**We can define the term as: customer orientation**

The consumer orientation is modern marketing philosophy and approach that guide the marketing managers to formulate marketing programme (4Ps) in such a way that the firm can offer maximum possible satisfaction to target consumers.

The consumer orientation is modern marketing philosophy that guides the practicing managers to carry out marketing efforts in a manner that result into maximum consumer satisfaction. The consumer orientation emphasizes on understanding consumers’ real needs, and satisfying them better than any competitor. It requires the company to define the consumer needs from consumer’s point of view. Company must do everything possible to meet expectations of the target consumers.

**It makes the marketers think:**

i. “Customers are king in our business.”

ii. “Satisfy customer needs to satisfy company’s needs.”

iii. “Customers are the best judges of our offers (goods and services).”

:iv. “Customer is the most important person in our business.”

v. “He never complains… but suggests. He complains for company’s benefits. He complains on behalf of product.”

vi. “Customer is not dependent on us…we are dependent on him.”

vii. “He is our business partner, he is our well-wisher. He is doing favour by giving us opportunity to serve him.”