

The Impact of Policies and Support Structures used by Computer Retailers to Support Market Management Culture in Buffalo City Metropolitan Municipality

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ABSTRACT This study investigated the policies and the support structures used by computer retailers to support market management culture in Buffalo City Metropolitan Municipality in the Eastern Cape Province of South Africa. A field survey was conducted on 50 computer retailers. Data was collected through self-administered questionnaires and the use of random sampling. Descriptive statistics was used for the data analysis. Findings from other studies revealed that there are constraints faced in the operations of these ventures. The field survey confirmed some of the operational challenges to include difficulty to maintain a market management culture that is able to create superior customer value. The findings also identified the search for solutions to the challenges faced by owners of the ventures by providing an insight for further study regarding the institutional weaknesses and policy issues in this part of the world. The implications of the findings are that unless the limitations are resolved, computer retailers in a developing nation will continue to experience poor economic growth, development, and display inferior competitiveness. Recommendations were made on how to enhance employees' performance in order to improve the computer retailers' market structure.