

Analysis on the gap in management capability among the agri-input retailers in Tamil Nadu

■ M. MALARKODI, K. UMA AND K. MAHENDRAN

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ABSTRACT

The aim of this study is to evaluate the expectation and satisfaction level of agri-input retailers toward the management capability which include market sensing capability, customer relationship management capability, and brand management capability. This research analyses the gap on management capability among the overall trained and untrained agri-input retailers, as well as comparison on the gap in management capability between the trained agri-input retailers and untrained agri-input retailers. The measurement of expectation and satisfaction is based on the expected mean and satisfactory mean. The difference between these mean values shows the gap value. The gap analysis in this research is assisted by the paired t-analysis in explaining the existence of difference, if any. Based on the mean analysis, almost all trained agri-input retailers and untrained agri-input retailers agree that the management capability like market sensing capability, customer relationship management capability and brand management capability are important and satisfactory as indicated by the expected and perceived means. The study results showed that even though trained agri-input retailers were satisfied with their management capability, their real satisfaction was more than expected and in case of untrained agri-input retailers were satisfied with their management capability and their real satisfaction was less than expected.

KEY WORDS : Management capability, market sensing capability, Retailers agri-input

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MEMBERS OF THE RESEARCH FORUM

Correspondence to:

M. MALARKODI, Department of Trade and Intellectual Property, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA

Authors' affiliations:

K. UMA AND K. MAHENDRAN, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA