

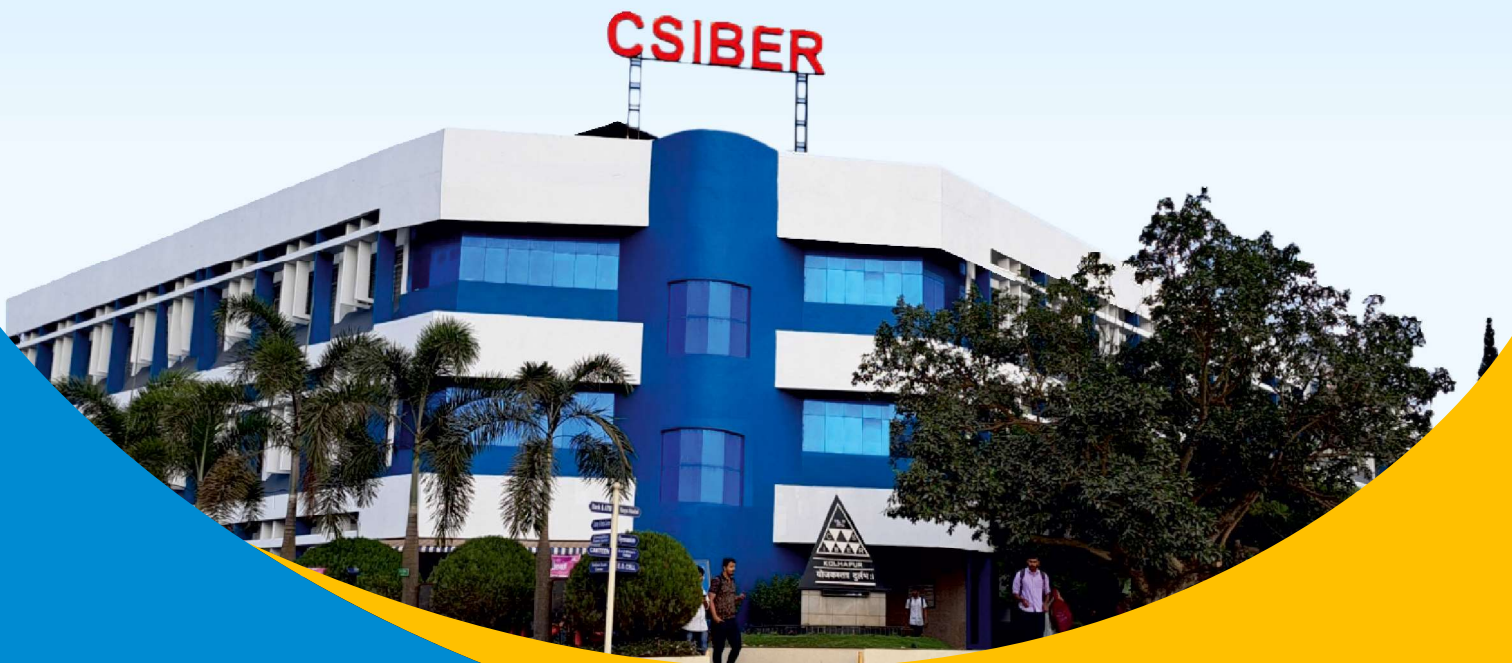
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## **Editorial Note**

South Asian Journal of Management Research (SAJMR), is a scholarly journal that publishes scientific research on the theory and practice of management. All management, computer science, environmental science related issues relating to strategy, entrepreneurship, innovation, technology, and organizations are covered by the journal, along with all business-related functional areas like accounting, finance, information systems, marketing, and operations. The research presented in these articles contributes to our understanding of critical issues and offers valuable insights for policymakers, practitioners, and researchers. Authors are invited to publish novel, original, empirical, and high quality research work pertaining to the recent developments & practices in all areas and disciplines.

Cross-functional, multidisciplinary research that reflects the diversity of the management science professions is also encouraged, the articles are generally based on the core disciplines of computer science, economics, environmental science, mathematics, psychology, sociology, and statistics. The journal's focus includes managerial issues in a variety of organizational contexts, including for profit and nonprofit businesses, organizations from the public and private sectors, and formal and informal networks of people. Theoretical, experimental (in the field or the lab), and empirical contributions are all welcome. The journal will continue to disseminate knowledge and publish high-quality research so that we may all benefit from it.

**Dr. Pooja M. Patil**  
Editor

**South Asian Journal of Management Research  
(SAJMR)**

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# **A Study of Marketing Problems and Solution for Paddy Cultivation in Jaffna.**

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## **Abstract**

Rice is the major crop for most of the farmers in Sri Lanka. Paddy cultivation contributes around 1.5 per cent to the Gross Domestic Product of the country. Although Sri Lanka achieves self-sufficiency in rice production, farmers are unable to achieve good profit out of their business. This is due the fact that the cost of production for rice is significantly increasing with government subsidies on fertilizers. The current cost of production of rough rice is Rs. 8.57 per kg. The cost of labor, farm power and tradable inputs constitutes 55 per cent, 23 per cent and 23 per cent respectively (Department of Agriculture). Sri Lanka is also unable to find foreign market for its rice. The government policy related to paddy production and marketing are unfavorable, that is the government does not purchase the whole paddy produced in the area on a guaranteed price in a regular manner. And also some time although purchasing as in regular manner, farmer cannot get actual price of their products. Due to the low price during the harvesting time it is important that paddy should be stored. Most of the paddy stores were destroyed during the war time in the area and some of the rest of the stores are available, however they have not enough space. They are unable to sell their paddy as soon as after harvesting due to lack of distribution channel. The physical objective of distribution channel includes transport and storage facilities, those are also in very poor level in this division. Although the farmers in research area have ordinary education level, they don't have enough knowledge related to marketing. Therefore, the ultimate purpose of study is to find out causes for these problems and propose the remedies and strategies to improve the paddy marketing.

---

## **Introduction**

Rice is cultivated in 34 per cent of total cultivated areas in Sri Lanka. 560,000 hectares are cultivated in maha seasons and 310,000 ha are cultivated during yala seasons. In the country, 1.8 million farmer families are engaged in paddy farming (Department of Agriculture). Although Sri Lanka achieves self-sufficiency in rice production, farmers are unable to achieve good profit out of their business. This is due the fact that the cost of production for rice is significantly increasing with government subsidies on fertilizers.

## **Problem Identification**

The paddy cultivation is the livelihood of the Jaffna. Even though they could produce the expected harvest they faced difficulties in marketing their harvested paddy. Through this study by identifying the problems relating to marketing their output, we can find the solution. Hence by developing strategies for the effective marketing of paddy, the farmers will be able to have reasonable price for their paddy, and can be able to reduce the waste and evaporation and also the problem of capital dumping can be eliminated. As a result of that the social, economic stability and regional development can be improved. Through the area development the Gross Domestic product and economic development of the country can be progressed. The Jaffna farmers are facing many problems; the major problem of this is they are unable to sell their cultivation for high price. Hence the economic, social, & cultural welfare of the families have been affected due to above problem. This situation urges the need for finding reason for such marketing problem; which is the main core of the research study.

## **Objectives of the research**

To identify the factors which affect the paddy marketing in Jaffna.  
To find out the factors that will promote the marketing the paddy.  
To develop strategies for effective marketing.

### **Research Questions**

What are the factors which disturb the paddy marketing in Jaffna?

What are the factors that will promote the paddy marketing?

What strategies are effective for paddy marketing?

### **Literature Review**

Today's farmers face a growing range of problem in paddy cultivation they can market. This is study of how farmers create and improve their marketing opportunities. This study only consider problem in paddy cultivation. It includes government policy, facilities, Distribution Channel and marketing knowledge. In my conceptualization diagram it is clearly understood the marketing problem depend on the government policy, facilities, Distribution channel and marketing knowledge. These four gathered to effect on marketing problem in paddy cultivation. With this can analyze how to improve the marketing opportunities. Agriculture product marketing is very vital in the country because this sector contributes about 20% of the gross domestic product. In early 1980s about 40%of the workers engaged in the Agriculture. (Central Bank of Sri Lanka, 2018) Agriculture commodity production is dominated by smallholders and most of the production units are less than one hectare. Therefore, all the agricultural and pricing policies have been focused on this sector to achieve, the self-sufficiency, food security, enhancement of rural income, generation employment opportunity and protection of consumer welfare. Selection of appropriate media is a difficult task but there are many sources of data which document characteristics of the audience reached by a given medium. If market segments are properly defined and classified, it is possible to select media which reach the desired target audience. The objective is to minimize waste coverage so far as possible. (Tonny proctar,2016) Distribution channel as one of the functions of marketing and as part of the total marketing bill. At the point, we want to talk about distribution in the management context, in terms of channels of distribution. As seen by managers, channels of distribution are system composed of institutions and resources that managers utilize to move products from farmers to consumers. Agribusiness managers at all levels- farmers, processors, wholesalers, and retailers- use channels of distribution.

### **Method of Data Collection and Measures**

A questionnaire consists of set of questions presented to a respondent for their answers. Under this study questionnaires were issued to farmers in a random basis. The respondents will be told that real purpose of the study and their information will be collected from their own words. The data collected from the 200 respondents were analyzed in connection with personal information for research information. This research study has been conducted by researcher in Jaffna.

### **Sample size and Sampling method**

Two hundred customers were taken as sample for this study. A sampling is the collection of samples from the population in the area where the research were studies. From the researcher's point of view, population includes farmers. To evaluate problems on paddy marketing, sample is collected from population of Jaffna. To make the selection effective, sample is collected through simple random sampling method.

### **Data Analysis**

The Government Policy subscale consisted of 6 items (Cronbach's Alpha = 0.824), The Facilities subscale consisted of 7 items (Cronbach's Alpha = 0.789), Distribution Channel subscale consisted of 5 items (Cronbach's Alpha = 0.757), Marketing Knowledge subscale consisted of 6 items (Cronbach's Alpha = 0.712), Effectiveness of Marketing subscale consisted of 7 items (Cronbach's Alpha = 0.773). The government policy was found to be highly reliable (6 items: Cronbach's Alpha = 0.824). Government Policy and Effectiveness of Marketing were significantly correlated,  $r = 0.513$ ,  $p=0.01$ . Facilities and Effectiveness of Marketing were significantly correlated,  $r = 0.563$ ,  $p=0.01$ . Distribution channel and Effectiveness of Marketing were significantly correlated,  $r = 0.562$ ,  $p=0.01$ . Marketing knowledge and Effectiveness of Marketing were significantly correlated,  $r = 0.648$ ,  $p=0.01$ . Multiple regression analysis was used to test if the government

policy, facilities, Distribution channel, marketing knowledge significantly predicted participant's ratings of Effectiveness of Marketing. The results of the regression indicated the four predictors explained 48.4% of the variance ( $R^2 = 49$ ,  $F(47.689) = 4.453$ ,  $p < 0.01$ ). It was found that Government Policy, facilities, Distribution channel, Marketing knowledge significantly predicted Effectiveness of Marketing ( $B = 0.103, 0.185, 0.072, 0.401$ ,  $P < 0.01$ ) as did Effectiveness of Marketing ( $B = 0.972$ ,  $p < 0.01$ )

### **Conclusion and Recommendation**

The government policy related to paddy production and marketing are unfavorable, that is the government does not purchase the whole paddy produced in the area on a guaranteed price in a regular manner. Due to absence suitable policy related to paddy production and marketing of government they should arrange or make suitable situation to transport and sell their paddy without depending the government, and also they should attempt or try to get suitable guaranteed price from the government for their products purchased by the government as well as attempt should be made to get the advantages from the economic status of country forward them. Several facilities should be required to paddy production and marketing such as storage, loan facilities or credit facilities and raw material. Due to the low price during the harvesting time it is important that paddy should be stored. Most of the paddy stores were destroyed during the war time in the area and some of the rest of the stores are available, however they have not enough space. The government should make arrangement in enough storage facilities to store their products for a larger period of time or the government should make arrangement for storage facilities through the private sector or individuals, and also government should help to farmer to get raw material (seeds, fertilizer and chemicals) on a suitable low price, which can be conducted through the Non-Government Organization. Distribution Channel means the distance from the producer to consumer of the product. The quality of paddy is also affected or low because the unfavorable climate condition during the harvesting time which cause problem in marketing. Due to the all roads were damaged in research area, it should be reconstructed and repaired to solve the problem in transportation. The unfavorable activities of intermediaries and mill owners should be limited, because the impression of them will cause situation to sell the products in lower price. Marketing knowledge means the knowledge beyond from normal knowledge. Although the farmers in research area have ordinary education level, they don't have enough knowledge related to marketing, and also they don't know about changes on price of their products by the changes in the products, as well as they don't consider quality of their products. The local market cannot be used marketing because the most of people in the area paddy farmers, and also it is difficult to marketing the products in district level because of excess paddy production.

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