

Perception alignment in maize value chains: Evidence from Uganda

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Abstract

We have asked a sample of maize farmers to rate up to three input dealers in their vicinity on five characteristics (location, price, quality, honesty and reputation). We also asked similar questions to the input dealers. That is, they were asked to rate themselves on these five characteristics. In this study, we want to see how these ratings correspond. For instance, is there a lot of variation in how different farmers rate a particular input provider? Is there more agreement on one characteristic (eg. price) than on another (eg. reputation)? Is there agreement between ratings that farmers give to an input provider and the ratings that input providers give to themselves? This is probably only relevant for maize.