurial activity is a must. Contribution of fishery and its allied sectors in this line is very significant. It is quite interesting to identify the influencing factors of an individual in this sector. This paper attempts to identify the key factors influencing the Indian Fishermen in Nagapattinam District of Tamil Nadu. The study was undertaken based on the primary data collected from the sample respondents directly by the researcher by using a pre-tested interview schedule comprising the questions in Five-Point Likert Scale. The adequate sample size was determined scientifically to make the respondents representative for ensuring validity and reliability of the data for analysis. Thereafter, the data was tabulated, coded, edited and analyzed with appropriate statistical tools for drawing a meaningful conclusion there-from. The results of the study revealed that Capital' has been the most influencing factor whereas the factor 'Infrastructure' has been the least influencing one. Further, it is also obvious that the factors 'Raw material and Market' are also prominent in influencing the attitude of the entrepreneurs towards the fishery sector. However, the factor labour has higher potential to influence the entrepreneurs than the factor infrastructure.

Key words: Economic Growth, Economic Development, Entrepreneurship, Fishery Sector, Influencing Factors

Introduction

An enterprise development in a country has been providing a platform for socio-economic growth and development. The ability of entrepreneurship ultimately leads to profit making for an entrepreneur. All the nations of the globe have been constantly making sincere efforts to promote entrepreneurship development process to make the unrealistic goal of 'full employment' as realistic one. There are several enterprises emerging out and extending the job opportunities for the people in the world. A research study reported recently that there are 582 million entrepreneurs in the world. Many entrepreneurs from the primary, secondary and territory sectors have been engaged in various business activities. Of such sectors, the fishery and its allied sectors have also been contributing substantially to the national growth and development at large.

Fishery and Its Allied Sectors: a Theoretical Framework

The fishery sector has been observed to be powerful in the process of generating employment opportunities. It provides a source of income for an individual in particular and there by contribute the

national income in general. Eventually, the process of development in fishery and its allied sectors paves away to socio economic development gradually. These entrepreneurial activities under fisheries sector include fish selling, processing transporting, auctioning etc. Remarkably, India has been found to be the third largest producer of fish in the world. The Indian production of marine products accounts for 7.56 percentage of the aggregate fish production universally. Besides, many research studies throw light on the fact that mare than 500 million people, especially in developing countries; depend on fishery and aquaculture directly or indirectly for their livelihood. The allied sectors packing, net drying, repairing etc.,

Thus, owing to its higher potential for generating employment avenues and income, the fishery and its allied sectors ought to paid due attention by the budding entrepreneurs. The Government may also frame appropriate policy and launch suitable schemes to strengthen the hands of such innovators and risk takers. For the purpose, research study of this kind becomes very useful and beneficial due to its positive implications on a society at large.

Relevance of the Study

Entrepreneurship has been identified as an effective tool for stimulating the economic growth and development. The pace of entrepreneurship development depends on the entrepreneurial opportunities and the behaviors and traits of the entrepreneurs. It is very essential for all the developing countries like India irrespective of the business ventures that an individual wants to take up. In accordance with the Schumpeterian view, it can be universally acceptable that an entrepreneur should be capable of converting his/ her new ideas into an invention. Fishery and its allied sectors are not an exception from this perspective. Creativity of such entrepreneurs can only attract more customers towards their business endeavors. The entrepreneurial skill not only provides them employment for themselves but also creates a lot of employment avenues for other aspirant job seekers. In this way, the regular employment ensures income and standard of living constantly to the individuals in particular. Similarly, such entrepreneurial activities lead to the higher rate of GDP and national income gradually. Thus, the broader goal of socio-economic growth can be achieved with the help of entrepreneurship development by any country. Therefore, the fishery and its allied sectors have an enormous scope for entrepreneurship development across the globe. In this context, research studies on the phenomenon of entrepreneurship and its crucial role in boosting the economy become inevitable.

In this context, the present study has been undertaken in order to gain an insight into the phenomenon of entrepreneurship development in fishery and its allied sectors in Nagapattinam district of Tamil Nadu, India. Further, the researcher has made an attempt to identify the key influencing factors of entrepreneurs engaged in marine sectors in the study area.

Literature Review

The researcher has made sincere attempts to review the literature available on the current problem of investigation with the objective of identifying the research gap in the field of study. Few of them have been presented below;

Cruth Field (1972) in his study conducted in East Africa, emphasized the necessity government financing to the marine sector. Has a result, the researcher suggested that adequate financial assistance could accelerate the development of national economy.

Davies and Sakiamolo (1975) in their research study on "***Fish Open World Conference on Cooperative Fisheries"*** reported that cooperatives organizations are of the immense help for development of fishermen.

Dey (2005) they carried out a study on the pattern of fish consumption and Food Security in selected Asian Countries. It results indicated that the economic position of the family depends on the size of fish consumption. The study added further that the fish consumption of within the family was higher in rural areas than the urban areas.

Elhendy (2000) has made a scientific quarry into economics of developing conventional production process in Saudi Arabia. The study concluded that the traditional boats were more suitable than the larger ones while using the trap fishing method.

Gerking (1977) investigated into a global food potential of freshwater fish. The outcome of the study proved that fresh water fish could substantially support the global supply of dietary protein.

***Irine H., Yeni Hastin P,& Gerzon M.*(2017)** analyzed The Factors Affecting Entrepreneurial activities which resulted in a conclusion that the variables like family environment and self motivation have a very high potential of influencing the entrepreneurial decisions.

Joseph Vattamattom (1978) investigated into the Factors influencing the Income of Fishermen in Trivandrum District of Kerala. The researcher concluded his study by stating that the income of fishermen remained constant due to the no bargaining power of fishermen to secure reasonable price for their fish.

Kurien (1978) studied the impact of the entry of big business on fish economy in which it was found that the size of business has a positive impact on fish economy, owing to the emergence of modernization and technology.

Larsson (1975), in his research study, focused on the demographic variables such as income, living conditions of fishermen etc., in Malaysia. The researcher analyzed the variables and interpreted that the Lack of, Productivity, inefficient marketing system etc., lowered the income of the fishermen.

Pollnac (1976) has undertaken a study on gender division of labour in fishing. In his study, he concluded that females were more active than males in marketing of fish and thereby the females became the breadwinners of the family.

Research Questions

The present study has been undertaken to answer the following questions;

1. What are the influencing factors of the entrepreneurs in Indian fishery and its allied sectors in the Nagapattinam district of Tamil Nadu?
2. What are the most and least influencing factors of fishermen in the study area?

Objectives of the Study

The present study has the following objectives;

- To examine the factors influencing the entrepreneurs in Indian fishery and its allied sectors in the Nagapattinam district of Tamil Nadu.
- To identify the most and least influencing factors of the entrepreneurs' attitude towards the fishery sector, and
- To suggest remedial measures for motivating the entrepreneurs towards the fishery and its allied sectors.

Research Methodology

- ***Period of the Study***

For the purpose, the primary data was collected during the period, January – June, 2023. The secondary data was also collected appropriately at different times.

- ***Coverage and Sampling Design***

For the purpose of the selecting the sample respondents, stratified random sampling method was used. The present study was carried out in the coastal district of Nagapattinam in the State of Tamilnadu, covering 8 Taluks. viz., Nagapattinam, Sirkali, Vadaranyam, Tharangambadi, Kutthalam, Mayiladudurai, Thrukkuvalai and Kilvelur. This information was extracted from the Tamilnadu Census Report 2011. Of them, Sirkali, Nagapattinam, Vedaranyam, Kilvelur,and Tharangambadi, are the coastal According to the Fisheries

Department Census Report, 2010, the Fishermen population is 79768 (in person), and 40582 (in person), including both males and females, in Nagapattinam. The persons who are actively engaged in this sector and allied activities will constitute the population parameter for the present study from which the desired sample size will be drawn appropriately. Accordingly, proportionate male and female entrepreneurs from the Nagapattinam district were selected as sample respondents to collect the primary data.

According to a report from the Department of Fisheries and Fishermen Welfare, Government of Tamil Nadu, the marine fisheries production of State is 4.97 lakh tons. The population of fishermen is 10.07 lakh covering 608 villages scattered along with 13 coastal districts of the State. The coastal length of Nagappattinam is 187.9 km out of 1076 km altogether in the State. The population of fishermen was 94,363 consisting of 48028 men and 46336 women, according to District Diagnostic study, Nagapattinam, as per the Census of India, 2011. It constitutes the population parameter from which the desired sample size was determined, with the help of a sample size calculator. The procedures followed to draw the desired sample have been detailed below;

This means 383 or more measurements / surveys are needed to have a confidence level of 95% that the real value is within ± 5% of the measured / surveyed value. However, the sample size was increased to 400 sample respondents with a logic that the validity and reliability of the outcome of a research normally goes up with the increased of its sample size.

Finite Population $n^1 = n/1+z^2 \times p\ (1-p)/£^2N$

Z is the Z score

€ is the Margin of error

N is the population size

P is the Population Proportion

- ***Collection of data***

Being the empirical study, the researcher has used only predominantly the primary data for the present study.

- ***Analysis and Interpretation of Data***

The collected data was analyzed with help of statistical tools such as Mean, Mode, Range, Percentage etc., for drawing meaningful conclusion there-from.

Influencing Factors of Entrepreneurs' Attitude in Fishery Sector of the Study Area: Conceptual Framework

As in the case of entrepreneurship in various sectors, the influencing factors of fishermen are also classified into four categories viz; Economic, Psychological, Personal and Social factors Such factors may either have a positive or negative impact on entrepreneurial development in fishery sector. Positive influence can be understood as facilitative whereas in negative influence may be inhibiting nature in the process of entrepreneurship development of fishery sector.

Economic Factors

Economic factors are the factors which may have direct influence on the growth of entrepreneurship comprising the following;

- ***Capital***

Capital can be considered as on important factor of production. It is anticipated that any change in the size of capital will result in change in profit and thereby facilitating the process of capital formation. The easy accessibility of capital will facilitate an entrepreneur to combine other factors of production such as land, labour, etc., for the purpose of production of the goods. Therefore, the availability of capital may either encourage or discourage the entrepreneur in entrepreneurial activity.

- ***Labour***

Labour is one of the factors of production which may also have a direct or indirect influence on the entrepreneurship development. Undoubtedly, easy accessibility skilled or unskilled labour with cheaper wages will definitely increase the profit margin sizably. It will also induce a budding entrepreneur to capitalize the opportunity and take the advantage of earning more profits. The quality of labour, mobility, infrastructure etc., may also facilitate are hinder the process of entrepreneurship development.

- ***Raw Materials***

No commodity can be produced without raw materials. The emergence of entrepreneurship depends on the availability of such raw materials which may vary from one product to another. Easy accessibility and scarcity of raw material may affect the process of entrepreneurship development positively or adversely. Thus, raw materials' accessibility and entrepreneurial emergence are related to each other.

- ***Market***

  The feasibility for marketability of a product largely determines its profitability therefore, demand for a product necessitates its supply. Over and above the marketing structure or nature of competition may also major determinant of the entrepreneurial growth.

- ***Infrastructure***

Infrastructural facility become the basis for commencement of any business ventures and run smoothly and profitably adequate or inadequate infrastructure may result in either positive impact or negative impact on entrepreneurship development irrespective of nature of business. **PSYCHOLOGICAL FACTORS**

Generally, the entrepreneurs engaged in numerous entrepreneurial activities are being influenced to a greater extent. The degree of such influence may, however, vary from one business to another. The influencing psychological factors of entrepreneurs include the following;

- ***Passion***

  No entrepreneurs can achieve his business goals without passion and commitment. In other words, passion towards a business makes them to work hard for its survival and growth in the long run. Thus, passion becomes from importance influencing factor of an entrepreneur to commence new business ventures.

- ***Need for Achievement***

Need for achievement of an individual it's a self actualization need an individual. According to the theory of Abraham Marcelo, the self actualization need is the highest in hierarchal order. This factor influences the individuals to run a business successfully.

- ***Self Confidence***

Self confidence is very important for an entrepreneur shoulder business risk. Therefore, a self confident entrepreneur can only run his business more efficiently and fulfill his business goals efficiently. Hence, self confidence factor may have a positive impact on the performance of an entrepreneur in a business.

- ***Creativity and Ideas***

  According to Shcumpter's view, as an entrepreneur is an innovator, he is always creating with new ideas. This quality of uniqueness leads to emergence of differentiated products to face the competition more confidently, along with market segmentation, to attract the target audience in the market. Thus, factor of an innovative idea of an entrepreneur turns out to be a unique product ultimately to satisfied the consumers optimally while maximizing profit.

- ***Status***

This status of an individual makes him to engage in business more actively. It may result in social change gradually which may, therefore, be consider as the genesis of entrepreneurship.

- ***Motives***

According to Cole, motive of an entrepreneur to seek monetary and non monetary incentives such as power, security, independence etc., may have positive influence an entrepreneur performance of a business.

- ***Risk Tolerance***

  An entrepreneur, generally, ought to take business risk such entrepreneurs must be capable of facing uncertainties arising out of business. The entrepreneurs of high risk tolerance may be able to seize business opportunities by reducing its threats.

- ***Resilience***

An entrepreneur of resilience never gives up his entrepreneurial efforts due to failures. Rather, he learns a lesson from it which makes him to be strategic approach to overcome such business setbacks to make his business successful.

Social Factors

Social factor is one of the influencing factors of entrepreneurship. It largely determines the behavior of an individual in a society. The social factor of an entrepreneur includes the following:

- ***Social Norms and Values***

An individual's acceptance or rejection of any job depends on the social values prevalence in his society. Such values may also have either positive or negative impact on entrepreneurial behavior of the individual.

- ***Leadership***

The quality of leadership is also one of the important social factor. An entrepreneur can become a leader while engaging in entrepreneurial activities.

- ***Family Background***

Family background has a greater potential of creating an entrepreneurial environment. Such factor may also either facilitate or hinder the growth the entrepreneurial venture.

- ***Role Models***

The successful enterprise will certainly motivate many aspirants to undertake entrepreneurship. Similarly, the failure of an enterprise may also have an adverse effect on entrepreneurial growth in a society. It is, therefore, clear that successful entrepreneurs become the role models who motivate the budding entrepreneurs to take up an entrepreneurial activity.

- ***Social Pressure***

Very often, many entrepreneurs emerge out of social pressure. For instance, if a society imposes lot restrictions to its people, an individual may have a desire of proving his capabilities to establish his identity in the society. Under these circumstances, entrepreneurship can be a better choice for such individuals to establish an identity in a society.

- ***Respect and Status***

Innovation and creativity lead to a social change which differentiates a society from others these innovations ought to be honored and recognized. Thus the attitude of a society towards creativity of an individual determines an entrepreneurial development to a greater extends.

- ***Security***

There is a scope for an entrepreneur ought to be or not opting an entrepreneurship by an individual depends on the secure or insecure social conditions. Entrepreneurs expected to growth in both conditions.

- ***Education***

  The effective or ineffective educational systems may either resulting pro- entrepreneurial of anti-entrepreneurial efforts. The educational systems may either supportive or non supportive to emergence of a entrepreneur via preparing the students accordingly for their placements.

- ***Accessibility to Information***

The flow of information network and its accessibility by the people may have an influence entrepreneurial growth. In other words, if the information is easily accessible, it will certainly the easier for an individual to identify suitable opportunities.

- ***Caste factor***

The caste factor is one of the key factors in influencing the behavior of an individual this factor sets a limits of mobility or immobility of an individual are one caste to another. Such moment of individuals from one culture to another may have positive and negative influence entrepreneurs.

Personal Factors

The personal factors affect the entrepreneurial growth and development to positively and negatively. It compresses the following:

- ***Tolerance for Risk***

As an innovator, an entrepreneur must be a risk bearer in a business risk and returns are generally co related. Higher the risk, higher the returns it will be and vice versa. Therefore, risk tolerance of an individual determines substantially his entrepreneurial chance and behavior.

- ***Family Environment***

  Family environment may encourage or discourage its member to another take up or not take up the entrepreneurial activity the depends on the nature of support on the entrepreneur what an entrepreneur receive from his family. Therefore, the exposer and experience of certain family members may either motivate or discourage others with in the family to take up entrepreneurial activities.

- ***Education***

Educational level of an individual has direct relationship with efficiency or inefficiency of performing a job entrepreneurial activity is not an exception on this view.

- ***Age***

Experience and age are related to each other which largely affect the entrepreneurial growth in a positive or negative manner.

- ***Work History***

  The opinion of the employers on the performance of the employee may have positive or negative influence on his future performance. Such encouragement may also leads to entrepreneurship developments subsequently.

Influencing Factors of Entrepreneurs' Attitude in Fisheries Sector of the Study Area: An Analysis

Based on the theoretical framework on entrepreneurship, an attempt has been made by the researcher to identify the influencing factors of entrepreneurs' attitude in the fishery sector of the study area. An analysis of such identified factors has been tabulated in a Five-Point Likert Scale in Table 1 below for analysis:

Table 1: Influencing Factors of Entrepreneurs' Attitude

N= 400

Statement	**5**	**4**	**3**	**2**	**1**
	VSA	**SA**	**N**	**SDA**	**VSDA**
1. The following economic factor influenced me					
a. Capital	290	70	0	30	10
b. Labor	260	20	0	100	20
c. Raw material	300	50	10	25	15
d. Market	280	70	10	10	30

e.	Infrastructure	200	40	80	30	50
2.	**The following Psychological factor influenced me**					
a.	Passion	200	80	20	50	50
b.	Need for achievement	20	40	60	240	40
c.	Self confidence	290	70	0	30	10
d.	Creativity and ideas	200	40	80	30	50
e.	Status	300	50	10	25	15
f.	Motive	300	50	10	25	15
g.	Tolerance for Risk	240	40	40	40	40
h.	Resilience	240	40	40	40	40
3.	**The following social factors influenced me**					
a.	Social norms and values	200	40	40	70	50
b.	Leadership	240	40	40	40	40
c.	Family background	260	60	0	60	20
d.	Role models	80	40	40	200	40
e.	Social preserve	160	40	40	100	60
f.	Respect and status	160	40	40	100	60
g.	Security	60	20	40	240	40
h.	Education	240	40	40	40	40
i.	Social network	200	40	40	60	60
j.	Caste factor	320	40	0	20	20
4.	**The following personal factors influenced me**					
a.	Tolerance for risk	240	40	40	40	40
b.	Family environment	240	40	40	40	40
c.	Education	260	50	10	60	20
d.	Age	260	60	0	60	20
e.	Work history	200	40	40	80	40

Source: Primary Data **N=** Number of Respondents

Table 1 presents the responses of the sample respondents against the various factor-wise statements pertinent to the phenomenon chosen for the study. The collected data against each factor was further analyzed with help of central measures of tendency and dispersion comprising the Mean, Mode, and Range. The details of analysis and interpretation are shown in Table 1.1 to 1.4.

Analysis and Interpretation

The collected data has been analyzed further in order to gain more insight on the factor –wise influence of the entrepreneurs' attitude in fishery and its allied sectors of the study area as shown in Table 1.1 to 1.4 below;

I. Economic Factors

The researcher has identified the economic factors influencing the fishermen and the responses of the sample respondents were recorded for analysis as exhibited in Table 1.1.

Table: 1.1 Economic Factors Analysis

N= 400

Statement	**5**	**4**	**3**	**2**	**1**
	VSA	**SA**	**N**	**SDA**	**VSDA**
1. The following economic factors influenced me					
a. Capital	290	70	0	30	10
Total Mean Score ∑ (fi x LSS)	1450	280	0	60	10
Mode	72.5	17.5	0	7.5	2.5
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
b. Labour	260	20	0	100	20
Total Mean Score ∑(fi x LSS)	1300	80	0	200	20
Mode	65	5.0	0	25	5.0
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
c. Raw material	300	50	10	25	15
Total Mean Score ∑(fi x LSS)	1500	200	30	50	15
Mode	75	12.5	2.5	6.25	3.75
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
d. Market	280	70	10	10	30
Total Mean Score ∑(fi x LSS)	1400	280	30	20	30
Mode	70	17.5	2.5	2.5	7.5
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
e. Infrastructure	200	40	80	30	50
Total Mean Score ∑(fi x LSS)	1000	160	240	60	50
Mode	50	10	20	7.5	12.5
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

Source: Primary Data

Total Score= ∑(fi x LSS) where:

Fi= frequency of each Likert Scale Score(Number of respondents)

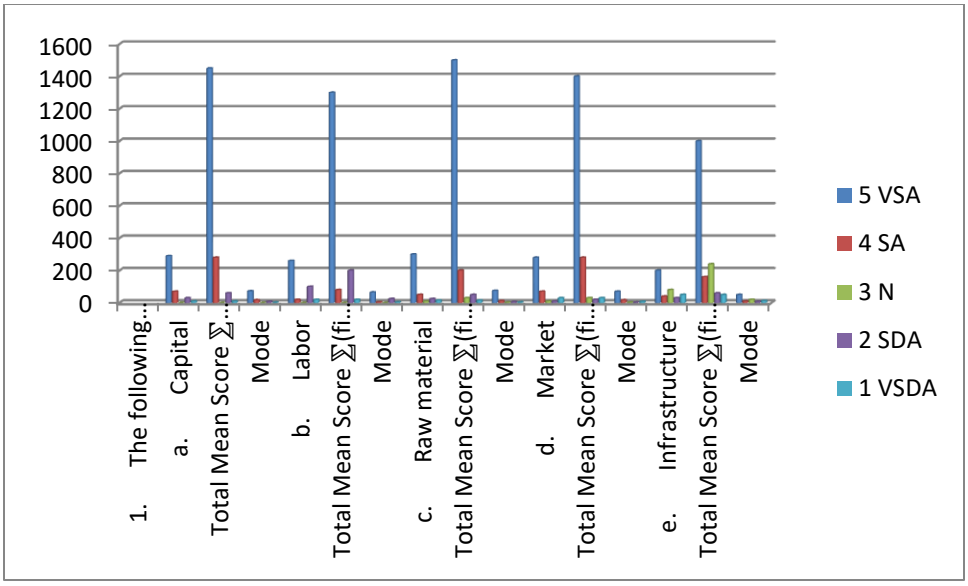
I= Likert Scale Scores, namely SD(1), D(2), Neutral (3), A(4), SA(5)

The range of interpreting the Likert scale means score: 1.0-2.4 (Negative attitude), 2.5- 3.4 (Neutral attitude), and 3.5-5.0 (Positive attitude)

Table1.1 reveals that the factor 'Capital' has been the most influencing factor whereas the factor 'Infrastructure' has been the least influencing one. Further, it is also obvious that the factors 'Raw material and Market' are also prominent in influencing the attitude of the entrepreneurs towards the fishery sector. However, the factor labour has higher potential to influence the entrepreneurs than the factor infrastructure.

The entrepreneurs engaged in fishery sector have inclined to take of business ventures due to easy accessibility to capital, raw material, market etc., . In other words, it is confirmed from the values of the average mean score and mode calculated and shown in Table 1.1
The above data has been graphically represented in Chart 1.1

Chart 1.1: Economic Factors Analysis



Source: Primary Data

II. Psychological Factors

The responses of the sample respondents against the statements given under psychological factors were recorded and analyzed in Table 1.2.

Table1.2: Psychological Factors Analysis

N= 400

Statement	5 VSA	4 SA	3 N	2 SDA	1 VSDA
2. The following Psychological factor influenced me					
a. Passion	200	80	20	50	50
Total Mean Score ∑ (fi x LSS)	1000	320	60	100	50
Mode	50	20	5	12.5	12.5
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
b. Need for achievement	20	40	60	240	40
Total Mean Score ∑ (fi x LSS)	100	160	180	480	50
Mode	5	10	15	60	10
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
c. Self confidence	290	70	0	30	10

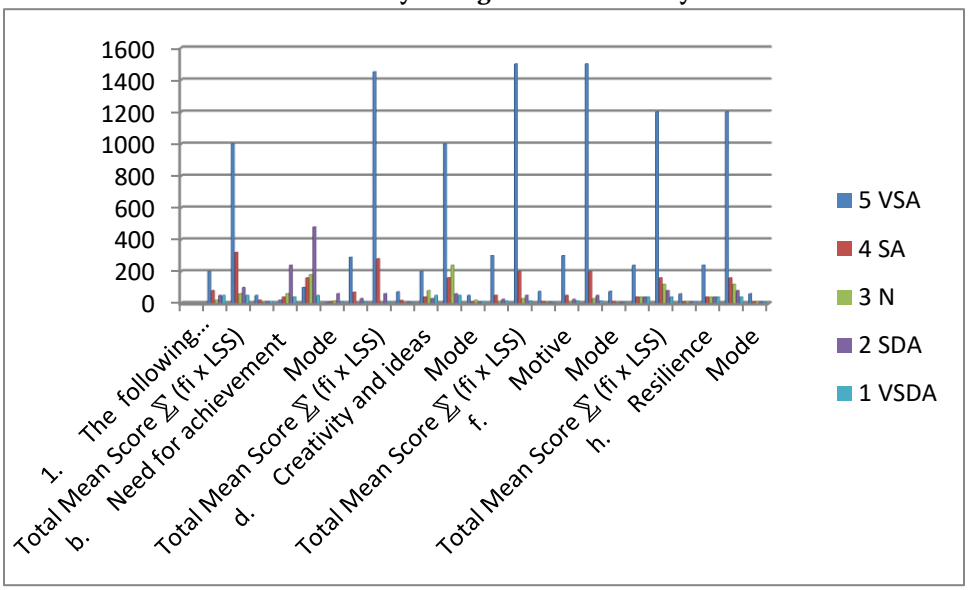
	Total Mean Score ∑ (fi x LSS)	1450	280	0	60	10
	Mode	72.5	17.5	0	7.5	2.5
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
d.	Creativity and ideas	200	40	80	30	50
	Total Mean Score ∑ (fi x LSS)	1000	160	240	60	50
	Mode	50	10	20	7.5	12.5
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
e.	Status	300	50	10	25	15
	Total Mean Score ∑ (fi x LSS)	1500	200	30	50	15
	Mode	75	12.5	2.5	6.25	3.75
	Range(X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
f.	Motive	300	50	10	25	15
	Total Mean Score ∑ (fi x LSS)	1500	200	30	50	15
	Mode	75	12.5	2.5	6	4
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
g.	Tolerance for Risk	240	40	40	40	40
	Total Mean Score ∑ (fi x LSS)	1200	160	120	80	40
	Mode	60	10	10	10	10
	Range(X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
h.	Resilience	240	40	40	40	40
	Total Mean Score ∑ (fi x LSS)	1200	160	120	80	40
	Mode	60	10	10	10	10
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

Source: Primary Data

The analysis of psychological factor exhibits that the factors such as self confidence, status and motive found to be the most influencing factors while the remaining factors have been observed to be the least influencing ones. Therefore, the most of the entrepreneurs the fishery sectors are self confidence who undertake the entrepreneurial activities for gaining social status or dignity, apart from realization of their personal goals. In other words, it is proved from the values of the average mean score and mode calculated and shown in Table 1.2

The above data has been graphically shown in chart

Chart 1.2: Psychological Factor Analysis



Source: Primary Data

III. Social Factors

The social factors influencing the fishermen were identified and the sample respondents' responses were analyzed for interpretation as under in Table 1.3.

Table 1.3: Social Factor Analysis

N= 400

Statement	5 VSA	4 SA	3 N	2 SDA	1 VSDA
3. The following social factors influenced me					
a. Social norms and values	200	40	40	70	50
Total Mean Score ∑ (fi x LSS)	1000	160	160	140	50
Mode	50	10	10	18	13
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
b. Leadership	240	40	40	40	40
Total Mean Score ∑ (fi x LSS)	1200	160	120	80	40
Mode	60	10	10	10	10
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
c. Family background	260	60	0	60	20
Total Mean Score ∑ (fi x LSS)	1300	240	0	120	20
Mode	65	15	0	15	5
Range(X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
d. Role models	80	40	40	200	40

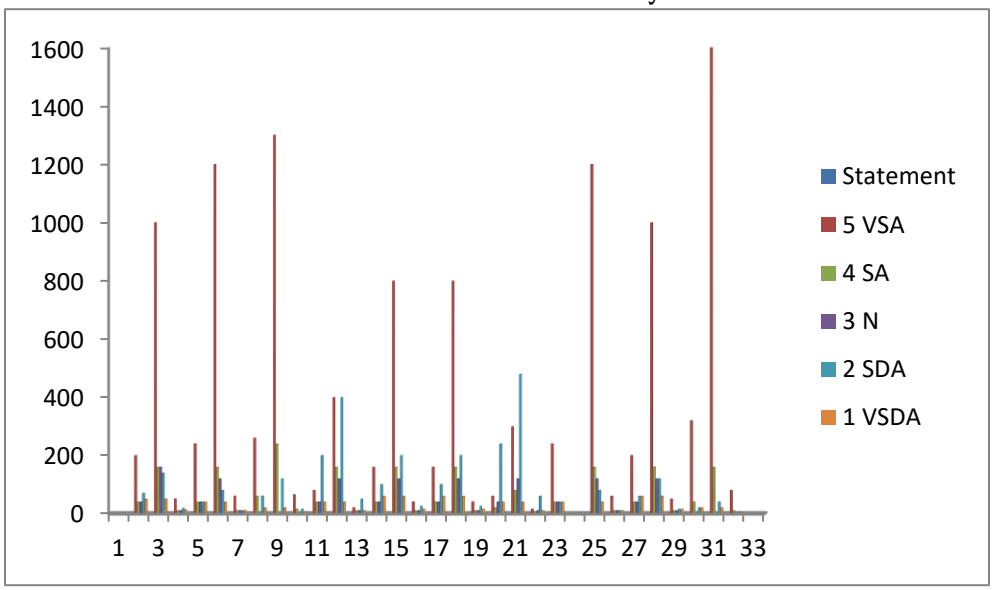
	Total Mean Score ∑ (fi x LSS)	400	160	120	400	40
	Mode	20	10	10	50	10
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
e.	Social preserve	160	40	40	100	60
	Total Mean Score ∑ (fi x LSS)	800	160	120	200	60
	Mode	40	10	10	25	15
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
f.	Respect and status	160	40	40	100	60
	Total Mean Score ∑ (fi x LSS)	800	160	120	200	60
	Mode	40	10	10	25	15
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
g.	Security	60	20	40	240	40
	Total Mean Score ∑ (fi x LSS)	300	80	120	480	40
	Mode	15	5	10	60	10
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
h.	Education	240	40	40	40	40
	Total Mean Score ∑ (fi x LSS)	1200	160	120	80	40
	Mode	60	10	10	10	10
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
i.	Social network	200	40	40	60	60
	Total Mean Score ∑ (fi x LSS)	1000	160	120	120	60
	Mode	50	10	10	15	15
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
j.	Caste factor	320	40	0	20	20
	Total Mean Score ∑ (fi x LSS)	1600	160	0	40	20
	Mode	80	10	0	5	5
	Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

Source: Primary Data

Over and above, the analysis of social factors proves that the factors comprising caste factor, family background, leadership and education have higher potential to influence the entrepreneur in the fishery sector comparatively. In other words, it is evident from the values of the average mean score and mode calculated and shown in Table 1.3.

The above data has been graphically depicted in chart 1.3 below;

Chart 1.3: Social Factor Analysis



Source: Primary Data

IV. Personal Factors

The personal factors influencing the entrepreneurs and the responses received from the respondents were analyzed and presented in Table 1.4.

Table1.4: Personal Factors Analysis

N= 400

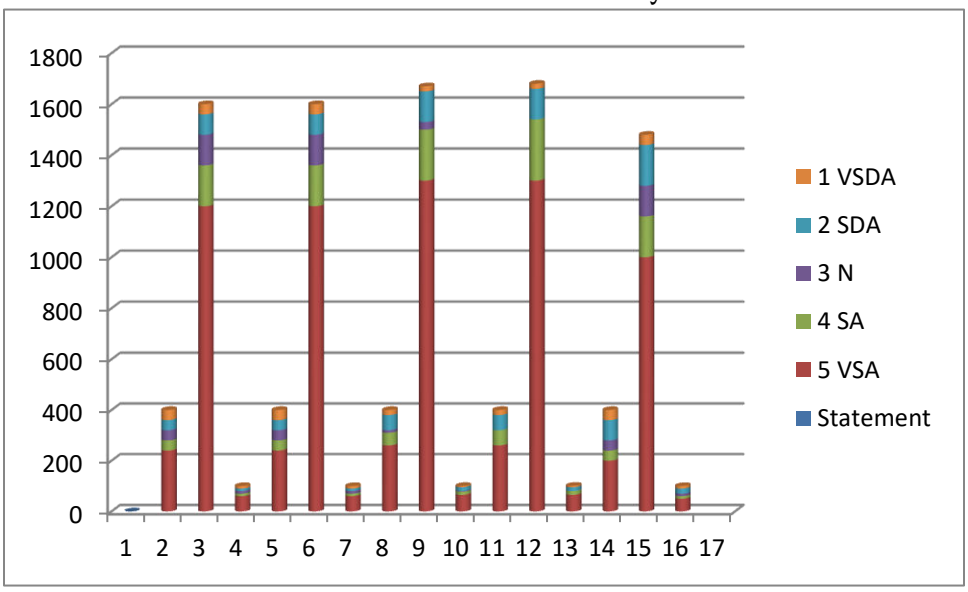
Statement	5 VSA	4 SA	3 N	2 SDA	1 VSDA
4. The following personal factors influenced me					
a. Tolerance for risk	240	40	40	40	40
Total Mean Score ∑ (fi x LSS)	1200	160	120	80	40
Mode	60	10	10	10	10
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
b. Family environment	240	40	40	40	40
Total Mean Score ∑ (fi x LSS)	1200	160	120	80	40
Mode	60	10	10	10	10
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
c. Education	260	50	10	60	20
Total Mean Score ∑ (fi x LSS)	1300	200	30	120	20
Mode	65	13	2.5	15	5
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

d. Age	260	60	0	60	20
Total Mean Score ∑ (fi x LSS)	1300	240	0	120	20
Mode	65	15	0	15	6
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80
e. Work history	200	40	40	80	40
Total Mean Score ∑ (fi x LSS)	1000	160	120	160	40
Mode	50	10	10	20	10
Range (X)=Max(X)- Min(X)	4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

Source: Primary Data

The personal factor consisting of age and education are found to be the most influencing factors while the reaming factors like tolerance for risk, family environment and work history are the least influencing factor.
It may be inferred from the above analysis that the social factor places a predominant role in influencing the entrepreneurs to undertake various business ventures in fishery and its allied sector. All other factors including the economic factor, psychological factor and personal factor have been found to be less significant. In other words, it is obvious from the values of the average mean score and mode calculated and shown in Table 1.4
The above data has been graphically represented in Chart 1.4

Chart 1.4: Personal Factor Analysis



Source: Primary Data

Table 1.a: Influencing Factors and Attitudinal Analysis

N= 400

Statement	Agree	Neutral	Disagree
1.The following economic factor influenced me			
a. Capital	355(88.75)	5(1.25)	40(10)
b. Labour	280(70)	0	120(30)
c. Raw material	350(87.5)	10(2.5)	40(10)
d. Market	350(87.5)	10(2.5)	40(10)
e. Infrastructure	270(67.5)	50(12.5)	80(20)
Total	1610	70	320
Mean	322(*80.5)	14(*3.5)	64(*16)
Attitudinal Indicator	**+	**0	**-
2. The following Psychological factor influenced me			
a. Passion	280(70)	20(5)	100(25)
b. Need for achievement	60(15)	60(15)	280(70)
c. Self confidence	320(80)	40(10)	40(10)
d. Creativity and ideas	240(60)	80(20)	80(20)
e. Status	350(87.5)	10(2.5)	40(10)
f. Motive	350(87.5)	10(2.5)	40(10)
g. Risk tolerance	280(70)	40(10)	80(20)
h. Resilience	280(70)	40(10)	80(20)
Total	2200	260	740
Mean	275(*68.75)	32.5(*8.125)	92.5(*23.125)
Attitudinal Indicator	**+	**0	**-
3. The following social factors influenced me			
a. Social norms and values	240(60)	40(10)	120
b. Leadership	280(70)	40(10)	80(20)
c. Family background	320(80)	0	80(20)
d. Role models	120(30)	40(10)	240(60)
e. Social preserve	200(50)	40(10)	160(40)
f. Respect and status	200(50)	40(10)	160(40)
g. Security	80(20)	40(10)	280(70)
h. Education	280(70)	40(10)	80(20)
i. Social network	240(60)	40(10)	120
j. Caste factor	360(90)	0	40(10)
Total	2630	330	1200
Mean	239.09(*59.7725)	30(*7.5)	109.09(*27.2725)
Attitudinal Indicator	**+	**0	**-
4. The following personal factors influenced me			

a. Tolerance for risk	280(70)	40(10)	80(20)
b. Family environment	280(70)	40(10)	80(20)
c. Education	310(77.5)	10(2.5)	80(20)
d. Age	320(80)	0	80(20)
e. Work history	240(60)	40(10)	120(30)
Total	1430	130	440
Mean	286(*71.5)	26(*6.5)	88(*22)
Attitudinal Indicator	**+	**0	**-

Source: Primary Data

*Figures in parenthesis indicate percentage. **+indicates Positive, - indicates Negative and 0 indicates Neutrality.

The personal factors consisting of age and education are found to be the most influencing factors while the remaining factors like tolerance for risk, family environment and work history are the least influencing factors.

It may be inferred from the above analysis that the social factor plays a predominant role in influencing the entrepreneurs to undertake various business ventures in fishery and its allied sectors. All other factors including the economic factor, psychological factor and personal factor have been found to be less significant. In other words, it is obvious from the values of the average mean score and mode calculated and shown in Table 1.4.

It is clear from Table 1.a that, from the economic factor perspective, 80.5 percent of the respondents are showing the positive attitude towards the entrepreneurial activities in fishery and its allied sectors. 16 percent of them were showing negative attitude whereas 3.5 percent represents were showing neutrality.

The psychological factor reveals that, 68.75 percent of the represents indicates the positive attitude, 23.125 percent of the respondents has shown the negative attitude towards their fishery and its allied activities and the remaining 23.125 percent respondents have maintained neutrality.

The 59.7725 percent sample respondents exhibited the positive attitude towards the social factors, 27.2725 percent of them were having negative attitude and the remaining 7.5 percent sample respondents were neutral.

The personal factors show that 71.5 percent of the respondents were having positive attitude and 22 percent of the sample respondents were having negative attitude and the remaining 6.5 percent of the respondents maintained neutrality.

Findings of the Study

The following are the key findings of the study;

- The factor 'Capitals' has been the most influencing factor whereas the factor 'Infrastructure' has been the least influencing one.
- The factors 'Raw material and Market' are also prominent in influencing the attitude of the entrepreneurs towards the fishery sector. The entrepreneurs engaged in fishery sector have inclined to take of business ventures due to easy accessibility to capital, raw material, market etc.,
- The factor labour has higher potential to influence the entrepreneurs than the factor infrastructure.

- The factors such as self confidence, status and motive found to be the most influencing factors while the remaining factors have been observed to be the least influencing ones.
- The most of the entrepreneurs the fishery sectors are self confidence who undertake the entrepreneurial activities for gaining social status or dignity, apart from realization of their personal goals.
- The social factors comprising caste factor, family background, leadership and education have higher potential to influence the entrepreneur in the fishery sector comparatively.
- The personal factor consisting of age and education are found to be the most influencing factors while the remaining factors like tolerance for risk, family environment and work history are the least influencing factor.
- The social factor plays a predominant role in influencing the entrepreneurs to undertake various business ventures in fishery and its allied sector.
- All other factors including the economic factor, psychological factor and personal factor have been found to be less significant.
- From the economic factors' perspective, 80.5 percent of the respondents were showing the positive attitude towards the entrepreneurial activities in fishery and its allied sector. 16 percent of t hem showing negative attitude whereas 3.5 percent represents are showing neutrality.
- The psychological factor analysis indicate that 68.75 percent of the respondents show the positive attitude, 23.12 percent of them showed the negative attitude towards the fishery and its allied activities and the remaining 23.12 percent respondents have maintained neutrality.
- The 59.77 percent sample respondents were showing the positive attitude from the social factors' perspective, 27.27 percent of them having negative attitude and the remaining 7.5 percent sample respondents were neutral.
- The personal factors shows that 71.5 percent of the respondents having positive attitude and 22 percent of the sample respondents having negative attitude towards negative attitude and balance 6.5 percent of the respondents maintain neutral opinion.

Therefore, (i) it may be inferred that the social factors are playing a predominant role in influencing the entrepreneurs to undertake various business ventures in fishery and its allied sectors. The influence of all other factors including the economic factors, psychological factors and personal factor has been found to be less significant.

Thus, the ***first research question*** of the current study,' 'What are the influencing factors of the entrepreneurs in Indian fishery and its allied sectors in the Nagapattinam district of Tamil Nadu?' ***stands answered*** eventually.

Further, (ii) it may also be concluded that the factor 'Capital' has been the most influencing factor whereas the factor 'Infrastructure' has been the least influencing one. Hence, the ***second research question***,' What are the most and least influencing factors of fishermen in the study area?' ***stands answered*** in this study.

Suggestions and Recommendations

Based on the current study, the following suggestions have been made;

- Accessibility to capital can be made easier to the fishermen while ensuring adequate infrastructure for carrying out fishing activity in the study area.
- A status quo may be maintained in case of raw material and market accessibility of the fishermen.
- The opportunity of labour accessibility may be capitalized by the fishermen to improve the profitability their entrepreneurial venture.
- Sufficient training programs may be organized to enhance the self confidence of the fishermen to carry out the business more confidently.
- Sincere efforts may be taken by the responsible government to increase the level of awareness of the fishermen about how to comments and manage the business in more efficient manner.

Limitations and Scope for the Future Study

The present study is empirical and undertaken at micro level which has the following limitations;

- The use of primary data is predominant as compared with secondary data.
- No other factors except economic, psychological, social and personal factors are taken into consideration for the study.
- No cause and relationship amongst the variables have been measured.
- Only Nagapattinam district has been selected for this study and all other coastal districts of Tamil Nadu are kept outside the purview of the study.

Therefore, it paves a way to the budding researchers to undertake such studies at macro level in future.

Conclusion

Universally, there is an undeniable fact that the entrepreneurship development in diverse sectors has been contributing substantially to the socio-economic growth of a region. Rather, its contribution towards the economic development in terms of potential for creation of employment avenues, enhancement of GDP rate, National income etc., has been very significant. Amongst, various sectors, fishery and its allied sector have been playing a crucial role in promotion of national well-being from the socio -economic perspective. In this context, the current study focused on the factors influencing the attitude of the entrepreneurs in the Indian fishery and its allied sector of Nagapattinam, district of the Tamil Nadu. The outcome of the study reveals that the social factors are playing a predominant role in influencing the entrepreneurs to undertake various business ventures in fishery and its allied sectors. The influence of all other factors including the economic factors, psychological factors and personal factor has been found to be less significant. Therefore, it is suggested that launching of appropriate entrepreneurship developmental schemes in fishery and its allied sectors, proper implementation and constant monitoring of policies in line with the broader economic goals of the India may yield better results in future

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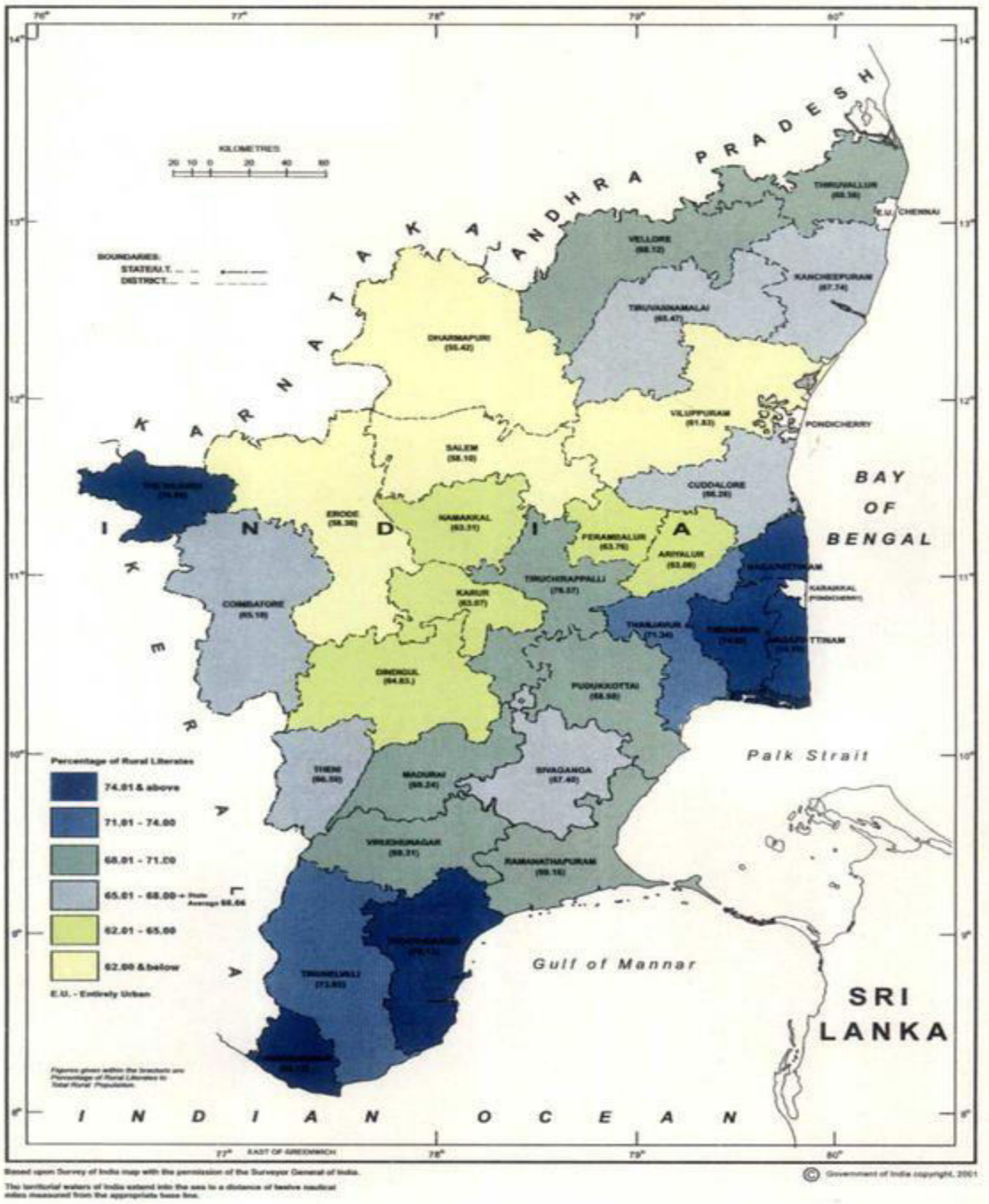
MAP OF INDIA

Source: Mapmy India

MAP OF TAMIL NADU



Source: https://in.pinterest.com/pin/152629874845046154/

MAP OF NAGAPATTINAM DISTRICT OF TAMIL NADU

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