

MM 205

AN EMPIRICAL STUDY ON VEGETABLE FARMERS' SATISFACTION IN MIHINTALE SECRETARIAL AREA

Abstract

Vegetable is one of the most important parts of meals in Sri Lankan food behavior. There are some arguments related farmers income, vegetable market price, farmers satisfaction and customer satisfaction in Sri Lankan society. The objectives of this study are; to recognize the factors that is responsible for the poor vegetable marketing system in Mihintale secretarial area, to identify the level of farmers' and consumers' satisfaction for vegetable in Mihintale secretarial area and to list out the variables on basis of priority for vegetable marketing system. There are three groups consisted as a sample, (1) fifty farmers, (2) twenty five customers and (3) twenty five other related people. The primary data was collected through questionnaire. The study adopt with four tools; Multiple Regression Analysis, Percentage Analysis, Correlation Analysis and Analysis of Variance (ANOVA). All the analyses were carried out using SPSS 17.0 version. The study found that the vegetable related food industry itself is extremely under developed in this area.

Keywords:

Cost, Marketing System, Transport and Vegetable,

Dr. WRPK Fernando - Department of Business Management, Rajarata University of Sri Lanka, Mihinthale, Sri Lanka. E-mail : ranjith765@yahoo.com

VK Nimal Gamini - Department of Business Management, Rajarata University of Sri Lanka, Mihinthale, Sri Lanka. E-mail: vkngamini@yahoo.com