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Problems and Prospects of Agricultural Marketing: Considering Agricultural Industry in Sri Lanka

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Abstract

Dominating contemporary challenges make farmers stuck in the middle and compelled them to strive for capitalizing market opportunities. Thus, this study aims to reveal the problems and prospects of agricultural marketing. Qualitative research paradigm was done using in-depth thematic analysis through semi-structured interviews with farmers, intermediaries, and agriculture authorities revealed the challenges, opportunities, and current marketing strategies of agricultural sector in Sri Lanka. Findings of this study serves as a tool for farmers to identify and manipulate challenges through the available opportunities and current marketing strategies. Findings revealed that inadequate infrastructure and warehousing facilities, leading to delays, spoilage, and financial losses; limited access to reliable market information hampers decision-making, while price volatility negatively impacts profitability and stability within the agricultural supply chain; inefficiencies in the supply chain contribute to increased costs and product spoilage. However, opportunities exist in the form of digital marketing platforms, cooperative marketing structures, and government intervention and support improve bargaining power and reduce costs for farmers. This study supports farmers to stabilize their standard of living by capitalizing the opportunities with internal possibilities, also contribute to policy making, agricultural trading, and national economy.

Keywords: Agricultural Marketing, Problems, Prospects, Current Marketing Strategies, Agriculture Industry