



**MEASURING THE POTENTIAL MARKETING GROWTH
CONSIDERING THE MARKETING MIX IN THE EXPORTING
FLORICULTURAL SECTOR**

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ABSTRACT

Floriculture has been identified as one of the most profitable agro enterprises. This could generate increased self-employment from the unit land area and the industry has identified as one of the major industries in many developing and underdeveloped countries. Netherlands is the market leader of the floriculture industry as they have secured the place as the largest cut flower exporter.

In the case of Sri Lanka, a limited number of people are growing flowers as enterprises, and in the present context, Sri Lanka is in a booming era. Therefore the sector itself is focusing on entrepreneurial development. With the rapid development of the floriculture industry, there is an emerging need for better market access and for targeting new international markets. This study is mainly focused on identifying the marketing mix elements which can be used in the floriculture industry and finding the potential of increasing the export volume of Sri Lanka by obtaining help from the marketing mix elements.

The objectives of the study are, to identify the relationship between the export volume of floriculture and the related marketing mix factors and to identify the factors which influence the growth of exports in the floricultural industry. To achieve these objectives; the survey was conducted by interviewing and questioning flower exporters in floricultural companies listed in the Export Development Board (EDB). Secondary data and other data were collected from Agricultural Research Centers and the internet. This research attempted to identify the potential of improving the export

market by getting the support of marketing mix elements. This research performs a statistical analysis on the data collected in the survey. The correlation coefficient analysis and P - value in order to confirm or reject those hypothesizes has been used. All of hypothesizes was supported with 95 percent confidence interval and then ranked amount of effect of each element with variance analysis test. Finally, Recommendation are made for the people who are involved in the floriculture industry to help them increase the export volume by using marketing mix elements.

key words