

## **A Study of Application of Marketing Strategy and Entrepreneurial Quality of Honey Collectors at War Affected Areas in Batticaloa District**

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Main livelihoods of communities in war affected Batticaloa district are fishing, farming, livestock, poultry farming, honey collection, bush meat, etc. Honey collection in Batticaloa district's war affected areas is considered as a seasonal product. Therefore people who involve in the honey collection, also do bush meat, hunting and other collection of forest wood as their livelihood. Honey collectors at the war affected areas face difficulties in marketing their product. Even though they use several marketing strategies their attitude is always towards short-term objective fulfillment. The objectives of the research are to identify the existing situation of application of marketing strategies and entrepreneurial quality, and to identify possible recommendation for the improvement. Out of 6 war affected divisions, Vaharai division was selected by using convenient sampling technique. Data were collected through questionnaire from 50 households in selected division, and this was measured by five point likert scales. Application of marketing strategies (product, place, price, and promotion) and entrepreneurial quality of honey collector's data were summarized using descriptive statistics, graphs and tables. Through the findings the researcher realized that, honey collectors apply seasonality and equip cost of product in the product strategy, but branding, product development and value addition of the product are in almost disagree level that is  $3.5 < X < 5$ . Furthermore access to market, storing coverage are in moderate level, that is  $2.5 \leq X \leq 3.5$ , but awareness of market place, using channels, sales supports are in almost agree level ( $1 \leq X < 2.5$ ) in place strategy. Every element in the promotion and price strategy is in moderate level. Furthermore the entrepreneurial quality and attitude of honey collectors are also in the moderate level. Apart from that this research concluded why this industry should be protected, how can be strategically improved from this existing level.

Key words: Marketing, Honey collectors, Entrepreneurial quality