

Marketing challenges faced by brassware manufacturers and vendors in Sri Lanka: an empirical investigation with special reference to Kandy District

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Brassware industry is an important segment among traditional industries in Sri Lanka, because it reflects our heritage and it has made a special contribution to our economy by reducing unemployment rate. It contributes to the equal income distribution as well. One specific feature of this industry is that it can be initiated with a small amount of capital. Recent surveys on brassware industry reveal that brassware industry is collapsing day by day due to various reasons. The review of Sri Lankan literature associated with the brassware industry reveals that the marketing of brassware products is one of the major problems faced by the brassware manufacturers and vendors in Sri Lanka. Thus, the aim of this study is to identify marketing challenges faced by Sri Lankan brassware industry. The research is limited to the brassware manufacturers and vendors of the Kandy district. A sample of 100 manufacturers and vendors of brassware was selected for this empirical study. A descriptive analysis was performed to analyze the collective data. The study reveals the complexity of the current market, lack of marketing knowledge and failure to adapting to the changed situations, are major marketing challenges faced by the manufacturers and vendors of the brassware industry. The aforesaid findings of the research would be useful to the manufacturers and vendors of brassware as well as to the policy makers in making their decisions to develop the industry. It is suggested that the development of small-scale business sector is needed to achieve the development goals of Sri Lanka.

Key words: Brassware industry, Marketing challenges, Manufacturers, Vendors, Sri Lanka

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