

**THE IMPACT OF MARKETING INTERMEDIARIES'
COMMUNICATION ON POLYTUNNEL FARMER'S
MARKETING ACTIVITIES**

(WITH REFERENCE TO WALIMADA AND BANDARAWELA AREA)

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The Impact of Marketing Intermediaries' Communication on Polytunnel Farmer's Marketing Activities, with Reference to Walimada and Bandarawela Area

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Key words: Marketing Intermediaries, Polytunnel Farmer, marketing information

Abstract

The polytunnel is the modern agricultural farming practice done by the Sri Lankan farmers. Polytunnel farming is mainly practiced in Walimada and Bandarawela areas. Majority of the farmers use intermediaries as their selling method. So the intermediary is the main source of marketing information source that disseminate marketing information to the farmers. The research has been conducted on the basis of investigating the impact of intermediaries' communication on marketing and thereby to identify the accessibility to the market information.

There are 213 polytunnel farmers in the area and the study was conducted in relation to 74 farmers extracted through random sampling technique. The analysis was mainly based on qualitative analysis. The market, marketing mix and market performance information are the main base of collected information.

According to the results, around 65% of the farmers have better information flow from the intermediary. However there are around 35% of farmers who do not get

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marketing information properly. According to the investigation, the information flow depends on the type of the intermediaries due to their nature, characteristics and different goals of each other. Furthermore the farmers' knowledge, farmer and intermediary relationship, bargaining power are the other considerable reasons for the information flow. In addition formal marketing information flows have gained more information other than informal marketing information flows.

Therefore building formal collaborative approach will gain more information to the farmers. In addition the small and medium farmers can gain more bargaining power and higher accessibility of marketing information from building strong group.