

The effect of targeting strategies on firm performance: A modeling approach

Marina Kyriakou
University of Piraeus
MARKOS TSOGAS
University of Piraeus

Acknowledgements:

This work has been partly supported by the University of Piraeus Research Center.

Cite as:

Kyriakou Marina, TSOGAS MARKOS (2025), The effect of targeting strategies on firm performance: A modeling approach. *Proceedings of the European Marketing Academy*, 54th, (126426)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



The effect of targeting strategies on firm performance: A modeling approach

Abstract

The aim of this study is to investigate the impact of targeting strategies on the overall business strategy and on firm's performance. The authors enrich the well-known set of strategic alternatives by Kotler and juxtapose targeting and strategy typologies to form four clusters of targeting strategies/approaches. These are used to validate a coherent model of targeting strategies' antecedents and consequences and enlighten our understanding of applied targeting approaches. For the purpose of this study an e-mail survey took place in a single European country. A PLS-SEM modeling approach was utilized and the results reveal that targeting strategies play a crucial role in determining firms' marketing and financial success.

Keywords: *targeting, strategy, marketing capabilities, performance*

Track: *Marketing Strategy & Theory*