

# **Impact of market orientation on the to value co-creation through The mediating role of e-marketing adoption (Case Study: Export Companies of Guilan Province)**

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it is necessary to examine the factors affecting the common value for customers. In this research, the effect of market orientation on the creation of common value through the mediation of electronic marketing in the export companies of Guilan province was studied. This research is based on the descriptive nature of correlation and in terms of its purpose. Data gathering was a field method. A questionnaire tool was used to collect information. The statistical population of the study was 198 export companies in Guilan province. 121 companies were ed as a sample of research through Cochran's formula for limited society and the sampling method in this research was simple random. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Structural equations and SPSS and SMART PLS2 software were used to analyze the data. Out of the five hypotheses presented in this study, four were approved statistically: the impact of market orientation on the use of electronic marketing, the impact of electronic marketing on the creation of customer value, the impact of electronic marketing on the creation of customer value through trust adjustment , The impact of the market orientation on creating a common value for customers through the use of electronic marketing). But the impact of electronic marketing on the creation of shared customer value was not approved by the modification of the legal contract.

**Keywords :** : trust, e-marketing adoption, customer value creation, legal contract, market orientation,