

MARKETING STRATEGIES ADOPTED BY ANIMAL HUSBANDRY  
FARMERS IN AMPARA

By

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## ABSTRACT

This study is measuring the extent of marketing strategies adopted by animal husbandry farmers in ampara. According to this problem the research questions could be identified as, what extent the product, price, place and promotional related marketing strategies adopted by animal husbandry farmers in ampara? Therefore the objectives of the research can shows as, to identify the level of marketing strategies adopted by animal husbandry farmers in ampara. Ampara district was selected for this study.

According to the above problem product related marketing strategies, price related marketing strategies, place related marketing strategies and promotion related marketing strategies were considered as the independent variables of the research. Extent of marketing strategies adopted by animal husbandry farmers in ampara as the dependent variable in this research. Primary data was used in this study. Primary data were collected from questionnaires and interview with livestock farmers. 100 respondents were selected as a sample and questionnaires were issued to them to collect the data. Collected data was presented in frequency table and then analyzed by Univariate analysis.

The research discussions showed that product, price marketing related strategies have got high level and the place, promotion marketing related strategies have got moderate level. Finally the research reached a conclusion that the marketing strategies have high level. In the results of this research, some conclusions and recommendations have provided relating to the extent of marketing strategies adopted by animal husbandry farmers in ampara. Therefore I hope that this research will help to livestock farmers' future development in Ampara district.

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