

Marketing Behaviour of Banana Farmers: With Special Reference to Hambantota District

N. M. A. Jayasinghe¹, R. M. K. G. U. Rathnayaka², N. A. N. J. Maduwansha³

Banana is an important fruit crop which plays a major role in the Sri Lankan agricultural sector, although marketing of banana is not properly organized. The major procurement channels are; village merchant, wholesalers, agents and quality producers. Often to make the deal, intermediaries provide necessary services and information to the traders and manufacturers. As a result, middleman play an important role in the banana market to reduce the margin or dividends for the banana farmers. This study was aimed to uncover the marketing behavior of banana farmers of Hambantota district. The study reflected the relationship of the characteristics of the banana farmers with their marketing behavior. The study utilized data collected from 300 respondents, each in two villages namely Suriyawewa and Mayura Pedesa. The majority of the farmers of banana in Sri Lanka use medium level of marketing behaviour. New farmers exhibited better marketing behaviour than the old farmers. Without value addition, the banana was being sold as raw to the local traders. Before taking the marketing actions, the majority of the farmers counseled their neighbours and relatives. Only a few counseled extension offices. The results from this research work revealed the most influential and crucial variables in marketing behavior; decision making behavior, progressiveness, annual income and age. However, the lack of proper marketing schedule, small farmers were forced to bear the high cost of establishing and managing linkage with dealers. Hence, a proper and a developed marketing programme is needed.

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1. Department of Economics, jayasinghe@sjp.ac.lk

2. Department of Social Statistics, University of Sri Jayewardenepura