

# **Enhancing Customer Satisfaction and Loyalty through Customer-Defined Market Orientation and Customer Inspiration: A Critical Literature Review**

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## **Abstract**

The aim of this paper is to conceptualize the significance of customer-defined market orientation in creating superior customer value and building long-term customer relationship which in turn increases the customer satisfaction and loyalty, moreover, the framework also theorized the mediating role of customer inspiration to strengthen the framework. A comprehensive review of latest conceptual and empirical literature was grounded to develop the propositions. Teachers and students of higher education institution shall be taken as a social lab for examining the propositions, and to report the empirical findings. The finding of this study provides a basis for developing a model to obtain customer satisfaction and loyalty. This study could be of practical value for organizations who want to improve satisfaction and loyalty among their customers, with a special focus on teachers and students since they are considered as a potential cluster of the market. This paper makes a significant contribution by developing a conceptual framework to improve customer satisfaction and customer loyalty through customer inspiration and customer-defined market orientation practices.

## **Keywords:**

Customer-defined Market orientation, customer inspiration, customer loyalty, and customer satisfaction.

## **INTRODUCTION**

The ultimate objective of any organization operating in the market is to maximize their revenue at its optimum level. The companies ought to acquire a sustainable competitive advantage over their competitor to achieve that goal (Gudlaugsson and Schalk 2009). Hence, it is essential to realize the orientation that allows companies to gain a sustainable competitive advantage. Over time, the concept of sustainable competitive advantage has been evolving through various structures. Previously, the sustainable competitive advantage is generally accentuated on economies of scale, standardization (production orientation) or product line expansion (product orientation), that enables organizations to provide their customer an extensive variety of products/services at a reasonable cost. Recently, market orientation has taken the position of strategic orientation, which emphasizes the capability building of an organization to continuously creating superior values to the customers (Kotler, Kartajaya and Setiawan 2010). Researchers have found a significant effect of customer-defined market orientation on customer satisfaction (Webb, Webster, and Krepapa. 2000) and customer loyalty (Chen and Quester 2006) which ultimately enhanced organizational performance (Kirca, Jayachandra and Bearden 2005). Market orientation provides a strategic framework which assists organizations to execute the marketing ideas and to gain competitive advantage through continuously observe and respond to market fluctuation by focusing the customer as the core of their strategy (Jaworski and Kholi 1993). Hence, an adaptation of effective

customer-defined market orientation practices provides an edge for organizational sustainability and regarded as a competitive advantage in the business.

Neneh (2016) proposed that business organizations are profoundly influenced by global competition and facing constant changing customer needs. Subsequently, market orientation has been viewed as a valuable approach for organizations to deal with market fluctuations effectively and sustain superior business performance (Neneh 2016). Review of the literature reveals that market orientation significantly contributes to superior business performance, however lack of studies examine the market orientation in customer perspective, therefore failed to find its benefits for organizations. Moreover, researchers suggested that there is a need to explore customer inspiration in different nomological settings (Bottger et al. 2017).

In this conceptual paper, an attempted census of relevant research was made through manual scanning and searching from different databases for empirical researches published in past years. In the process of search, researchers reviewed the highest tier journals (Polonsky and Whitelaw 2006), namely, American Journal of Business Education, Journal of the academy of marketing science, Journal of Marketing, Journal of Services Marketing, Journal of the Academy of Marketing Science, International Journal of Business and Management, Journal of Service Research, Journal of market-focused management, European journal of marketing, Journal of Business Logistics, International journal of production economics, International Journal of Service Industry Management, Journal of consumer research, Journal of marketing research and Journal of Marketing Management during 1978-2017. The 84 most relevant empirical studies were used to support the idea of this paper. Hence, this study is intended to develop some propositions to examine the theoretical impact of customer-defined market orientation on customer satisfaction and loyalty and the role of customer inspiration as mediator. On basis of literature review, this study proposed a conceptual framework for the development of the research model.

## **CONCEPTUALIZATION OF LITERATURE AND PROPOSITION DEVELOPMENT**

The advancement in the idea of market orientation has induced numerous researchers to conduct research on a different aspect of business and how it can be connected. According to (Dubihlela and Dhurup 2015; Lukas and Ferrell, 2000; Narver and Slater, 1990) market orientation play an important role in different areas of business activities for example, how an organization quickly learn and react to business challenges, new product development, innovation and how to enhanced business performance. Researchers (Kohli and Jaworski, 1990; Narver and Slater, 1990) contend that market orientation covers the whole organization in a form of wide application. The organization who adopt market orientation can effectively and efficiently execute marketing concept in its line of operations.

Numerous researchers try to give a meaningful explanation about the concept of market orientation. The market orientation has conceptualized by Shapiro (1988) as an organizational strategy making process start from gathering information and proceed it to execution. It would be recognized only if the manager of an organization appreciate interdependent sharing of information and permits workers to contribute in strategy making the process at all levels of management. According to Kohli and Jaworski (1990) market orientation is an overall organizational generation of market intelligence with respect to present and future needs, information distribution across departments and responsiveness toward market intelligence. Narver and Slater (1990) characterized the concept of market orientation as the culture of an organization which primarily create superior customer value

through customer orientation, competitor orientation, and inter-functional coordination. Deshpande, Farley, and Webster (1993) viewed market orientation as a conception which prioritizes customer interest by creating value, however, considering other significant stakeholders such as managers and employees in order to run venture profitably. Day (1992) presented its perspective and express that, market orientation can be viewed as a predominant capability to understand and satisfy the customer, emphasize on market scanning as well as customer connecting skills that push market led organizations to regulate in accordance to market requirement through information anticipation.

Some other researcher viewed market orientation as a vital part of firm's culture and process as it might be encouraged by the internal aspect of an organization (Harris, 2000; Harris and Ogbonna, 2001). Market orientation would appear to be an essential part of organizations due to intense international competition and rapid changes in consumer preferences, so organizations need to compose their strategies with a strong focus on their target audience, in order to compete in a market (Kurtinaitiene, 2005). Kotler (2009) propose that observing a fluctuation in the market will encourage determining the effect of customer satisfaction, improve product development and strategy execution in developing superior value among players in the industry.

If critically review the explanation given by different researchers with respect to customer-defined market orientation, one theme that goes through the meaning is that, organizations need to collect information from people who are related to the business and use that information in the execution of strategies in order to create value for stakeholders. Therefore, customer-defined market orientation can be defined as the exertion of getting what customer want by means of acquiring some idea after that execute these ideas to create value for customers and sustain a competitive position in the industry.

### **Customer-Defined Market Orientation and Customer Satisfaction**

The comprehensive knowledge about customer satisfaction is important in the marketing literature. Due to the complexity and greater competition, companies target to enhance customer satisfaction. A review of the literature on customer satisfaction reveals several antecedents of customer satisfaction. Researchers claim that market orientation and business performance are intrinsically related through the essential factor of customer satisfaction: as the customer satisfaction is considered as the heart of marketing concept (Patterson, Johnson and Spreng 1996), meanwhile Researchers (Shehu and Mahmood 2014; Reza Jalali et al 2013; Grönroos 1995), proposed that organization need to satisfy customers in order to develop a long-term relationship.

In the context of building long-term business relationships, customers are not only evaluating the customer-defined market orientation level of organization, though they are probably making expectation about the customer-defined market orientation practices of an organization. Thus, the customer perceives evaluation of customer-defined market orientation for their product/service provider have been appeared to influence customer satisfaction (Webb et al. 2000). Since, the input obtained from customers assist the organization to better understand the market needs and device way for enhancing customer satisfaction (Ramamurthy, 2015).

According to Homburg, Grozdanovic, and Klarmann (2007) customer orientation is coordinated in cognitive practices of companies, as the customer associated information exercise in company operations. Additionally, Zeithaml, Parasuraman, and Berry (1990)

proposed that both parties (producer and customers) to the product/service exchange ought to be considered in order to secure the consistent product/service expectation and experience over time. The customer perception about quality specifically evaluate the product experience, the gap between customer and producer perception have an intense effect on customer satisfaction (Brown and Swartz, 1989).

Webster Hammond and Rothwell (2014) in his research on “Market Orientation Effects on Business School Performance” found the positive effect of market orientation on school performance. Subsequently, Dubihlela and Dhurup (2015) conducted a research on market orientation and its relationship with business performance. Researchers suggested that manager of organizations need to focus on market orientation construct as it directly influences the organizational performance (Webster et al. 2014; Dubihlela and Dhurup 2015). Singh and Ranchhod (2004) implied that it is important for businesses not only to be customer oriented but also competitor-oriented, to meet purchase expectations. Baker and Sinkula (1999) shared that strong market orientation is required to focus the company on those events that are likely to affect their ability to maximize customer satisfaction relative to competitors. Krepapa, Berthon, Webb, and Pitt (2003) also proved that competitor orientation has a positive and significant effect on customer orientation. Flipo (1986) hinted the strong linkage between internal system strength and external customer satisfaction. Innis and Londe (1994) argued that inter-functional coordination should be encouraged to provide the optimal combination of customer service and marketing. Beside that Kahn and Mentzer (1998) argued that organization of cross-functional teams across functional silos and experts from different functional area working together toward a common goal.

Furthermore, Jyoti and Sharma (2012) define that market orientation refers to a business perspective in which organizational operation mainly focus on customers. Market-oriented companies strive to identify needs or requirement of customer and develop a superior solution to satisfy those needs and requirements. The market-oriented culture of an organization efficiently and effectively develop the business operation to create superior value for customers, hence superior business performance. Jyoti and Sharma (2012) conducted a research to investigate the direct and indirect effect of market orientation on business performance. Researchers collected data from higher level management, staff and customer of automobile showrooms. Researchers found a significant relationship between market orientation and business performance. Moreover, they have been explored the indirect effect of market orientation on business performance through employee and customer satisfaction.

Siguaw, Brown, and Widing (1994) claim that company can influence the customer orientation of its sale force and it is cogently expectable that sales force would respond to customer needs in a congruent way with market orientation of the company. Thus, it can be concluded that customer orientation has been strongly influenced by market orientation. In empirical studies, researchers (Boles et al. 2001; Yukse 2010) empirical finding indicate a positive and significant relationship between market orientation and customer satisfaction. Subsequently, Kibbeling, Bij, and Weele (2013) found that market orientation practices support organization to create value for customer i.e. satisfaction.

Researchers examine the service provide versus the customer perception of market orientation and its impact on satisfaction (Krepapa, Berthon, Webb and Pitt, 2000). They found a significant impact of customer orientation, inter-functional coordination and competition orientation on customer satisfaction. According to (Dashpande and Farley, 1998) market orientation practices supports the organizations to create satisfied customers. Based on these results, perhaps it can claim that the customer-defined market orientation has an overall significant effect on customer satisfaction. Additionally, Webb et al. (2000) conducted an

empirical study to explore customer perspective of customer-defined market orientation and its effect on service quality and customer satisfaction in the context of the service industry. Researchers finding proves the existence of a strong relationship between customers-define market orientation and both service quality and customer satisfaction. Researchers adopted satisfaction/dissatisfaction motivation theory model to cogently discuss the result of research.

Altarifi, Aqel, and Tarawneh (2016) conducted research to investigate the effect of market orientation on customer satisfaction. The sample population selected by researchers was the managers of a private school at different levels in Amman, Jordan. Through this empirical study, researchers found a substantial effect of market orientation on customer satisfaction. Thus, they suggested a practical implication for the organization to assess and monitor market orientation periodically, in order to diagnose which area need improvement and to identify which aspect of market orientation need to be focused. Subsequently, Lamb et al (2010), claim that market orientation creates customer delight by enhancing customer satisfaction and encourage repeat purchase.

According to progressive discussion about the impact of market orientation on customer satisfaction and through previous studies the research in that effect, have been linked one way or another between the interest and orientation of organizations to their product/service provided to customers related to the satisfaction of these customers from those organizations (Harris and Ogbonna, 2001), has had to organizations and as a result of the intensity of competitive intensify study their customers and their needs in order to gain access to their expectations and meet the image that was painted from them to those organizations, and therefore, based on the above literature reviewed, it can be concluded that there is a relationship between the concept of customer-defined market orientation and customers satisfaction.

### **Customer-Defined Market Orientation and Customer Loyalty**

Loyal customers are the lifeblood of an organization, regardless of its nature and scope of business (Chen and Quester, 2006). Researchers described customer loyalty as deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior (Oliver, 1999) and generates a stable customer pool for businesses' products and services (Oliver,1997). Oliver (1999) also proposed that in order to maximize business profit, it is critical to keep a customer with "ultimate loyalty".

Market orientation and customer loyalty Deshpande' et al. (1993), highlighted "the canons of the marketing concept assert that profit is a reward for customer orientation which creates a satisfied customer, but we have only the beginning of systematic empirical documentation of the presumed relationship". In the current market environment, which is characterized by global competition with a high rate of new products entry and rapid market acceptance of many product and services, obtaining customer loyalty has appeared as one of the important management concern. Customer loyalty has been considered as a crucial objective of strategic marketing planning (Kotler, 1984; Reichheld, 1993; Kiseleva et al., 2016) and it provides a foundation to build a sustainable competitive advantage, this sustainable competitive advantage can be obtained through market orientation. Hyvo`nen and Tuominen (2007) suggested that market orientation provide a competitive advantage which can arise from closer ties or enhanced loyalty (Kirca et al. 2005) and it is essential in continuous changing business environment (Alhakimi and Baharun 2010; Aziz and Yassin

2010; Liao et al. 2011; Kiessling, Isaksson, and Yasar 2016). A high level of customer-defined market orientation has caused customer loyalty with a better long-term business performance. Hence, customer-defined market orientation is considered as an important tool to build a long-term relationship with the customer.

In light of Kholi and Jaworski (1990) proposed framework, customer-defined market orientation practices of the firm have a positive effect on customer satisfaction. Webb et al. (2000) and Lai (2003), further explored this relationship through empirical research. Jones, Busch, and Dacin (2003) intend that customer orientation lead the customer to repeat purchase with same product/service provider. In an empirical study, Harrison-Walker found a positive relationship between “market orientation” and “customer retention”, “customer willingness to pay a price premium”, “customer propensity to spread positive word-of-mouth communication” and “customer propensity to not-alternate among brands/service providers”. All these factors are broadly adopted measures of customer loyalty (Jacoby and Chestnut, 1978; Dick and Basu, 1994; Odin, Odin, and Valette-Florence., 2001).

An organization can achieve a longer lasting business performance if creating superior customer value is the way to gain a sustainable competitive advantage (Narver and Slater, 1990). Given the theoretically imperative role of customer value in market orientation, integrating customer value in relevant studies should clarify its potential contribution to market orientation. Specifically, understanding how customers perceive and react to market orientation should provide new insights into the effect of market orientation on customer loyalty. According to Chen and Quester (2006), customers’ perceptions of market orientation may have a direct impact on their loyal behavior.

Chen (2015) conducted a research on customer value, customer loyalty, and competition. The researcher found that customer loyalty can better be captured from a consumer perspective. Research finding extends understanding of customer value-customer loyalty relationship by revealing the importance of competition from a dyadic viewpoint. In same manner Watson et al. (2015) state that “loyalty comprises attitudes and purchase behaviors that benefit one seller over competitors”.

José Sanzo et al. (2007) conducted a research on the topic “the effect of a buyer's market orientation on attitudinal loyalty toward a supplier” in which researchers aim to analyze the influence of market orientation on firm’s attitudinal loyalty. Research findings show the indirect positive effect of market orientation on customer loyalty through communication, conflict, satisfaction, and trust.

Chen and Quester (2006) conducted a study to develop a model of customer loyalty for retail service store based on market orientation practices, employee performance, and customer satisfaction. The researcher used a qualitative research method to develop measurements, extracted from both angles of customer and store. Researchers tested the model empirically in a retail setting, Taiwan, by using a dyadic data collection approach. Results demonstrate an insight into the effect of market orientation practices of a firm perceived by customers as well as its effects on business with customers again. The finding highlighted that managerial authorizes need to considered customer perceptions and satisfaction in their execution of market orientation as they have a direct effect on customer loyalty. Furthermore, Lamb et al (2010) intended that organization who are commented to market orientation practices can satisfy their customer base and make customer loyal. This in turns leads toward superior organizational performance.

Zhi-min and Lu (2012) conducted an empirical research to explore the relationship between market orientation, customer loyalty, and firm performance. The research

demonstrated a chain of relations of the “market orientation - customer loyalty - and business performance”. The finding reveals that market orientation is positively correlated to customer loyalty, market orientation is positively correlated to firm performance, the existence of a positive relationship between customer loyalty and company performance, and customer loyalty mediate the relationship between market orientation and firm performance. Additionally, Kirca, Jayachandran, and Bearden (2005) found a positive relationship between market orientation and firm performance in manufacturing firm and services firm. Though, researchers found a stronger relationship between market orientation and firm performance in the manufacturing sector as compared to service firms.

Customer-defined market orientation includes the customer’s perceived quality of products or services that a firm provides and its results in customer loyalty, and customer satisfaction with the organization’s products and services (Jaworski and Kohli 1993, 1996). Market orientation proposes to enhance the customer-perceived quality of the organization’s products and services by helping create and maintain superior customer value (Brady and Cronin 2001). Market orientation enhances customer satisfaction and loyalty because market-oriented firms are well positioned to anticipate customer needs and to offer goods and services to satisfy those needs (Slater and Narver 1994). As per Kotler (1991) market orientation concept added value in provider and buyer transaction, hence it causes a positive effect on customer loyalty (McNaughton, Osborne and Imrie, 2002).

On basis of previous research studies, it can be concluded that market orientation practices of firm lead toward attaining customer loyalty, which contributes to better economic performance. Correspondingly, Maydeu-Olivares and Lado (2003) intend to propose that a high degree of market orientation has caused customer loyalty with a better long-term business performance. Subsequently, it can be observed that customer loyalty has positive effect on business performance while market-oriented organizations create many satisfied customers and has a higher rate of repurchase i.e. customer loyalty (Webb et al., 2000; Gremler and Gwinner, 2000; Harrison-Walker, 2001; Lai, 2003; and José Sanzo et al., 2007). Therefore, researchers have found a relationship between customer-defined market orientation and customer loyalty.

### **Mediating Role of Customer Inspiration**

Researchers of marketing innovation always strive to come up with a new idea for customers, however, unexpectedly customers’ state of inspiration is not examined extensively within the marketing domain. Recently, Bottger et al. (2017) conceptualized customer inspiration as the motivational state with two different states of the components, for this purpose researchers construct motivation state as either antecedents or consequences of customer inspiration. Antecedents: inspiration emerges due to the existence of an inspiring source as well as on the features of the receiver's inspiration together (Thrash and Elliot 2003). Bottger et al. (2017) proposed three most inspiring source characteristics, which include the provision of inspiring content through a new idea, utilization of creative imagination, and adopting invoking approach as oppose to an invasion inspiration. Consequences: customer inspiration stimuli behavioral, emotional and attitudinal consequences. Inspiration in marketing domain prompt to purchase spontaneous products or services, exploration of products or services offered, or engagement with the organization in different meaningful ways (Bottger et al., 2017; Pansari and Kumar 2016; Rook and Fisher 1995).

## **Relationship between Customer-Defined Market Orientation and Customer inspiration**

Nowadays, due to highly competitive markets, customer needs and wants are changing rapidly. The demographic changes in age, social need, lifestyle and the overall profile of consumers, whose social belonging and awareness make them think twice before they buy. Additionally, social networks are providing them lots of information and plenty of options to satisfy their needs, all these elements are making consumers most demanding and their expectations are rising all the time (Krys 2013). Consequently, these factors boost competitive pressure over organizations.

On the organization level, the experience and journey of customers hold a substantial position. Customer's interaction (i.e. customer experience) with the organization through numerous motivation, behaviors, ways, and channels, furthermore customer experiences are more social in nature. These aspects of customers entail companies to establish a multifunctional business, and competitor focus in order to provide positive customer experiences (Lemon and Verhoef, 2016). Subsequently, the organization needs to inspired customer to grasp growth opportunity through their marketing strategies (Manasseh et al. 2012).

Manasseh et al. (2012) intend to propose that those organizations who address emerging unmet consumer needs can tap the enormous potential for a wide range of growth opportunities. Organization's practices to the inspired customer within seamlessly integrated experience are crucial to obtain these opportunities. In addition, the organization required to build the business foundation of being customer focused. Though customer expectation is high and their perceived needs are plentiful. Yet these expectation and needs of customers can be transformed into business growth, specifically through, providing new and inspiring customer experience. Subsequently, to inspire customers, customer-defined market orientation is one of the most selective ways to forecast customers' needs and incorporating customers in the organization (Lindberg, and Götberg, 2016; Slater, Mohr, and Sengupta, 2010; Hippel, 1986)

## **Relationship between Customer Inspiration to Customer Satisfaction and Loyalty**

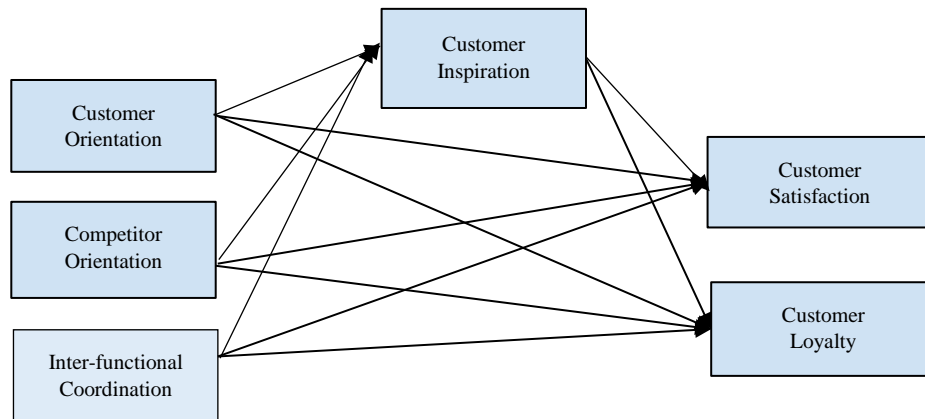
Bottger et al. (2017) proposed that customer inspiration positively related to customer loyalty since it makes a feeling of relationship with the marketing firm (Hart, 1998). In addition, according to Ryan and Deci (2000) intrinsic motivation stimulate a higher level of satisfaction, thus as an intrinsic motivational state customer inspiration stimulate customer satisfaction in the context of marketing. According to Bottger et al. (2017), attitudinal consequences are positively influenced either directly by customer inspiration or indirectly through emotional and behavioral consequences.

Moreover, Bottger et al. (2017) found that customer inspiration correlated with attitudinal consequences including satisfaction and loyalty. Thus customer inspiration results in creating repurchase intention and positive image in customer mind that gives a sense of fulfillment and build a long-term relationship with the company.

In an empirical study on customer inspiration, Bottger et al. (2017) found sound psychometric properties of the scale, demonstrate its unique position in relation to established marketing constructs, and support experimental and predictive validity. Furthermore, researcher claims that customer inspiration is related to increased purchase likelihood, as well as to satisfaction and loyalty intentions hence applying customer inspiration scale in



marketing practice offers a new way for firms to increase demand, enhance customer satisfaction, motivate customers' exploration behavior, and build customer loyalty.



**Figure 1: Proposed conceptual framework**

## CONCEPTUALIZATION OF FRAMEWORK

Based on the discussion above and consideration of the literature review aligned with research objectives and research questions of this study, the conceptual framework is developed (See figure 2). The proposed conceptual framework embraces four major variables, which are used to develop the conceptual model of the relationship between customer-defined market orientation, customer satisfaction, and customer loyalty and the mediating role of customer inspiration.

Previous studies have indicated that the customer-defined market orientation is conceptually linked with customer satisfaction (Altarifi, Aqel and Tarawneh (2016); Webb et al. 2000; Krepapa, Berthon, Webb and Pitt, 2000) and customer loyalty (Zhi-min and Lu 2012; Chen and Quester 2006; José Sanzo et al. 2007). Furthermore, previous studies also indicated the role of customer inspiration as a mediator between customer-defined market orientation (Lindberg, and Götberg, 2016; Slater, Mohr, and Sengupta, 2010; Hippel, 1986), customer satisfaction Ryan and Deci (2000) and customer loyalty Bottger et al. (2017).

Thus in light of the above evidence, this research has proposed the conceptual framework of this research study, illustrated in Figure 1. It can be easily observed from the theoretical framework that the researcher intends to concentrate on examining the impact of customer-defined market orientation on customer satisfaction and customer loyalty and also investigate the role of customer inspiration as mediator. Previously, many types of research have been conducted on market orientation, customer satisfaction, and customer loyalty, however, there is no research conducted on the topic selected in this research. Therefore, it is very substantial to find what form of relationship actually exists in this framework.

## MANAGERIAL IMPLICATIONS

In the current competitive business environment, effective customer-defined market orientation practices can enable organizations to acquire competitive advantage by providing superior value to customers. Effective implementation of customer-defined market orientation

practices provides long-term benefit to the organization through market research activities to determine customer need, using customer information to deliver product/services that are in line with customer requirement, responding quickly to competitor's moves, understanding their competition, share customer information with related staff and all department work together to create superior customer value hence, it contributes to building a long-term relationship with satisfied and loyal customers. This study practically contributes by providing empirical evidence that the organizations who implement customer-defined market orientation effectively, are able to obtain customer satisfaction and loyalty. Furthermore, the organization also need to inspire their customer through received suggestions from customers that creates new ideas for their services and develop the ambiance of the organization in such a manner that the environment generates new ideas and insights that customer doesn't know before, hence it will increase the customer satisfaction, and loyalty.

## **ACADEMIC IMPLICATIONS**

The significance of customer-defined market orientation has induced numerous researchers to conduct research on a different aspect of business and how it can be connected. Although a number of researches have conducted on market orientation, customer satisfaction, and customer loyalty, however, there is no empirical study conduct which investigates the effect of customer-defined market orientation practices on customer satisfaction and customer loyalty with mediating role of customer inspiration. Thus, this study contributes to literature through proposition development which enables organizations to enhance customer satisfaction and customer loyalty through customer-defined market orientation practices and customer inspiration.

## **CONCLUSION**

Building long-term relationship through customer satisfaction and loyalty is a fundamental objective of an organization. Past empirical studies have found the significant effect of customer-defined market orientation on customer satisfaction (Webb et al. 2000) and loyalty José Sanzo et al. (2007) and mediating role of customer inspiration between market orientations (Lindberg, and Götberg, 2016; Slater, Mohr, and Sengupta, 2010), customer satisfaction and loyalty Bottger et al. (2017). This brief review of the literature aims to highlight the importance of customer-defined market orientation, its effect on customer satisfaction and loyalty, and the mediating role of customer inspiration. However, the empirical evidence is still required to prove this contention statistically. Moreover, empirical evidence from the students, who are dependent on parents since they are not earning and teachers, who are a logical inspector, since they demonstrate sufficient knowledge and try to equate the value of a product with its need (Akinyele 2011), as literature suggested, is very much required to report. Previous studies showed that there are many kinds of literature of market orientation in the profit sector (Kohli and Jaworski, 1990; Narver and Slater, 1990), there has been little research to look at the impact of market orientation in the nonprofit context such as education (Akinyele 2011). Hence, the proposed conceptual framework would empirically be tested, by collecting primary data through a self-administered survey, from the defined social lab.

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