

Correlation Between Independent Variables of Inland Fish Farmers and their Information Seeking Ability

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(Received: 09 September 2023; Revised: 10 October 2023; Accepted: 20 October 2023; Published: 15 November 2023)
(Published by Research Trend)

ABSTRACT: The study was carried out in Anand district of Gujarat state with 150 randomly selected inland fish farmers. A pre-tested interview schedule was prepared in light of the objectives and respondents were interviewed either at their home or work place. Ex-post facto research design was used. For measurement of variables included in study, different scales and scoring techniques were used. The result designated that amongst the fifteen selected variables of the of inland fish farmers in the study annual income, participation in training, exposure to agricultural mass media, risk orientation, achievement motivation, scientific orientation, innovation proneness and self confidence had establish positive and significant relationship with the information seeking ability of inland fish farmers, whereas education and social participation had establish negative and significant relationship with the information seeking ability of inland fish farmers and age, caste, contact with extension agency, pond size and economic motivation failed to show any significant influence on the information seeking ability of inland fish farmers.

Keywords: Relationship, fish farmers, information seeking ability, Inland fish farming, managerial efficiency, annual income and risk orientation.

INTRODUCTION

Paradigm shifts in terms of increasing contributions from inland sector and further from aquaculture have been significant over the years. With high growth rates, the different facets, viz., marine fisheries, coastal aquaculture, inland fisheries, freshwater aquaculture and coldwater fisheries are contributing to the food basket, health, economy, exports, employment and tourism of the country. Fish farmer are engaged in the various activities of fish farming and the most important activity from those which has provided them better way of living. With the help of technological innovations, greater degree of specialist availability and power of human resource has developed lot. However, in this process fish farmers' efforts was involved and that have risen to management and hence, it is an important factor to utilize these available resources and accumulate capital in effective manner. Only management does not decide in which particular alternatives and particular resource should be used but also takes action to utilize it in that particular activity in the best way at appropriate stage/ time to get maximum benefit. The co-ordination of all the activity according to time constraint is important in management and

managerial efficiency is depending upon information seeking ability of inland fish farmers.

Objective. To find out the relationship between the profile of the inland fish farmers and their information seeking ability.

METHODOLOGY

The study was carried out in Anand district of Gujarat state. The basic information concerning the study was collected from the records of district, taluka as well as village panchayat and office of the Fisheries Development Officer of Anand district. 150 inland fish farmers were proportionately and randomly selected out of total 464 inland fish farmer from all the eight talukas. A pre-tested interview schedule was prepared in light of the objectives and respondents were interviewed either at their home or work place. Ex-post facto research design Kerlinger (1976) was used. For measurement of variables included in study, different scales and scoring techniques were used.

RESULTS AND DISCUSSION

The action of individual farmer is governed by personal, socio-economic, communicational, situational and psychological factors involved in situation. An inland fish farmer shows different degree of perception

towards various aspects of the inland fish farming because of the difference in their personal characteristics. Thus, it may be stated that the degree of information seeking ability differs with their personal, socio-economic, communicational, situational and psychological characteristics. Hence, considering the importance of these characteristics and review of past research studies, an attempt has been made in this investigation to ascertain the relationship if any,

between personal, socio-economic, communicational, situational and psychological characteristics of inland fish farmers and their information seeking ability.

A statistical method of Karl Pearson's coefficient correlation (r) was used to calculate relationship between the characteristics of inland fish farmers and their information seeking ability. The result obtained is dispensed in Table 1.

Table 1: Relationship between profile of inland fish farmers and their information seeking ability (n = 150).

Sr. No.	Characteristics	Correlation coefficient ('r' value)
1.	Age	0.123
2.	Education	-0.525**
3.	Social participation	-0.165*
4.	Caste	0.029
5.	Annual income	0.347**
6.	Participation in training	0.421**
7.	Contact with extension agency	0.126
8.	Exposure to agricultural mass media	0.494**
9.	Pond size	0.103
10.	Economic motivation	0.130
11.	Risk orientation	0.385**
12.	Achievement motivation	0.463**
13.	Scientific orientation	0.389**
14.	Innovation proneness	0.458**
15.	Self confidence	0.289**

* Significant at 0.05 per cent level of probability; ** Significant at 0.01 per cent level of probability

A. Age and information seeking ability

The data presented in Table 1 clearly revealed that age of the inland fish farmers ($r = 0.123$) was found non significantly co-related with their information seeking ability which implies that irrespective of different age groups of fish farmer, their information seeking ability was uniform. To epitomize the results of the study, it can be stated that age of inland fish farmers failed to show their influence in deciding their information seeking ability. Generally young aged farmers were more enthusiastic in nature with unique power of reception and had ability to interpret the information and ideas and on other hand, old age farmers had greater accumulated experience might have resulted into its non-significant influence on information seeking ability. Thus, it can be said that age of inland fish farmers was the trivial factor for determination of information seeking ability. This result was in conformity with Reddy (2006); Birajdar (2012); Mande (2015).

B. Education and information seeking ability

It was clear from the data introduced in Table 1 that education of the inland fish farmers had negative and highly significant ($r = -0.525^{**}$) correlation with their information seeking ability. It can be inferred that there was higher information seeking ability among those farmers having not higher level of education might be the possible explanation of this type of result. Thus, education is vital factor in shaping information seeking ability of inland fish farmer. This finding was in conformity with the finding of Jadav (2018); Makwana (2020).

C. Social participation and information seeking ability

The data submitted in Table 1 depicted that there was negative and significant ($r = -0.165^{*}$) correlation between social participation of the inland fish farmers and their information seeking ability. Concluding the finding it can be said that information seeking ability of fish farmer was similar among the different level of their social participation as it was observed during field survey that majority of the fish farmers were members in co-operative societies where the issues of fish farming are rarely discussed and hence social participation has no role to play in deciding information seeking ability might be the one of the cause for this finding.

D. Caste and information seeking ability

The data presented in Table 1 indicate that caste of the inland fish farmers had exerted and non-significant ($r = 0.029$) correlation with their information seeking ability. It can be inferred that information seeking ability was observed higher among general and OBC fish farmers than SC and ST as these caste had a relatively high ritual position in the local caste hierarchy which does not allow them to involving in progressive outlook activities and hence they are traditional and orthodox in nature and run fish farming as traditional occupation.

E. Annual income and information seeking ability

The data furnished in Table 1 shows that annual income of the inland fish farmers had established positive and highly significant ($r = 0.347^{**}$) correlation with their information seeking ability. It can be inferred that annual income of inland fish farmer is determining

factors in deciding information seeking ability. It is clear that money on hand is the key element to facilitate the information seeking ability of fish farming and this will be operational motives to direct them for making rational decision among the alternatives with them resulted in to development of other traits of management leading to enhancement of information seeking ability. This finding was in conformity with the finding of Jadav (2018); Makwana (2020).

F. Participation in training and information seeking ability

The data presented in Table 1 disclosed that participation in training of the inland fish farmers was positively and highly significantly ($r = 0.421^{**}$) correlated with their information seeking ability. Thus, Training is the tool by which desired changes in planning ability can be brought about and hence information seeking ability was higher among those inland fish farmer who have undergone training and thus training provides defreezing of old behaviour and refreezing of new behaviour for managerial aspect coupled with application of new technologies leading to their success in planning their enterprise. Thus, participation in training influenced information seeking ability of inland fish farmers. This result was in accordance with Birajdar (2012); Mande (2015).

G. Contact with extension agency and information seeking ability

The data in Table 1 designate that contact with extension agency of the inland fish farmers had shown non-significant ($r = 0.126$) correlation with their information seeking ability. It can be inferred that extension agencies need to reach the inland fish farmers to enhance their extent of information seeking ability as more exposure of inland fish farmer to extension agencies, favourably predisposed to acquire information, consequently raising their knowledge and confidence level which might reinforce them to participate in decision making process. This result was commensurate with Patel (2010); Alam *et al.* (2017); Makwana (2020).

H. Exposure to agricultural mass media and information seeking ability

The data pointed out in Table 1 revealed that exposure to agricultural mass media of the inland fish farmers had exerted positive and highly significant ($r = 0.494^{**}$) correlation with their information seeking ability. To epitomize the result, it can be said that generally, inland fish farmers exposed more mass media are able to get information about various governments schemes which compelled to make contact with extension agencies resulted into get clue for better planning tactics lead to develop their information seeking ability. Hence exposure to agricultural mass media had made significant contribution in information seeking ability of inland fish farmers. This result was in compliance with Rajan *et al.* (2013).

I. Pond size and information seeking ability

The perusal of data Table 1 find out that pond size of the inland fish farmers had non-significant ($r = 0.103$)

correlation with their information seeking ability. The probable reason might be that the small pond size owners can also generate a good revenue through inland fish farming. Thus, with the different pond size of the inland fish farmer, their information seeking ability was different and had key role to play in deciding the information seeking ability. The result was accordant with Nath (1993).

J. Economic motivation and information seeking ability

The data depicted in Table 1 show that economic motivation of the inland fish farmers had non-significant ($r = 0.130$) correlation with their information seeking ability. From the above findings, it can be summarized that economic motivation is the basic character upon which other motives and drives are built. When one develops higher level of economic motivation and wants to achieve it, he would strive hard and get internalize himself about different aspects of profit maximization. But the results revealed that it does not reflect in to enhancement of the information seeking ability. Hence economic motivation of inland fish farmers had no influence in moulding their information seeking ability. The result was in assent with Birajdar (2012); Makwana (2020).

K. Risk orientation and information seeking ability

The data in Table 1 stated that risk orientation of the inland fish farmers had positive and highly significant ($r = 0.385^{**}$) correlation with their information seeking ability. From the above findings, it can be concluded the fish farmer with higher levels of risk orientation would be much ahead of other in exploiting the benefits of timely fish farming activities to be done which enforced to take decision in natural way might be possible explanation of this result. Thus, risk orientation of inland fish farmer is important determinant in shaping information seeking ability in desirable direction. The result was accordant with Mande (2015).

L. Achievement motivation and information seeking ability

The data put forward in Table 1 calculated that achievement motivation of the inland fish farmers had positive and highly significant ($r = 0.463^{**}$) correlation with their information seeking ability. The higher achievement motivated inland fish farmers had greater drives to excel effective functioning to reach a sense of personal accomplishment than lower achievement motivated inland fish farmer as higher achievement motivated inland fish farmers realize the latent potential resources for its optimum utilization to earn higher income which open an avenue for best achievement which in turn enforced them to perform better leading to develop traits related to information seeking ability might be the possible explanation of these type of result. Thus, achievement motivation of the inland fish farmers was the determinant factor for enhancing information seeking ability. The result was accordant with Patel (2010).

M. Scientific orientation and information seeking ability

The data put forward in Table 1 calculated that scientific orientation of the inland fish farmers had established positive and highly significant ($r = 0.389^{**}$) correlation with their information seeking ability. The probable cause for the significant association might be that scientific orientation of the inland fish farmers opens their mental horizon which acts as a catalyst in developing reception power regarding the inland fish farming practices and thereby creating positive disposition towards it, which ultimately reflected in better information seeking ability. Therefore, it is logical to assume that inland fish farmers having higher scientific orientation had better information seeking ability. Thus, scientific orientation of inland fish farmer was the vital variable in shaping information seeking ability of the inland fish farmer. The result was in obedience with Makwana (2020).

N. Innovation proneness and information seeking ability

The data put forward in Table 1 calculated that innovation proneness of the inland fish farmers had recognized positive and highly significant ($r = 0.458^{**}$) correlation with their information seeking ability. It can be concluded that innovation proneness offers inland fish farmers impetus for working for excellence which would enable them to manifest this excellence in availing the opportunities through its various activities. It means that the inland fish farmers who had higher level of innovativeness had more favourable disposition about inland fish farming activities that helps in shaping their information seeking ability. Thus, information seeking ability of inland fish farmer was greatly influenced by innovation proneness. The result was in harmony with Patel (2010).

O. Self confidence and information seeking ability

The data put forward in Table 1 signify that self confidence of the inland fish farmers had shown positive and highly significant ($r = 0.289^{**}$) correlation with their information seeking ability. The result shows that respondents with high degree of assurance on their own ability and resourcefulness in carrying out any activity in the fish farming had high level of information seeking ability. It is natural that high level of knowledge, positive attitude, skill, better understanding of different aspects and deep involvement in various activities makes man self confident. All such qualities are also important ingredients to be a good manager. This might be the reason to have high level of information seeking ability among those respondents, who had high level of self confidence. Thus, self confidence of inland fish farmers play an important role in enhancement of their information seeking ability. The result was in harmony with Mande (2015).

CONCLUSIONS

Among the selected personal, socio-economic, communicational, situational and psychological variables; annual income, participation in training,

exposure to agricultural mass media, risk orientation, achievement motivation, scientific orientation, innovation proneness and self confidence had establish positive and significant relationship with the information seeking ability of inland fish farmers, whereas education and social participation had establish negative and significant relationship with the information seeking ability of inland fish farmers and age, caste, contact with extension agency, pond size and economic motivation failed to show any significant influence on the information seeking ability of inland fish farmers.

IMPLICATIONS AND RECOMMENDATIONS

The findings of the present investigation revealed the training needs and profile of inland fish farmers of the inland fish farming which may be tell-tale of the training needs of inland fish farmers. The extension agencies may use these findings for improving the profile of respective inland fish farmers, wherever possible. Further, they may consider these characteristics while planning and executing the programmers for promoting the inland fish farmers to increase the inland fish farming production for food and nutritional security.

Acknowledgement. I registered my sincere thanks to my Major Advisor Dr. J. K. Patel, Director, Extension Education Institute, Anand Agricultural University, Anand, and my advisory committee members, Dr. S. N. Shah, Associate Professor, Department of Agronomy, B. A. College of Agriculture, AAU, Anand, Dr. Mukesh R. Patel, Assistant Extension Educationist, Sardar Smruti Kendra, AAU, Anand, Dr. B. D. Patel, Associate Professor, Extension Education Institute, AAU, Anand, and Dr. V. B. Darji, Professor & Head, College of AIT, AAU, Anand who have taken great care of mine in all ups and downs in my research work.

Conflict of Interest. None.

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How to cite this article: Patel P.H., Patel J.K. and Mashaliya K.M. (2023). Correlation Between Independent Variables of Inland Fish Farmers and their Information Seeking Ability. *Biological Forum – An International Journal*, 15(11): 398-402.