

# Measuring the impact of marketing strategies on financial and market performance's Garment manufacturing workshops in Rasht City under economic depression

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**Abstract** These days' economic depression has influenced the performance and activity of all enterprises, industries and whole economic sector. Therefore, accomplishing the best financial and non-financial performance under economic recession has turned to the main concern of business executives. On the other hand, when financial crisis happens, customers change their purchase behavior. Thus, firms need to change their strategies so as to meet the needs and preferences of their customers and realize their superior performance by exploiting various strategies, including the marketing strategies that play a remarkable role in recognizing their customers' needs. Thus, this research was aimed to explore the significance of marketing strategies such as undifferentiated, differentiated and concentrated for the market and financial performance of garment manufacturing workshops under economic depression. So, it is an applied research in terms of the objective. To this end, the library study was accompanied with field studies. A questionnaire composed of 34 questions was designed and its content validity was confirmed. Then, it was administered among supervisors and managers of 160 garment manufacturing workshops 275 workshops by quota sampling technique. After the questionnaires were collected, the reliability of the questionnaire was estimated at greater than 0.7 by Cronbach's alpha. Data were analyzed by structural equations modeling. The results of confirmatory factor analysis revealed that the values of model fitting indices were appropriate. According to the results of path analysis, the differentiated and concentrated strategy had significant positive impacts on the market and financial performance of the workshops. But, the effects of the undifferentiated

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marketing strategy on market and financial performance under economic depression were not significant. **Keywords: Marketing strategies, financial and market performance, economic depression, Garment manufacturing workshops**

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