

DETERMINANTS OF SUCCESS OF SHRIMP FARMING IN PUTTALAM



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ABSTRACT

Shrimp farming is an aquaculture business that exists in either a marine or freshwater environment, producing shrimp or prawns for human consumption. It is an extremely diverse activity, currently undertaken in a wide range of physical, social, and economic circumstances. It has been one of the fastest growing aquaculture sectors in Asia and Latin America, and recently Africa, but also one of the most controversial.

The study essentially focuses to find out the level of impact of determinants on success of shrimp farming in puttalam. Totally 50 questionnaire have issued to shrimp farmers who residing in various part of shrimp farming zones on random sampling basis.

Conceptualization framework used to developed questionnaire to the research and each element from conceptualization hold include in the questionnaire. According to the Conceptualization model, through the main objective of the study is to show the determinants of success of shrimp farming such as Proper site selection, financial factors, Disease management, Technology and Marketing.

Method of analysis specifically considered univariate analysis and bivariate analysis. The results are illustrated by tables, pie charts and bar charts. Based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5, which is strongly disagree to strongly agree with 5 scale measures. Simple Regression Analysis is used to find out the level of impact of determinants on success of shrimp farming.

From the estimation it may be able to conclude that Proper site selection, Disease management, Technology and Marketing are in the high level and financial factors are in the moderate level. Finally, the researcher can conclude that overall level of determinants of success is high level of the success of shrimp farming. And also there is a positive impact of overall level of determinants and Success. Particularly the determinants should be improved by shrimp farmers in Puttalam for the purpose of maintaining high success level of the business.

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