

THE CASES OF WOMEN (MICRO) MARKETERS IN NORTHERN PROVINCE, SRILANKA

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Abstract

Women in the Northern Province who were affected by the war have started micro-business activities to sustain their livelihood income activities. There are more than 300 micro marketers in the province, struggle to market their product and services. They don't really know about the basic marketing concepts and ideas and how to compete with the competitors. End of war encouraged many both micro and macro marketers from the out site the province and the overall country to market their products. The marketers who have entered into the post war marketing environment have succeed well and gain profitability in a short period and have a good name among the customers. They build retail outlets and capturde the customers and became as the market leaders, but Micro marketers boycott against the advertisements and the sales strategy of the market leaders who have come to the Northern market. Therefore there is a needy of research to identify the marketing problems of micro marketers to give appropriate suggestions. Using qualitative Methodology, via, grounded theory approach, data were collected from 04 focus group discussions, and 16 in depth interviews with twenty nine micro marketers' cases, by using theoretical sampling technique. This study compared the marketing related problems of different women (Micro) marketers. Digitally recorded data were analyzed using initial coding and axial coding. Present study explored the marketing problems of micro marketers under the topics, lack of promotional activities, business premises, findings of new markets, product range, transportation, competition, product awareness, capital, sourcing, quality, middle man, and negative attitude. Implications are made to marketers and to relevant bodies to overcome their business related problems through formation of financial cells, business cells, concessional rate of interest, proper supply of raw materials, offering training facilities, setting up marketing unions, considering basic marketing concepts, and establishing institution for quality standard locally.

Keywords: micro marketers, marketing problems, post war marketing environment.

1. Introduction and background

After over 30 years of civil war in our country, still large part of population remains under poverty line. Agriculture drop down its position as a back bone of the war affected society. Our country is basically agriculture country. Particularly in the

Northern Province depends on the sea based business and agriculture sector. Due to the war, many of the self-employees have been displaced and changed their livelihoods. Many of the traditional livelihood activities are destroyed and damaged, therefore they have to transform their day to day income generating activities in a