

SATISFACTION LEVEL TOWARDS LIFE STYLE CONDITIONS AND FACTORS AFFECTING THE BUYING PATTERN OF FISH VENDORS IN KANYAKUMARI DISTRICT

Dr.G.SAHAYA SHINY, Assistant Professor of Commerce, Holy Cross College (Autonomous), Nagercoil.

ABSTRACT

The main aim of the study is to identify the satisfaction level of fish vendors regarding life style conditions and know the factors affecting the pattern of buying (lifestyle) of fish vendors in Kanyakumari District. This study is an empirical research based on survey method. The primary data were collected from the fish vendors by the researcher herself, with the help of a well-structured interview schedule. 400 fish vendors are identified as the sample respondents for the study by using multi-stage random sampling method. It is found that festival season and less job opportunities are the important factors affecting the pattern of buying among the fish vendors who are unmarried. It is identified that fulfilment of all basic needs and can educate the children are the important satisfaction level towards life style conditions among the fish vendors who are uneducated.

KEY WORDS: Factors, Satisfaction, Fish Vendors and Life Style

INTRODUCTION

Fish vendors operate as an important link between producers and the final consumers, making fish available to consumers in urban and remote rural areas, and enhancing food security in tangible, but unrecognized ways. Fish vending is a traditional occupation that has been a means of livelihood for thousands in India, with the majority of fish vendors being women.

STATEMENT OF THE PROBLEM

At the market itself, vendors face other kinds of problems. Fish vending spaces are either not recognized or just do not exist. Vendors are often harassed into paying 'informal taxes' in order to continue vending fish at a particular spot. With the absence of legitimate vending zones, those vending fish on city pavements and other areas are perceived as encroachers on public spaces. They are constantly harassed and threatened with eviction by the police and civic authorities. While a few fish vendors sell the fish at the landing centre or harbour itself, for the rest, the next major challenge after procurement is to transport the fish to the market place. As the distances involved may be considerable, fish vendors need to use some form of transport. In many situations, vendors are usually denied access to public transport, given the nature of the product they are dealing with. This means hiring autorickshaws, or other forms of transport, a significant expense in itself. Male fish vendors, with access to their own transport, are at a comparative advantage.

OBJECTIVES OF THE STUDY

- ✓ To identify the satisfaction level of fish vendors regarding life style conditions
- ✓ To know the factors affecting the pattern of buying (lifestyle) of fish vendors in Kanyakumari District

METHODOLOGY

This study is an empirical research based on survey method. The primary data were collected from the fish vendors by the researcher herself, with the help of a well-structured interview schedule. The secondary data were collected from journals, magazines, newspapers and books. 400 fish vendors are identified as the sample respondents for the study by using multi-stage random sampling method.

ANALYSIS AND INTERPRETATION

Satisfaction level towards life style conditions and Age groups of fish vendors

'ANOVA' test is used with the null hypothesis as, "There is no significant difference in satisfaction level towards life style conditions among different age group of fish vendors in Kanyakumari district". The result of 'ANOVA' test is presented in Table 1.

Table 1 :Satisfaction level towards life style conditions among different age group of fish vendors

Satisfaction level towards life style conditions	Age Groups			F Statistics
	31-40	41-50	51-60	
Fulfilment of all basic needs	3.4319	3.8500	3.6806	2.641*
Fulfilment of all social needs	3.3022	3.7650	3.4792	2.567*
Better infrastructure facilities at home	3.2756	3.4500	3.4438	1.367
Take adequate nutrition food	3.2783	3.4059	3.3500	1.037
Recognition in the society	3.2715	3.4750	3.3815	1.014
Lives comfortable life	3.2250	3.3778	3.3221	1.115
Better hygienic facilities	3.3250	3.5861	3.3915	1.457
Good amenities in the society	3.3993	3.6278	3.5250	1.526
Can educate the children	3.3451	3.7500	3.5560	1.564
Better position in the society	3.4028	3.7200	3.5417	2.511*

Source: Primary data

*-Significant at five per cent level

Regarding the satisfaction level towards life style conditions among different age group of fish vendors, fulfilment of all basic needs, fulfilment of all social needs and better position in the society are statistically significant at 5 per cent level.

Factors affecting the pattern of buying (lifestyle) of fish vendor and Age

'ANOVA' test is used with the null hypothesis as, "There is no significant difference in factors affecting the pattern of buying among different age group of fish vendors in Kanyakumari district". The result of 'ANOVA' test is presented in Table 2.

Table 2 :Factors affecting the pattern of buying (lifestyle) among different age group of fish vendors

Factors affecting the pattern of buying (lifestyle)	Age Groups			F Statistics
	31-40	41-50	51-60	
Irregular income	3.6750	3.8611	3.7882	1.060
Inadequate income	3.8250	4.1139	3.9368	2.610*
Debt	3.6750	3.9889	3.8229	1.453
Festival season	3.8698	4.2250	4.0278	1.303
Health problem	3.7083	3.9985	3.7639	1.811
Strike	3.6806	3.8750	3.7040	1.543
Climatic changes	3.9403	4.1500	3.9306	1.673
Fish breeding season	3.8000	3.9618	3.8525	1.783
Less job opportunities	3.7875	4.1167	3.8976	1.467
Less working hours	3.7576	4.1750	3.9889	2.504*

Source: Primary data

*-Significant at five per cent level

Regarding the factors affecting the pattern of buying among different age groups of fish vendors, inadequate income and less working hours are statistically significant at 5 per cent level.

Factors affecting the pattern of buying (lifestyle) of fish vendor and Marital Status

'ANOVA' test is used with the null hypothesis as, "There is no significant difference in factors affecting the pattern of buying among different marital status of fish vendors in Kanyakumari district". The result of 'ANOVA' test is presented in Table 3.

Table 3 :Factors affecting the pattern of buying (lifestyle) among different marital status of fish vendors

Factors affecting the pattern of buying (lifestyle)	Marital Status				F Statistics
	Unmarried	Married	Widow	Divorced	
Irregular income	3.6250	3.9583	3.8750	3.7778	1.586
Inadequate income	3.7083	3.8646	3.9607	3.9375	1.706
Debt	3.7500	3.9286	3.8125	3.8056	1.683
Festival season	3.9083	4.1250	3.9179	3.8792	1.613
Health problem	3.6250	4.0313	3.6964	3.7522	2.913*
Strike	3.6667	3.8750	3.7143	3.6840	1.843
Climatic changes	3.6875	4.0357	3.9583	3.8403	2.584*
Fish breeding season	3.7813	4.2500	3.9643	3.9501	2.469*
Less job opportunities	3.8125	3.9583	3.7542	3.7929	1.309
Less working hours	3.7611	4.1075	3.9583	3.8750	1.196

Source: Primary data

*-Significant at five per cent level

Regarding the factors affecting the pattern of buying among different marital status of fish vendors, health problem, climate changes and fish breeding season are statistically significant at 5 per cent level.

SUGGESTIONS

- Development of infrastructure for transportation, storage and processing would be a key to compete in the international market, and this would require considerable public and private sector investments. These efforts need to be supported by appropriate fiscal and regulatory policies.

CONCLUSION

Though fish marketing holds a huge potential, it is still highly unorganized and unregulated in India. It has long been neglected for various reasons and serious efforts have not been made on marketing of fishes as compared to its production. To improve the market facilities in the coastal villages of Kanyakumari district, adequate structures need to be in place. These include training of local fisheries staff and assembly of marketing team, building a processing centre, establishing a logistic unit and most importantly ensuring gender equity.

REFERENCES

- ✓ Sivanesan.R (2014). Problems and Prospects of Fisherfolk in Kanyakumari District of Tamil Nadu. International Journal of Research in Management and Business Studies, Vol.1, Issue.1.
- ✓ Anitha, S., and Aswathy, S.S. (2014). Challenges Faced by Women Fish Vendors in Unorganized Markets: A Case Study. New Man International Journal of Multidisciplinary Studies, Vol.1, No.(12), pp.103-107.