

Market Orientation Perceptions of the ‘Market’: Navigating the Customer Journey

Zeynep Müge Güzel
Özyeğin University
Ayşegül Özsoyer
Koç University

Cite as:

Güzel Zeynep Müge, Özsoyer Ayşegül (2024), Market Orientation Perceptions of the ‘Market’: Navigating the Customer Journey. *Proceedings of the European Marketing Academy*, 53rd, (119533)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Market Orientation Perceptions of the ‘Market’: Navigating the Customer Journey

Abstract

This research examines perceived market orientation (MO), emphasizing a shift from managers’ evaluations to a more inclusive assessment involving customers and non-customers. In the context of heightened consumer awareness and transparency, the study aims to offer a comprehensive understanding of MO by investigating perceived MO’s impact on decisions through the customer journey. The study also highlights factors that influence MO perceptions and emphasize the importance of maintaining a market-oriented approach in both call center operations and distribution channels. The research integrates non-customer perceptions into the MO framework, contributing novel insights into the MO-acquisition relationship in a B2C automobile industry context. The study expands traditional performance measures, exploring connections between MO subcomponents and outcomes like repurchase intention and recommendation, contributing to a more holistic understanding of perceived MO.

Subject Areas: *Customer Satisfaction and Delight, Market Orientation*

Track: Marketing Strategy & Theory