

Developing Marketing Information System for Fruit Marketing

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Concerning the fruit production in Sri Lanka, Jaffna District plays a major role by cultivating fruit types like Banana, Mango, Jack fruit, Papaya and Grapes. These fruits are demanded by buyers, especially for the export market. The marketing information linkage between fruit growers and buyers is not available in fruit marketing. Therefore, the requirement of developing Marketing Information System was initially identified in order to reduce the limitations in providing information regarding fruit growers. This study was mainly aimed to develop Marketing Information System for fruit marketing in Jaffna. A questionnaire based survey was carried out to collect the data from 113 stratified sample of fruit growers. Descriptive analysis was performed to select the fruit growers who are able to market fruits with quality and adequate quantity. With the information gathered about fruit growers, database was developed by using 'My SQL' software. Database carries information regarding name of grower, cultivated fruits and varieties, selling quantity, quality of fruit, price of fruit and contact details of grower. Subsequently, the application with user interface was created. Eventually, Marketing Information System was designed to easy access by users. Major findings of the study revealed that the selected fruit growers have adopted to quality practices and are with higher production quantities. The Marketing Information System was successfully developed with the information about fruit growers. With the use of this Marketing Information System, the buyers who are scattered in farther locations in the country can easily access the information regarding the fruits that they require. It will facilitate accurate purchasing decisions by the buyers even without physically checking the produce. Moreover, with that, the producer-fanners will find a better market for their produce by identifying more potential customers, while receiving fair prices according to the quality characteristics of their fruits.

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