CHAPTER VI

DECISION BEHAVIOUR OF THE RESPONDENTS

6.1 INTRODUCTION

The members of FWCS carry on business independently with the aim of improving their standard of living. They faced a lot of problems, which were identified by the researcher. The causes for such problems were also studied through an opinion survey in the study area and their order of importance was discussed in this section.

6.2 DECISION BEHAVIOUR OF SAMPLE FWCS MEMBERS

The FWCS members joined in societies to earn social recognition, financial aid and economic empowerment. The problems of the members were studied through an opinion survey conducted in the study area. The members were asked to rank the causes of each of the problems identified for this purpose in the order of importance. The ranks assigned by the respondents were converted into scores by using Garrett's Ranking Technique.

The various socio economic problems faced by the respondents were categorized as

1. Marketing problems
2. Storage problems
3. Problems in savings
4. Seasonal / cyclical problems
5. Financial Problems
6. Problems in Catch

The various problems faced by the FWCS members were analysed with the help of Garrett's Ranking Technique. This technique was suggested by Garrett for converting the ranks into scores when number of items ranked, differed from respondent to respondent. The per cent position for each rank was found using the following formula[39].

$$\text{Per cent position} = \frac{100\,[R_{ij}-0.5]}{N_j}$$

where,

R_{ij} = Rank given to i^{th} factor by j^{th} individual

N_j = Number of factors ranked by j^{th} individual

By referring to the table given by Garrett, the per cent positions were estimated and converted into scores. Then for each factor the score of various respondents was added and divided by the number of respondents to arrive at the mean score. The mean score thus obtained for each factor was arranged in descending order. The factor with the highest mean score was given the first rank, followed by second, third and so on. It is to be noted that, under each problem, the respondents were asked to give only one rank to a factor.

6.3 MARKETING PROBLEMS

Goods once produced or manufactured must be immediately sold. Selling the right product in the right time at the right place creates place

utility, time utility and possession utility. Any constraint in marketing will lead to heavy loss. In the study area the respondents encountered many constraints at the time of marketing their products. The various causes for marketing problems in the study area were lack of transport facilities, low demand, lack of storage facilities, competition, high price, lack of marketing experience and problem of middlemen. In order to highlight the problems associated with the marketing of products, data were collected and analysed with the help of Garrett's Ranking Technique and the results are presented in Table 6.1.

TABLE 6.1

Marketing Problems

Sl. No	Causes	Garrett's Rank Mean Score	Rank
1.	Competition	59.58	I
2.	Lack of storage facilities	57.35	II
3.	Low demand	54.09	III
4.	Lack of transport facilities	51.22	IV
5.	High price	49.10	V
6.	Problem of middlemen	41.00	VI
7.	Lack of marketing experience	35.90	VII

Source: Computed data.

Table 6.1 shows that competition was attributed as the major cause of marketing problem with the highest mean score of 59.58. Lack of storage facilities ranked second with a mean score of 57.35. Low demand was yet another vital cause with 54.09 mean score. Transport plays an important role in transferring the goods from the place of abundance to the place of scarcity. This was found to be the fourth cause in order with a mean of

51.22. High price for products was found to be another reason with 49.10 mean score. Problem of middlemen was the sixth cause with 41 mean score. Finally lack of marketing experience which the respondents faced, was the least cause of marketing problem with a mean score of 35.90.

6.4 STORAGE PROBLEMS

Preserving of goods for future use is a pervasive human desire. In a consumer-oriented market, productions are undertaken in anticipation of demand. Production and consumption are not simultaneous. Therefore until the goods are needed, the produced goods must be held in stock and preserved and protected from deterioration. Further by preserving goods storage helps in the steady flow of goods to the market. The most perishable goods like fish must be stored in cold storage to make available for consumption regularly throughout the year. Therefore, to facilitate the steady flow of commodities in the market throughout the year special arrangements are to be made for holding and preserving the goods.

In the study area, the respondents faced a few reasons associated with storage problem. They were low demand, low price, far off market places, bumber catch and stocking purpose (for wholesale/export). In order to identify the major cause which created storage problem, data were collected and interpreted with the help of Garrett's Ranking Technique and the results are presented in Table 6.2.

TABLE 6.2

Storage Problems

Sl. No	Causes	Garrett's Rank Mean Score	Rank
1.	Low demand	60.78	I
2.	Low price	56.88	II
3.	Far off market places	55.87	III
4.	Bumber catch	38.50	IV
5.	Stocking purpose (for wholesale/ export)	37.97	V

Source: Computed data

Table 6.2 reveals that low demand was the major reason for storage problem with a mean score of 60.78. Storage becomes necessary under two conditions: when production is seasonal and consumption is throughout, and also when production is continuous but consumption is seasonal. Owing to low price for the catches fish were salted and dried so it was found to be the second reason with a mean score of 56.88. As the markets were at distant places they were stored and used to be sold the next day. It was found to be another factor with 55.87 mean score. Sometimes the quantity of fish might fall beyond average. It also caused storage problem with a mean score of 38.50. Catches stocked for the purpose of wholesale/export were found to be the least factor with 37.97 mean score.

6.5 PROBLEMS IN SAVINGS

The excess of income over expenses could be the saving. The fisherfolk in general are not in the habit of saving. Their income is only

seasonal. They earn during good fishing seasons and spend lavishly. They borrow heavily during lean seasons. They spend more on family and social functions. They earn and spend more but do not save even a portion of their earnings.

The various factors responsible for problem in savings faced by the respondents were identified as less supply, lean season, unexpected expenditure, illness, family functions and festivals, children's education, children's marriage and occurrence of Tsunami. In order to highlight the most dormant cause responsible for the problem in savings in the study area, data were interpreted by using Garrett's Ranking Technique and the results are presented in Table 6.3.

TABLE 6.3

Problems in Savings

Sl. No	Causes	Garrett's Rank Mean Score	Rank
1.	Lean season	59.22	I
2.	Unexpected expenditure	56.09	II
3.	Less supply	55.14	III
4.	Illness	48.84	IV
5.	Occurrence of Tsunami	48.61	V
6.	Children's marriage	46.96	VI
7.	Family functions and festivals	45.45	VII
8.	Children's education	40.70	VIII

Source: Computed data

Table 6.3 reveals that lean season which was the major reason for their inability to save ranks first with the highest mean score of 59.22. The respondents felt that unexpected expenditure in the family also prevented

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them from saving which was found to be the second important reason with56.09 mean score. Less supply of catches were found to be the third reason with the mean score of 55.14. Illness stood fourth with 48.84 mean score. The respondents were unable to save because of the occurrence of Tsunami was ranked fifth with 48.61 mean score. Children's marriage appeared to be the sixth major cause in the order with a mean score of 46.96. The family functions and festivals were found to be the seventh cause with 45.45 mean score. Finally children's education was the least important factor with 40.70 mean score as a cause for the failure to save.

6.6 SEASONAL / CYCLICAL PROBLEMS

Fishing season in Kanyakumari district is from August to November and the lean season is from January to June every year. During the South – West Monsoon in June – September, most of the traditional and mechanised craft fishermen of Kanyakumari district go to the east and west coast of the country as the sea of the district is too rough to venture during this season.

There are giant waves during depression, lean season, fasting by people, inadequate fishing harbours and low demand and supply are the few causes responsible for creating seasonal problems. In order to identify the major cause for seasonal and cyclical problems faced by the respondents data were collected and interpreted with the help of Garrett's Ranking Technique and the results are presented in Table 6.4.

TABLE 6.4

Seasonal and Cyclical Problems

Sl. No	Causes	Garrett's Rank Mean Score	Rank
1.	Lean season	52.28	I
2.	Giant waves during depression	51.45	II
3.	Low demand and supply	49.13	III
4.	Fasting by people	48.63	IV
5.	Inadequate fishing harbours	48.50	V

Source: Computed data

Table 6.4 reveals that the lean season was the major cause for seasonal and cyclical problems with a mean score of 52.28. Giant waves during depression were found to be the next cause with 51.45 mean score. Low demand and supply was found to be another reason factor with a mean score of 49.13. Many people do not buy fish during fasting [Hindus on Tuesdays, Fridays and during the Tamil months Karthigai and margazhi and Christians during the Lent season] in the study area. So it was found to be another cause for this problem with a mean score of 48.63. Inadequate fishing harbours in the study area were found to be the least cause with 48.5 mean score.

6.7 FINANCIAL PROBLEMS

In a money-oriented world, finance is the factor that decides major activities of a person. It is the life-giving element and regarded as a life-blood of business required at every stage. Female fish vendors do their

business by borrowing from Self Help Groups relatives and friends, chit funds and private money lenders.

The various causes responsible for financial problems were identified as repayment of old debts fall in output price, increased cost of living, low marketable surplus (production), occurrence of Tsunami and lack of government support.

In order to highlight the dominant causes that created financial problems data were collected and interpreted using Garrett's Ranking Technique and the results are shown in Table 6.5.

TABLE 6.5

Financial Problems

Sl. No	Causes	Garrett's Rank Mean Score	Rank
1.	Occurrence of Tsunami	52.31	I
2.	Fall in output price	51.60	II
3.	Repayment of old debts	50.62	III
4.	Low marketable surplus	49.01	IV
5.	Increased cost of living	48.37	V
6	Lack of government support	48.09	VI

Source: Computed data

Table 6.5 shows that the occurrence of Tsunami, was the major reason causing the financial strain, with a mean score of 52.31. The fall in output price was found to be the second major factor affecting them with 51.60 mean score. The repayment of previous debts was in the third position with a mean score of 50.62. Low marketable surplus was found to be

another reason with 49.01 mean score. Increased cost of living ranked fifth with 48.37 mean score. Finally lack of Government support was the least important factor with 48.09 mean score as a cause for financial problem.

6.8. PROBLEMS IN CATCH

The raw material for fish marketing carried on by the fisher women is the catch which the fisher men get by venturing into the sea. Many causes have been identified by the researcher in this connection. The various causes pin pointed are presented in Table 6.6.

TABLE 6.6

Problems in Catch

Sl. No	Causes	Garrett's Rank Mean Score	Rank
1.	Utilization of fishing grounds	65.75	I
2.	Rough sea	61.60	II
3.	Loss of lives during fishing	56.38	III
4.	Migrating place	51.43	IV
5.	Absence of owned fishing equipment	47.96	V
6	Loss of equipment	45.02	VI
7	Loss of catch due to pirates	41.77	VII
8	Crossing international borders	36.38	VIII

Source: Computed data

Table 6.6 shows that the factor on utilization of fishing grounds was attributed as the major cause of problems in catch with the highest mean score of 65.75. It has been observed that after tsunami, the condition of the sea has been inordinately rough and venturing into the sea has become really a risky venture, was ranked second with a mean score of 61.60. As fishing

is a perennial occupation for the fisherfolk and which is highly a risky one. Sudden cyclones and water current resulting in loss of life ranked the third with a mean score of 56.38. "Migrating to live is the concept followed by fishermen wherever they go for fishing they had to face with the problem of inheritance which ranked fourth with a mean score of 51.43.

As the economic status of the fisherfolk is also comparatively low, owning of fishing equipment became a cause for catch related problems ranking fifth with a mean score of 47.96. The cause namely loss of equipment was ranked sixth with a mean score of 45.02. While fishing, sometimes loss to the fishermen is also caused by pirates in the form of loss of catches, equipment and even lives. This cause became the seventh rank with a mean score of 41.77. When the fishermen cross the international borders while catching fish they are put to many hardships which resulted in the eighth rank with a mean score of 36.38.

6.8. SUMMARY

The foregoing analysis reveals that the various socio-economic problems by which the respondents of the study area affected were classified as marketing problems, storage problems, problems in savings, seasonal/cyclical problems, financial problems and catch related problems. The respondents of the study area have been facing so many other crucial problems which hinder their growth and development. They are lack of

technical know-how, lack of technological development, market uncertainty, unorganised market, inadequate income, excessive domination of middlemen, traditional marketing process, ineffective marketing channel, inadequate planning and lack of co-ordination between producers and marketing agencies.