



The role of product service offering in the relationship between market orientation and business performance in repair services shops

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Abstract: The main objective of this article is to analyze the impact of market orientation on business performance in repair shops and to establish the mediating role of the service offer around the product (repair). The article is based on a qualitative study carried out with 23 repair shop managers in Togo, complemented by a quantitative study based on a questionnaire administered to 426 managers. The method of structural equations with the AMOS software and the model of Baron and Kenny (1986) were used to analyze the data and to test of the direct and indirect link between market orientation and business performance. The results show that market orientation positively influences business performance and that the service offering around the repair partially mediates this relationship.

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