

**FACTORS AFFECT ON THE PERCEIVED LEVEL
OF SATISFACTION OF FARMERS IN SELLING
VEGETABLE AT DAMBULLA DEDICATED
ECONOMIC CENTER**

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ABSTRACT

Vegetable cultivation is one of the most prominent subsectors of Agriculture sector. Vegetable marketing is more complex because of its special characteristics like highly perishable nature, seasonality, bulkiness etc. Also its needs special care and immediate disposable. In this situation, it is difficult to recognize the efficiency of marketing vegetables because both parties such as producers and consumers are exploited by the intermediaries. Dambulla Dedicated Economic Center was selected as the area of the study and it is the Sri Lanka's largest fruit and vegetable whole sale market. More than 70% of vegetable production daily reaches to the Dambulla Dedicated Economic Center from varies parts of the country. There are several factors affect on vegetable farmers' perceived level of satisfaction after selling their produces to buyers at Dambulla Dedicated Economic Center. A field survey was conducted to collect the required information for the study. Primary data was collected through a structured questionnaire. 250 vegetable farmers were randomly selected for the survey. Descriptive statistics technique was used to summarize and describe the data in an abbreviated form. Econometric analysis was conducted to achieve the research objectives of the study in quantitative terms. Fourteen factors selected as useful factors which are considered to be most important factors affecting farmers' perceived level of satisfaction after selling their produces to buyers at DDEC. Bad weather condition, Transportation time, Selling time, Number of dealer stalls, Farmer awareness on high market demanded varieties, Pricing scale changes, Communication procedure between farmer and buyer, Farmers' policy awareness, Farm short term storage facilities, and Distance were significant at 5% level and Under influencing mechanisms and Maha season Significant at 1% level.

Key words: Vegetable, Dambulla Dedicated Economic Center, Farmers, Satisfaction, Level