CRITICAL FACTORS INFLUENCE ON SHRIMP FARMING ENTREPRENEURSHIP BUSINESS SUCCESS IN BATTICALOA

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ABSTRACT

Shrimp export is the second most valuable export of fish and fishery products of Sri Lanka and it was 8% of during 2013. Among many commercial aquaculture initiatives so far, shrimp (*Penaeus monodon)* farming has been the most lucrative, but the business is subject to high risk and uncertainties since it started in the mid-1980s. In Sri Lanka Shrimp farming is one of the most important sector, because of its provides more employment and contribution of exports. The aim of this study is to identify the factors (location, financial support, disease management, technology, and marketing) influence on Shrimp farming entrepreneurship business success in Batticaloa district. Production of Shrimp farming has been observed as the Success of Shrimp farming.

The primary data were gathered from 65 Shrimp farmers based on stratified population sampling method through self-reported questionnaires and five-point Likert scale was assigned to measure the variables. The collected data were analyzed by using univariate, bivariate technique in a computer based Statistical package for the Social Science 22.0 version software and analyzed using descriptive statistics, correlation and regression analysis in order to find the results of study objectives.

Five hypotheses were developed and tested. The results indicated that the factors influence on the success of the Shrimp farming. All the factors have high influence on success of Shrimp farming. Correlation analysis shows that there is a strong positive relationship between location, financial support, technology, and marketing while disease management has a moderate positive relationship with success of shrimp farming. All the factors are significantly and positively affects the success of Shrimp farming.

These findings indicate shrimp farmers need to consider the factors that influencing on the shrimp farming for the success of shrimp farming.

Keywords: Location, financial support, Disease management, Technology, Marketing

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