

A STUDY ON THE RELATIONSHIP BETWEEN AN ORGANIZATION'S LEVEL OF MARKET FIT AND ITS BUSINESS PERFORMANCE

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ABSTRACT

The current study tries to understand the relationship between an organizations level of market fit and its business performance when variable like market orientation, marketing audit, generic strategies, external environment, and they impact on business performance crieteria of market share and financial results.. The research was motivated to understand the market fit of Indian companies listed on the Bombay Stock Exchange and was part of a bigger study conducted during the year of 2013-14.

KEY WORDS: Market Fit, Market Orientation, Business performance.

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