



**ANALYTICAL STUDY OF THE CONSTRAINTS FACED
BY THE FRESH BETEL LEAVES EXPORTERS
IN SRI LANKA**

By

MAJOR RJKDS RANATUNGA RETD

The Dissertation Submitted to

**GENERAL SIR JOHN KOTELAWALA DEFENCE
UNIVERSITY,
SRI LANKA.**

In partial fulfillment of requirement for the award of the degree
of

Master of Science in Management

15th September 2021

ABSTRACT

Betel is one of the most traditional agricultural products in the country which started from the ancient period to the present. Within the country, there is a high demand for the product while in the developing country especially in the Eastern world, there is a bigger demand for Sri Lanka betel. But, as there is no adequate awareness among the people who manufacture, it creates a gap in the industry. But, the industry became helpless to fill the gap the local manufacturers. considering this, the research of objectives was organized to see how far perceived educational constraints, economical constraints, perceived social and psychological constraints, perceived environmental constraints influence on exportability of betel in Sri Lanka. Quantitative and qualitative studies were conducted, and for that 300 numbers of Agricultural farmers or manufacturers of Betel were identified and selected based on the convenience sampling method while five numbers of potential exporters were identified using the purposive sampling method. A semi-structured questionnaire was introduced to collect the quantitative data while the interview method was conducted to collect the data for the qualitative study. The thematic approach has been used to analyze the qualitative data while the factor analysis has been used to analyze the quantitative data. The variables were identified from the literature review and the variables were tested with the thematic analysis and, from there the sub-themes were recognized. Using the subthemes, the questionnaire was developed and information was collected accordingly. The collected information was tested by using factor analysis and univariate analysis. according to the study, factors such as lack of education were highly influential on exportability to work as bottlenecks while economical factors and psychological factors also significantly influence as revealed by the interviewees. Therefore it can be concluded that the betel industry is constrained by the factors such as educational aspects or constraint or economical constraint and psychological constraint basically. However, due to the lack of education, it worked as a Trickle down the instrument to affect all other factors to works as bottlenecks.

Keywords: Education, Economical factors, Social factors, Environmental factors, Psychological factors, Betel