

Effect of marketing capabilities on financial and customer performance of greenhouse businesses in Jiroft County

N. Mangeli¹, R. Rezaei^{1*} and L. Safa¹

(Received: 18 Nov. 2016 ; Accepted : 1 Apr. 2017)

Abstract

Dramatic changes in the market in the last two decades, especially the increasing diversification of customer expectations and intensifying market competition, have led to increasingly consider improving the performance of businesses and identifying its affecting factors. In this regard, scholars have always emphasized marketing capabilities. Given the importance of the issue, the objective of this research was to investigate the effect of marketing capabilities on financial and customer performance of greenhouse businesses. Research method of the study was descriptive-correlative. The population of this research was all of greenhouse keepers in Jiroft County that a sample with an appropriate number was selected using a stratified random-sampling method. Data was collected through structured questionnaires which have been used in the previous studies. Data was analyzed using Structural Equation Modeling (SEM) multivariate technique. Results showed that marketing capabilities had a positive and significant effect on financial performance and explained about 50% of its variance. In addition, the results indicated that indirect effect of marketing capabilities on financial performance through the variable of customer performance was significant and customer performance partially mediated relationship between marketing capabilities and financial performance.

Keywords: Greenhouse culture, Intensifying competition, Customer performance, Mediating effect.

1. Dept. of Agric. Extension, Commun. and Rural Dev., Univ. of Zanjan, Iran.

* Corresponding Author, Email: r_rezaei@znu.ac.ir