## References

- Benedek, Z. F. (2014). Factors influencing the decision of small-scale farmers on marketing channel choice:. *A Hungarian case study (No. 727-2016-50356)*.
- Central Bank. (2017). *Economic and Social Statistics of Sri Lanka 2017*. Printed at Central Bank Printing Press.
- Daily News. (2017, Feb 28). Retrieved from Daily News: http://www.dailynews.lk/sites/default/files/news/2017/02/28/z\_pii-Sri-Lanka-01.jpg
- De Silva, L. N. (2012). Towards using ICT to enhance flow of information to aid farmer sustainability in Sri Lanka. *The 23rd Australasian Conference on Information Systems (ACIS)*, (pp. 1-10).
- Dejene, E. G. (2015). Factors Affecting Success of Agricultural Marketing Cooperatives in Becho Woreda, Oromia Regional State of Ethiopia. *International Journal of Cooperative Studies*, 9-17.
- Department of Agriculture. (2016). Sri Lanka E-agriculture.
- Department of Census and Statistics. (2018). Computer Literacy Statistics 2018 (First six months). Department of Census and Statistics.
- Department of Census and Statistics Sri Lanka. (2014). *Grama Niladari Level Information on Agriculture: Economic Census*. Ministry of National Policies and Economic Affairs.
- Dialog. (2009, 12 22). Dialog Tradenet GGS Partnership set to Revolutionise Agri Market Access. Retrieved from Dialog Telekom: https://www.dialog.lk/news/dialog-tradenet-ggs-partnership-set-to-revolutionise-agri-market-access/
- Dissanayake, D. M. (2009). Awareness and Effectiveness of The Toll Free Agricultural Advisory Service of The Department Of Agriculture (Study Conducted In Anuradhapura District).
- Fonseka, M. (2015). Course Notes: Marketing Management. MBA in IT, Department of Computer Science and Engineering, University of Moratuwa.
- Goi, C. L. (2009). A review of marketing mix: 4Ps or More? *International journal of marketing studies*, *I*(1), 2-15.
- HARTI. (2014). *Mobitel "6666" Agri Price Information Index*. Retrieved from Hector Kobbekaduwa Agrarian Research and Training Institute: http://www.harti.gov.lk/index.php/en/news-events/mobitel-6666-agri-price-information-index
- Kotler, P., & Armstrong, G. (2012). Principles of Marketing. Pearson Education, Inc.

- Lashgarara, F. R. (2011). Identifying appropriate information and communication technology (ICT) in improving marketing of agricultural products in Garmsar City, Iran. *African Journal of Biotechnology*, 11537-11540.
- Maslow, A. L. (1987). Maslow's hierarchy of needs. Salenger Incorporated, 987.
- Masuki, K. F. (2010). Mobile phones in agricultural information delivery for rural development in Eastern Africa: Lessons from Western Uganda. World Agroforestry Centre.
- Mutayoba, V. &. (2015). Market Performance and Farmer's choice of Marketing Channels of high value crops in Tanzania. *International Journal of Economics, Commerce and Management*, 276-289.
- Mwakaje, A. G. (2010). Information and communication technology for rural farmers market access in Tanzania. *Journal of Information Technology Impact*, 10(2), 111-128.
- National Institute of Agricltural Extension Management. (2018). Training programme on Supply Chain Management in Agriculture. Hyderabad, India.
- O'Donnell, M. (2013). *Using ICT to enhance Marketing for small Agricultural producers*. USAID's Fostering Agriculture Competitiveness Employing Information Communication Technologies (FACET).
- Perera, M. K. (2011). Analysis of vegetable supply chains of supermarkets in Sri Lanka. *Sri Lankan Journal of Agricultural Economics*, 6(1).
- Priyankara, E. A. (2016). Present Status of Vegetable Direct Marketing in Selected Districts in Sri Lanka. *Hector Kobbekaduwa Agrarian Research and Training Institute*.
- Punchihewa, D. J., & Wimalaratne, P. (n.d.). Towards an ICT enabled farming Community. *E-Governance in Practice, India*, 201-207.
- Razaque, A. S. (2013). The use of mobile phone among farmers for agriculture development. *International journal of scientific research*, 95-98.
- Sandika, A. L. (2012). Impact of middlemen on vegetable marketing channels in Sri Lanka. *Tropical Agricultural Research and Extension*, 14(3).
- SurveyMonkey. (2019). *Sample size calculator*. Retrieved from https://www.surveymonkey.com/mp/sample-size-calculator/