The concept of market orientation

Kohli and Jaworski introduced the concept of market orientation in their influential paper titled "Market Orientation: The Construct, Research Propositions, and Managerial Implications," published in the Journal of Marketing in 1990. Market orientation refers to the organizational culture and processes that prioritize understanding and meeting customer needs and wants. Kohli and Jaworski proposed a framework to conceptualize and measure market orientation, which consists of three key components:

1. **Customer Orientation:**
    - Organizations with a market orientation are customer-focused. They prioritize understanding customer needs and expectations.
    - The emphasis is on gathering information about customers, their preferences, and their feedback to tailor products and services accordingly.
    - The organization is committed to providing superior value to customers.

2. **Competitor Orientation:**
    - Market-oriented organizations are also aware of the activities and strategies of their competitors.
    - Competitive intelligence is gathered to assess the strengths and weaknesses of competitors, helping the organization to position itself effectively in the market.
    - Monitoring the competitive landscape is crucial for adapting to changes and staying ahead in the marketplace.