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TITLE OF DIPLOMA THESIS:

Investigating the degree of adoption of marketing orientation in Greek construction industry

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ABSTRACT

This current thesis's objective is to investigate the degree in which the international construction industry adopts a marketing orientation. This subject was chosen in order to ascertain in which degree an industry that traditionally follows a production orientation, can take advantage of the utility and essence of modern business theories, such as marketing. Before the investigation of the basic subject, it was considered necessary the introduction in the marketing concepts, so as the essence of this philosophy can become understandable. Marketing gives priority to the customer and tries to coordinate all efforts in satisfying his needs and requirements. Marketing orientation is a combination of a total of beliefs, which correspond in the marketing philosophy and a total of practices, which proves in action the positive attitude of a company towards marketing. In reality this orientation focuses apart from the customer to competition and interfunctional coordination. For a company to try and surpass the competition and make all of its employees part of this marketing effort, is considered a basic condition of this orientation. The adoption of marketing orientation hasn't shown many signs of incorporation in the international construction industry. The specificities of the industry as well the culture that has formed are the main obstacles for the incorporation of marketing in the functions of a construction firm. False perceptions have prevailed, first and foremost that marketing is a sales function. Also that practices that are implemented are more concerned about advertizing and promotion and not its basic responsibilities. The results that have emerged from the research of Greek construction firms confirm the image that has arisen with marketing orientation being small. However because of the limited sample, the results are of low credibility and are to be considered as indications about the Greek construction industry. The final conclusion is that the construction industry still has a long way up until it changes its production orientation into understanding that a basic criteria for ensuring a long term viability and profitability, is customer's satisfaction.

KEYWORDS

marketing orientation, construction industry, marketing practices, source of competitive advantage, marketing strategy

