CHAPTER 3

METHODOLOGY

3.1 OVERVIEW

This chapter was provide the detailed about how the research was conducted and methodology which was used. To review recent developments in fresh fruit and vegetable export market in Sri Lanka and identify issues and constraints in improving fruit and vegetable marketing system were fulfilled by collection in the literature survey with secondary data. For further study of identify issues and constrains in this field and to establish a method to small producers for cope with increasing market competition, the primary data collection should required.

The primary data collection consisting of farmer’s survey and industry executive’s survey. For the farmer’s survey, Random sample was selected and judgment sample was selected for the Industrial Executive’s survey.
3.2 RESEARCH METHODOLOGY

Overall Research Methodology can be illustrated as in the Figure 3.3 This involves both Secondary (Desk Research) and Primary data collection which driven through both qualitative and quantitative approaches.

![Figure 3.1: Methodology](Image)
3.3 SURVEY METHODS AND SAMPLING

There are two main approaches of gathering information about a given situation, person, problem or a phenomenon. Sometimes information is readily available and just need to be extracted and interpreted. In other occasions, information must be gathered by a way which is created. Data extracted from those two methods are called secondary data and primary data.

3.3.1 Secondary Data Collection

Secondary data were collected from the relevant sources for the background information about the current export situation in Sri Lanka and world trend of for fresh fruit and vegetable.

3.3.2 Primary Data Collection

Primary data collection will analyze the attitudes of farmers and industry executives (senior management) on fruit and vegetable export industries continues success using both qualitative research methods (see figure 3.1).

Survey is a very popular and common strategy with a deductive approach to collect a large amount of data from a sizable population in the highly economical way. Three main elements can be identified in under surveys. They are: Questionnaire, structured observations and structured interviews. The structured interviews is the used strategy of the research project as that was an efficient and convenient way which produces results of the project.
3.4 RESEARCH APPROACH

Statistical methods used in research approaches claimed to be quantitative, qualitative or mixed.

3.4.1 Quantitative Approach

Quantitative research is one in which the investigator primarily uses post positivist claims for developing knowledge (i.e., cause and effect thinking, reduction of specific variables, and hypotheses and questions, use of instrument and observation, and the test of theories), employs instruments that yield statistical data.
3.4.2 Qualitative Research

Qualitative research is one in which the inquirer often makes knowledge claims based on constructivist perspectives (i.e., the multiple meaning of individual experiences, meaning socially and historically constructed, with an intent of developing a theory or pattern) or advocacy/participatory perspectives (i.e., political, issue oriented, collaborative or change oriented) or both. The researcher collects open-ended, emerging data with the primary intent of developing themes from the data.

According to Donald Campbell "All research ultimately has a qualitative grounding." However the aim of this research is to understand the current stage of the fresh fruit and vegetable export and find the ways and mean to improve that and discuss the problems associated, this can be classified as a qualitative research.

The qualitative segment of the research has provided inputs on the farmer’s perception on their behaviour, attitudes on the export market of their production and industrialists and senior management of main institutes related to agriculture products on the fruits and vegetable market industry. This qualitative research helped to explore the reasons for the identified facts in secondary data collection. Furthermore it provided a descriptive picture on the market which consists of competitors and customers. This research has provided following qualitative inputs for the analysis.

Executive’s survey

1. Identify issues and constraints to improve fruit and vegetable market system in Sri Lanka.
2. How to face international competitiveness and recommended action should taken by different parties (Government/private/farmers)
3. How to establish a method to small producers for cope with increasing marketing competition.
Farmers Survey

1. Farmer’s perception on fresh fruits and vegetable export industry and their issues and constrains about this field in Sri Lanka
2. Factors for success or failures in the export of fresh fruits and vegetable industry

3.4.3 Sample and procedure

Selecting a proper sample is a key point in a research, and that will be the main cause of whatever findings at the end. Researcher may draw conclusions about the entire population by selecting some of the elements in a population. There are several compelling reasons for sampling, including; low cost, greater accuracy of result, greater speed of data collection and availability of population selection.

Executive’s survey

Selected ten senior executives from different departments interviewed based on a structured interview method.

Farmers Survey

Based on the interest shown at the survey more interested ten respondents at several areas in the country were selected to the qualitative research based on first come first-serve basis.
3.5 FORMAT OF ANALYSIS

The Figure 3.3 shows the overall structure of the analysis, including both primary and secondary data.

![Figure 3.3: Format of analysis](image)

3.6 SUMMARY

The chapter attempted to educate the reader on the approach taken to carry out the research. The chapter was initiated by explaining the theoretical framework that will be adhered and depicted the arrived conceptual framework of the research with the identified variables along with the operationalization of the concept.

It was attempted to describe the selection of the sample and size which was used in the research. Emphasize was given to describe the method in which the structured
interviews was developed and the flow of the structured interviews. In the structured interviews all questions were developed to be single directional to enable smooth analysis of data collected.

Method of data collection was restricted to 15 senior executives from different agriculture-related departments and 10 respondents from 12 agricultural areas in the country which leads to 15 executives and 120 farmers for the entire research.

Further, it was decided to adopt descriptive statistics as method of presenting and qualitative analysis as the analysis method.