

Exploring the Role of Targeting Approaches on Business Strategy

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Abstract

The purpose of this study is to explore the role of targeting approaches on marketing and business strategy. Although the concept of targeting is well established in marketing literature, empirical studies are hard to be located. This paper aims to fill this gap by providing initial evidence on the actual targeting strategies pursued by companies, vis-a-vis their resources and their design of the appropriate marketing mix. For the purposes of this study an e-mail survey took place in a single European country and 265 valid questionnaires were collected. The analysis led to eight strategies which prevailed and which adequately describe the actual targeting objectives and approaches of companies. The findings expand our understanding of strategic marketing decision making patterns in contemporary competitive markets.

Subject Areas: *Decision-Making; Marketing Strategy*