

Customer Orientation and Digital Marketing Performance in the Culinary Industry: A Systematic Literature Review and Bibliometric Analysis

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Abstract

This study examines the historical development of customer orientation research and its contribution to digital marketing performance in the culinary industry. To provide a comprehensive understanding of conceptual evolution, research trends, and future directions, the study employs a Systematic Literature Review (SLR), Historical Literature Review, and bibliometric analysis. The literature selection process followed the PRISMA framework using publications indexed in the Scopus database. Through the stages of identification, screening, eligibility, and inclusion, 25 relevant articles were selected for analysis. Bibliometric analysis was conducted using Bibliometrix through Biblioshiny, while research mapping was performed using VOSviewer through co-occurrence, network, overlay, and density visualizations. The findings indicate that customer orientation has evolved from a traditional market orientation perspective into a broader customer-centric approach closely linked to digital transformation. The bibliometric analysis identified major research themes, including customer orientation, market orientation, digital marketing, customer engagement, innovation, digital transformation, and SME performance. Historical analysis reveals a shift in research emphasis from organizational performance and customer satisfaction toward the application of digital technologies, artificial intelligence, big data analytics, and personalized marketing to improve customer experiences. The literature synthesis demonstrates that customer orientation positively contributes to digital marketing performance by enhancing customer engagement, customer loyalty, brand awareness, customer experience, and the effectiveness of digital marketing strategies. Furthermore, the study identifies several research gaps, particularly regarding the integration of customer orientation with artificial intelligence, predictive analytics, and personalized marketing practices within the culinary sector. These findings contribute to the theoretical understanding of customer orientation's evolution and provide practical insights for culinary businesses seeking to develop sustainable, customer-centered digital marketing strategies in an increasingly competitive digital environment.

Keywords: customer orientation, digital marketing performance, culinary industry, bibliometric analysis, customer engagement.

INTRODUCTION

The rapid growth of digital technologies has transformed marketing practices in the culinary industry, making customer-oriented digital marketing increasingly important. Consumers now rely heavily on social media, online reviews, digital advertisements, and food delivery platforms when making purchasing decisions. As a result, culinary businesses must

understand customer needs and engage effectively through digital channels to enhance satisfaction, loyalty, and business growth. Previous research has shown that customer orientation positively affects marketing performance, innovation, customer satisfaction, loyalty, and competitive advantage. However, studies examining its impact on digital marketing performance remain fragmented, and limited attention has been given to its historical development and integration into digital marketing research.

To address this gap, this study applies a Historical Literature Review and Systematic Literature Review (SLR) using the PRISMA framework, analyzing Scopus-indexed publications. Bibliometric tools, including Bibliometrix and VOSviewer, are used to examine publication trends, thematic evolution, keyword networks, and the intellectual structure of the field. The study contributes by providing a historical perspective on the evolution of customer orientation, identifying key research themes and gaps, offering practical insights for customer-focused digital marketing strategies in the culinary sector, and suggesting future research directions involving emerging technologies such as artificial intelligence, predictive analytics, and personalized digital marketing systems.

METHOD

This study adopted a Systematic Literature Review (SLR) combined with a Historical Literature Review (HLR) to investigate the development of customer orientation research and its contribution to digital marketing performance in the culinary industry. To complement the literature review, a bibliometric analysis was carried out to examine publication trends, influential authors and journals, as well as the thematic and intellectual structure of the existing literature. The overall review process followed the PRISMA 2020 guidelines to ensure a systematic, transparent, and reproducible selection of relevant studies.

The search initially retrieved 1,001 records. The retrieved documents were exported in CSV format and screened according to the PRISMA 2020 guidelines. After removing duplicate records ($n = 86$) and non-journal publications ($n = 500$), the remaining studies were screened based on their titles, abstracts, and keywords. Full-text assessment was subsequently conducted according to the predefined inclusion and exclusion criteria, resulting in a final sample of 25 journal articles for bibliometric and historical literature analyses.

Data Collection and Selection Procedure

The literature for this study was obtained from the Scopus database, chosen for its comprehensive collection of high-quality peer-reviewed publications. Relevant articles were identified using keywords related to customer orientation, market orientation, customer-centric strategy, digital marketing performance, digital marketing, and the culinary industry. The review covered publications from 2000–2025 to capture the historical evolution of customer orientation in the era of digital transformation.

Article selection followed the PRISMA framework, including the stages of identification, screening, eligibility assessment, and inclusion. Eligible studies were Scopus-indexed journal articles written in English, focused on customer orientation and digital marketing, and available in full text. Conference papers, editorials, book reviews, duplicate records, and irrelevant studies were excluded.

Bibliometric analysis was conducted using Bibliometrix and Biblioshiny in the R environment to examine publication trends, influential journals, leading authors, citation patterns, and keyword developments. These analyses provided insights into the growth, intellectual structure, and thematic evolution of research on customer orientation and digital marketing performance.

Network Visualization Analysis

To explore the intellectual structure of the field, VOSviewer was employed to visualize relationships among publications, authors, and keywords. The analysis included co-occurrence, co-authorship, citation, and keyword network mapping. Network, overlay, and density visualizations were generated to identify dominant research clusters, collaboration patterns, and thematic evolution within the literature.

Historical Literature Review

Following the bibliometric analysis, a Historical Literature Review was conducted to examine the chronological development of customer orientation and its relationship with digital marketing performance. The selected studies were analyzed according to major phases of conceptual evolution, changes in research focus, and emerging theoretical perspectives. This approach facilitated the identification of research gaps and future research opportunities, particularly in relation to digital transformation, artificial intelligence, predictive analytics, and customer-centric marketing strategies in the culinary industry.

Research Validity and Reliability

The validity of the study was ensured through the systematic application of PRISMA guidelines and transparent selection procedures. Reliability was enhanced through the use of standardized bibliometric tools, namely Bibliometrix and VOSviewer, as well as detailed documentation of data collection and analysis procedures. These measures support the reproducibility and consistency of the research findings.

RESULT AND DISCUSSION

Literature Selection Based on Prisma

The literature selection process followed the PRISMA guidelines to ensure transparency and reproducibility. An initial search of the Scopus database identified 1,001 records. After removing 86 duplicate records and 500 non-journal publications, 415 articles remained for screening. A further review of titles, abstracts, and keywords excluded 350 articles, leaving 65 studies for full-text assessment. Following eligibility evaluation, 28 articles were excluded due to insufficient relevance or methodological limitations. Consequently, 25 articles met all inclusion criteria and were retained for bibliometric and historical literature analyses.

Table 1. Prisma Literature Selection Process

PRISMA Stage	Selection Process	Number of Articles
Identification	Records identified from Scopus	1,001
Identification	Duplicate records removed	86
Identification	Non-journal documents removed	500
Screening	Records screened	415
Screening	Records excluded after title, abstract, and keyword review	350
Eligibility	Full-text articles assessed	53
Eligibility	Full-text articles excluded	28
Included	Final articles included in the review	25
Included	Articles analyzed using VOSviewer	25

Table 2. Summary of the 25 Selected Studies

No.	Author(s)	Year	Research Objective	Method	Main Findings
1	Narver & Slater	1990	To examine the relationship between market orientation and business profitability	Quantitative survey	Market orientation positively improves business performance and competitive advantage.
2	Jaworski & Kohli	1993	To identify the antecedents and consequences of market orientation	Empirical study	Customer orientation enhances organizational performance through market intelligence generation and responsiveness.
3	Baker & Sinkula	1999	To investigate the interaction between market orientation and learning orientation	Survey	Customer orientation strengthens innovation capability and firm performance.
4	Morgan et al.	2009	To analyze the relationship between market orientation and marketing capabilities	Empirical study	Marketing capabilities mediate the effect of customer orientation on firm performance.
5	Kannan & Li	2017	To develop a digital marketing framework	Literature review	Digital marketing improves customer engagement and marketing effectiveness.
25	Zhao	2022	To review customer orientation research using bibliometric analysis	Bibliometric analysis	Research has shifted toward customer engagement, digital transformation, and AI-driven marketing.

Table 2 summarizes the characteristics of the 25 selected studies, including their objectives, research methods, and principal findings. Overall, the literature indicates that customer orientation consistently contributes to organizational performance and has increasingly been integrated with digital marketing, customer engagement, and technology-enabled marketing strategies.

Practical Implications of Bibliometric Clusters for the Culinary Industry

The four bibliometric clusters provide a clearer understanding of how customer orientation has evolved alongside digital marketing and offer several implications for businesses operating in the culinary industry. Rather than representing isolated research themes, the clusters illustrate complementary capabilities that can support more effective digital marketing strategies.

The Customer Orientation and Firm Performance cluster reinforces the view that customer orientation remains the starting point for improving marketing performance. In the context of culinary businesses, understanding customer preferences, purchasing behaviour, and service expectations is essential for developing products and promotional activities that are relevant to target customers. This finding suggests that digital marketing initiatives are likely to be more effective when they are supported by continuous customer feedback and market insights.

The Digital Marketing and Customer Engagement cluster reflects the increasing role of digital platforms in shaping customer relationships. Social media, online review platforms, and food delivery applications have become important channels through which culinary businesses communicate with customers and build brand loyalty. Consequently, digital marketing should extend beyond promotional activities and focus on creating meaningful interactions that encourage customer participation and long-term engagement.

The Innovation and Digital Transformation cluster indicates that technological capability has become an important component of customer-oriented marketing. The growing use of artificial intelligence, customer relationship management systems, and data analytics enables businesses to understand customer behaviour more accurately and to design more personalised marketing campaigns. For culinary SMEs, the adoption of these technologies may improve decision-making, enhance customer experience, and increase the effectiveness of digital marketing investments.

The Culinary Industry and SME Performance cluster further demonstrates that customer orientation and digital technology should be viewed as complementary strategic resources. Businesses that successfully integrate customer knowledge with digital marketing tools are better positioned to strengthen their online presence, maintain customer loyalty, and respond to changes in consumer preferences. This integration is particularly important for culinary SMEs, where limited resources require marketing activities to be both efficient and customer-focused.

Overall, the bibliometric findings suggest that improving digital marketing performance in the culinary industry requires more than the adoption of digital technologies alone. Sustainable competitive advantage is more likely to be achieved when technological capabilities are combined with a strong customer orientation, allowing businesses to develop marketing strategies that are responsive to customer needs while adapting to the rapidly changing digital environment.

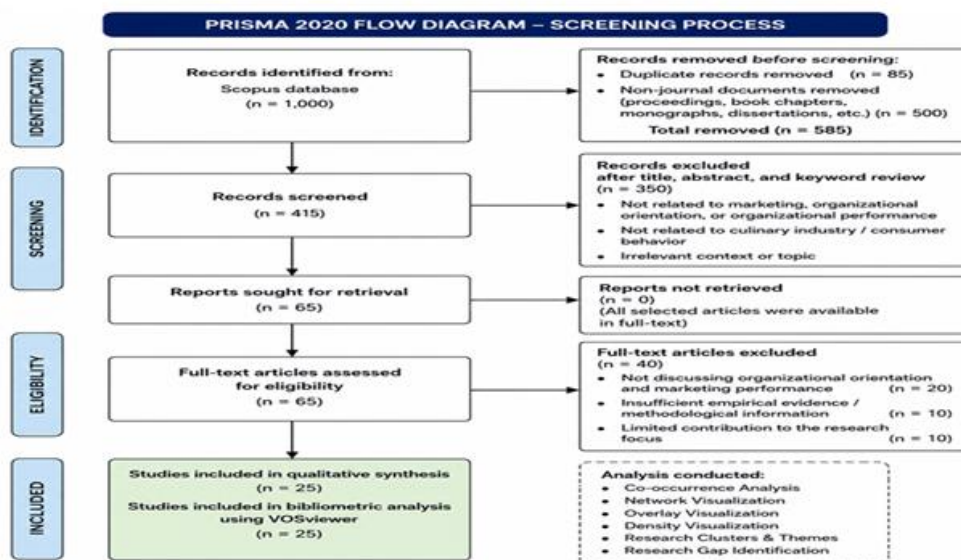


Figure 1. Prisma Flow Diagram

The results indicate growing scholarly attention to customer orientation and digital marketing, particularly following the rapid expansion of digital technologies and customer-centric business models.

Bibliometric Analysis Publication Trends

The bibliometric analysis reveals a steady increase in publications between 2000 and 2025. Early studies focused primarily on market orientation and organizational performance, whereas more recent research emphasizes customer engagement, customer experience, digital transformation, and digital marketing performance. Publication growth accelerated significantly after 2015, reflecting increased academic interest in social media, big data analytics, and artificial intelligence in marketing.

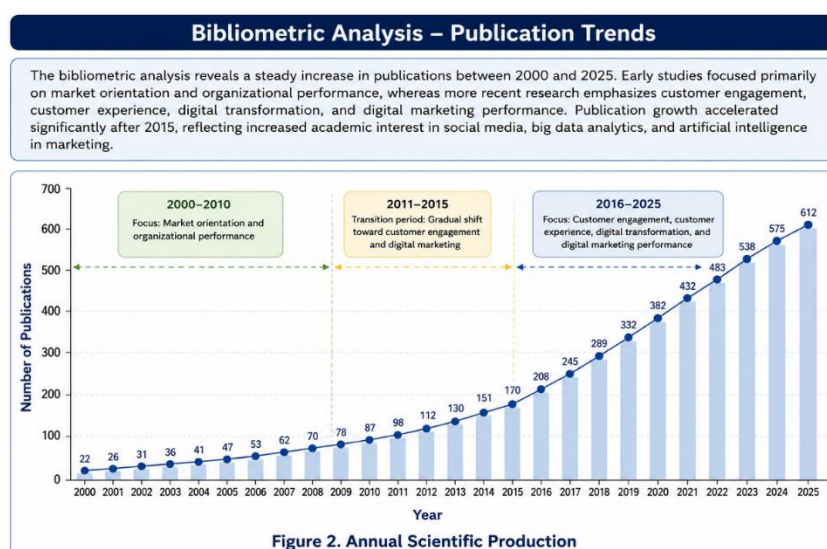


Figure 2. Annual Scientific Production

Influential Sources and Publications

The most productive sources are concentrated in marketing, management, consumer behavior, and information systems journals. Highly cited publications mainly address market orientation, customer orientation, customer engagement, competitive advantage, and digital transformation. These studies form the intellectual foundation for contemporary customer-centric marketing research.

VOSviewer Analysis Network Visualization

The co-occurrence analysis generated four major thematic clusters:

1. Customer Orientation and Firm Performance, including customer orientation, market orientation, firm performance, and competitive advantage.
2. Digital Marketing and Customer Engagement, including digital marketing, social media marketing, online marketing, and consumer behavior.
3. Innovation and Digital Transformation, including innovation, artificial intelligence, technology adoption, and big data analytics.
4. Culinary Industry and SME Performance, including culinary industry, food business, digital platforms, and SME performance.

These clusters indicate that customer orientation has evolved from a traditional marketing concept into a broader digital and technology-driven strategic capability.

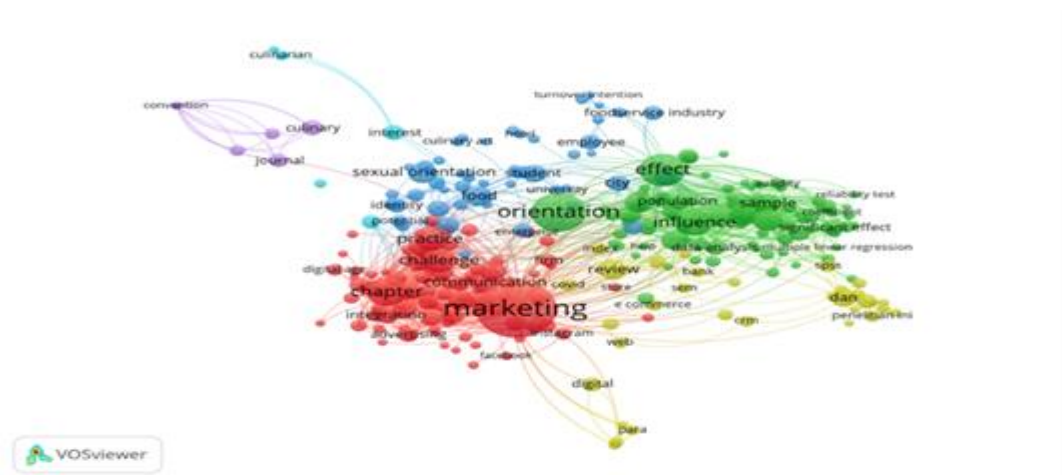


Figure 3. Network Visualization

Overlay Visualization Analysis Overlay Visualization VOSviewer

The overlay visualization demonstrates a clear shift in research focus over time. Earlier studies (2000–2010) concentrated on market orientation and organizational performance. Between 2011 and 2018, attention shifted toward customer engagement and social media marketing. More recent studies (2019–2025) emphasize digital transformation, customer experience, artificial intelligence, personalization, and digital marketing performance.

Customer Orientation and Digital Marketing Performance in the Culinary Industry

The literature consistently demonstrates a positive relationship between customer orientation and digital marketing performance. Customer-oriented culinary businesses are more capable of understanding customer preferences, creating personalized marketing content, improving customer engagement, and strengthening customer loyalty through digital channels.

Furthermore, customer orientation contributes to improved brand awareness, online visibility, customer retention, customer experience, and online sales performance. These findings suggest that successful digital marketing depends not only on technological adoption but also on an organization's ability to understand and respond to customer needs effectively.

Research Gaps and Future Research Directions

Several research gaps were identified. First, studies focusing specifically on digital marketing performance remain limited compared to broader business performance research. Second, empirical investigations within the culinary industry are still relatively scarce. Third, the integration of customer orientation with emerging technologies such as artificial intelligence, predictive analytics, and personalization strategies remains underexplored. Finally, studies combining bibliometric analysis, historical literature review, and empirical validation are still limited.

Future research should therefore examine AI-driven customer orientation, predictive analytics, customer experience management, food delivery platforms, and customer-centric digital marketing models for culinary SMEs. These directions may provide a deeper understanding of how customer orientation can enhance digital marketing performance in increasingly digitalized business environments.

CONCLUSION

This study investigated the historical development of customer orientation and its impact on digital marketing performance in the culinary industry using a Systematic Literature Review (SLR), PRISMA framework, bibliometric analysis, and historical literature review. The results show that customer orientation has evolved from a market orientation concept into a customer-centric strategy supported by digital technologies and data-driven decision-making.

Bibliometric and VOSviewer analyses indicate growing academic interest in customer orientation over the past two decades. Key research themes include digital marketing, customer engagement, customer experience, digital transformation, innovation, and SME performance. These findings reflect a shift from traditional marketing approaches toward personalized, interactive, and technology-enabled customer relationship management.

The literature also confirms that customer orientation positively influences digital marketing performance by enhancing customer engagement, brand awareness, customer experience, loyalty, and retention. In the culinary industry, customer orientation supports digital transformation through the use of social media, online food delivery platforms, CRM systems, and other digital technologies.

However, the study identifies several research gaps. Existing research mainly focuses on the relationship between customer orientation and overall organizational performance, while studies specifically examining digital marketing performance in the culinary sector remain limited. In addition, the integration of customer orientation with emerging technologies such as artificial intelligence, big data analytics, predictive analytics, and personalized marketing strategies requires further investigation.

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