

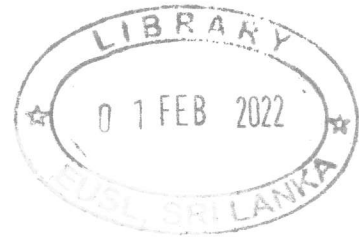
**CRITICAL SUCCESS FACTORS AND PERFORMANCE OF  
SMALL SCALE TEA CULTIVATORS IN GALLE DISTRICT**

**BY**

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## ABSTRACT

The purpose of this research study is to explore the factors contributing to the critical success factors and performance of small scale tea cultivators in Galle district. This research examines the existing levels of marketing, capital, socio-economic, human & physical and performance of selected small scale tea cultivators, the relationships among marketing and performance, capital and performance, socio-economic and performance, human & physical and performance of small scale tea cultivators. This research study relies on a data set derived its survey of 400 small scale tea cultivators in Galle district. A Questionnaire was the main instrument of data collection and the Statistical Package for Social Sciences (SPSS) was used for data analysis.

The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis. The result indicated that marketing, capital, socio-economic, human & physical and performance had low level in the small scale tea cultivators. Also result indicated a strong positive relationship between marketing and performance, capital and performance, socio-economic and performance, and human & physical and performance. As well as there is significant positive impact of marketing on performance, capital on performance, socio-economic and performance, and human & physical on performance.

**Keywords:** Marketing, capital, Socio-Economic, Human & Physical and Performance

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