

THE FEASIBILITY OF USING E-CROP SELLING BY SRI
LANKAN FARMERS

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DECLARATION

I declare that this is my own work and this thesis does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Name of the supervisor: Dr. S.J Sooriyaarachchi

Signature of the supervisor:

Date:

ABSTRACT

Sri Lanka is an agriculturally highly potential country. Country's agricultural industry has an opportunity to gain a sustainable development parallel to rapid penetration of ICT in the Sri Lankan society. Particularly digital literacy with over 100% mobile subscriptions and over 20% Internet access Sri Lankan society is able to improve quality of living using e-solutions. This study focus explores the feasibility of introducing e-Crop Selling to the Sri Lankan farmer community. A questionnaire was instrumented capture three types of information about farmers. Firstly, demographic data such as age groups, gender, education level and income levels of farmers were collected. Secondly current selling practice such as farmer selling price, market prices and methods of selling were collected. Finally the familiarity of mobile phone usage and Internet access by farmers were collected. The descriptive and correlation analyses showed that the age groups has a moderate influence on e-Crop Selling readiness of farmers and gender has no influence. Further the results showed that 97% of youngest farmer group between 20-30yrs of age are already equipped with e-Crop Selling adoptability. Selling practice verifies that majority of farmers still sell crops to middle parties and that method is the least beneficial method for farmers. Finally the study concludes with possible e-Crop Selling ideas to facilitate farmers for direct selling customers via e-Crop Selling applications.

The research approach is taken by gathering the data about the farmers, the farmers' behavior toward the ICT technology and their selling pattern.

Key words: ICT, Agriculture, Farmers, Crop, Selling, Marketing

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List of Abbreviations

AL	GCE Advanced Level
AVC	Audio Visual Center
DEC	Dedicated Economic Center
DSC	Direct Sell to Consumer
DSW	Direct Sell to Whole Seller
FSCS	Farmers Selling Price to Consumer Buying Price Ratio Percentage
GGS	Govi Gnana Servive
ICT	Information Communication Technology
IoT	Internet of Things
IVR	Interactive Voice Responds
LKR	Sri Lankan Rupees
ND	No Data
OL	GCE Ordinary Level
SDEC	Sell at the Dedicated Economic Center
SMP	Sell to the Middle Person
SMS	Short Message Service
SNF	Sell to the Nearest Factory/ company
SNR	Sell to the Nearest Retail shop/retail vendor
SPSS	Statistical Package for the Social Science
SPV	Sell to Pre-agreed Vendors
USSD	Unstructured Supplementary Service Data