

Analysis of flower based marketing structure in Anuradhapura Sacred city

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Introduction

From long time period, there are many industries and business besides archaeological and religious places; handicraft, sweets, statues, flowers and toys etc. Especially flower based marketing become numerous business type. Nowadays, large-scale flower based marketing can be seen in Sri Lanka, for the purpose of exports, for other special occasion and religious purposes. This study is mainly focused on flower based marketing structure under religious purpose in Anuradhapura sacred city. Anuradhapura is a capital city of North central province, Sri Lanka. It is considered as the first kingdom of Sri Lankan history, famous for its well-preserved ruins of an ancient Sri Lankan civilization and a UNESCO world heritage site (Seneviratne, 1994). Flower based marketing in Anuradhapura is very specific because it is pointed to archaeological and religious places in Anuradhapura sacred city. Those can be seen mainly near Sri Maha Bodhi, Ruwanweliseya,

Mirisawetiya, Thuparamaya, Abhayagiriya, and Jethawanaya. The value and singularities of those places directly affected to move on flower business. Therefore it is more important to empirically examine the marketing structure, trends, and behavior of flower based market in Anuradhapura sacred city.

Objectives

The general objective of this study is to find out the flower based marketing structure in Anuradhapura sacred city. Specific objectives are; to identify the profile of the florist, to investigate trends of the flower based market, to inquire the satisfactory levels of flower sellers, to calculate average income, cost and profit levels of the flower business, to recognize the behavior of the flower business.

Methodology

The research area is Anuradhapura ancient city which lies 205km north of the current capital Colombo in Sri Lanka's North central province. Both

of primary and secondary data was used for this study. Primary data were collected by field observation surveying 30 of flower businessmen to out of them 62 flower businessmen in Anuradhapura sacred city. As secondary data articles, journals and internet websites were used. Descriptive statistical method; Graphs, charts, tables and percentages in SPSS were used to analyze the data.

Results and Discussion

This field study covered six archaeological sites; Mirisawetiya, Thuparamaya, Abhayagiriya, Jethawanaya, Ruwanweliseya and Sri Maha Bodhi in Anuradhapura sacred city. The sample profile was included 33.3% of female respondent and 66.7% of male respondent. According to age differences among salesmen, there is 10% florist below 18 years, 46.7% between 19-45 years and 43.3% over 46. When considering on the education level of the florist in Anuradhapura sacred city, 63.3% have got primary education, 30% of them have got ordinary level and only 6.7% have got advanced level. According to the experience of the florist, 40% of them have from 21 to 30 years of experiences and 20% of them have over 31 years of experiences.

When considering the trends of flower based market; the business situation in different season are 63.3% of florists indicate that there is more customer arrival in weekends, Poya days and

other special holidays. Special thing is that 100% of florists indicate that there is a most favorable profit in Buddhist festival days; Poson and Wesak Poya days in May and June. 80% of flower businessmen revealed that morning and evening time are good for the flower business.

There are 76.6% of flower businesses related to Sri Maha Bodhi and Ruwanweliseya but there are only 23.3% of flower businesses related to Mirisawetiya, Thuparamaya, Abhayagiriya and Jethawanaya sites, because there is a tend of people to worship Sri Maha Bodhi and Ruwanweliseya than other sacred places in Anuradhapura Sacred city. But according to UNESCO world heritage criteria, the whole sacred city is a world heritage (UNESCO World Heritage Centre, 2017). Although, due to religious perception Buddhists have an attraction to Sri Maha Bodhi and Ruwanweliseya than former indicated other sites.

Due to satisfactory levels of the perception of florists on the flower business followings are identified; 56.7% of florist are satisfied, 16.7% have an idea as moderate, 13.3% are strongly satisfied and 13.3% of florist are strongly not satisfied on flower business. Public attitudes of satisfaction on government support to the flower market in the Anuradhapura sacred city, 96.6% of businessmen are not satisfied with the government

support. According to their point of view, they are not given any support by government and not satisfied on the new urban planning in the business area. Especially, the business scheme near to Ruwanweliseya is not well planned. Therefore it is not shown a sound business environment to acquire more customers into the shops.

There is a huge difference in income, cost and profit levels among festival days and other days. Profit differentials in festival days and other special holidays can be shown in figure 1.

Profit levels in festival and normal days

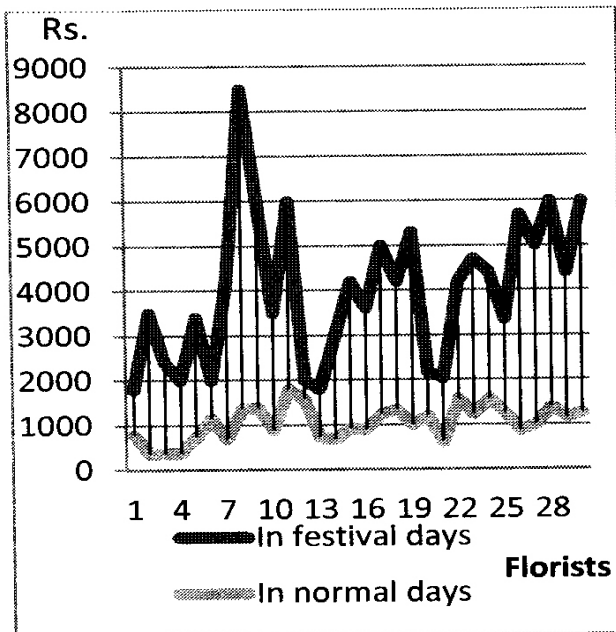


Figure 1

Source: 2017 Field Survey

Table 1 shows the average income, cost and net income levels per day

according to normal days and Buddhist festival days.

Table 1: Average income, cost and net income levels of surveyed sample.

	In Normal Days (Rs.)	In Festival Days (Rs.)
Average Income	2114.00	7727.00
Average Cost	1032.00	3755.00
Net Income	1082.00	3972.00

Source: 2017 Field Survey

The behavior of the flower based market in the Anuradhapura Sacred city, 80% of florists enter to market by hereditary and by the support of relations. The price of a flower is Rs.10.00 in normal days and it is changed to Rs.8.00 in Buddhist festival days due to the consensus of all florists. There are some regulations to enter the market; Municipal council, Anuradhapura has limited flower business in the sacred city, especially, it is limited as only 23 shops at the Sri Maha Bodhi, 22 shops at Ruwanweliseya and 10 shops near to Thuparamaya.

Conclusion and Recommendations

When considering on the profiles of the flower businessmen, males have more interest to do flower business than females. Most of the florists are middle ages and majority had primary education.

According to trends of flower based market, most of the florists have over 21 years of experience. More people are visited in weekends, Poya Days and other special holidays and Buddhist festival days than weekdays. Morning time and evening are the best time for flower business. There are many flower shops in Sri Maha Bodhi and Ruwanweliseya than other sacred places.

Due to a satisfactory level of the florists, most of the florist are satisfied on the doing flower business and most of them are not satisfied with the government support on flower market. When considering the income, cost, and profits on the business, there is a gap between profit levels in Buddhist festival days and other normal days. According to the behavior of the flower based market in Anuradhapura sacred city, It is indicated the characteristics of the oligopolistic market.

There are some recommendations to promote the flower based market. Introduce well organized urban planning related to sacred sites by considering the places of flower business; minimizing subways to enter the sacred place and construct one way across flower market. Introduce private floriculture system to increase flower supply.

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