

“Marketing Strategies of Selected Clothing Stores in Daet, Camarines Norte: Basis for Improvement”

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THE PROBLEM AND ITS BACKGROUND

Background of the Study

Clothing is an essential part of our everyday lives, serving not only a practical purpose of providing protection and warmth, but also as a form of self-expression and personal style. From casual streetwear to formal attire, there is a wide range of styles and options available to suit every individual's taste and personality. Clothing shops play a crucial role in providing a space for customers to explore and try on different garments, allowing them to find the perfect pieces that make them feel confident and comfortable. These shops offer various brands, designers, catering a wide range of preferences. Whether they are looking for the latest fashion trends, timeless classics, clothing shops offer a variety of options to help them find the perfect outfit for any occasion.

One of the most major industries in the world is clothing. Fashion is responsible for a sizeable portion of the world economy. It is a major industry that adds value to the global economy. The global fashion sector would rank as the seventh-largest economy in the world if its GDP were compared to that of individual nations (Fashion United, 2022). The most recent figures available for the global garment industry, \$1.7 trillion or 13.7 percent more will be made in revenue from the apparel market in 2023. Over the past ten years, this has grown significantly.

The local clothing industry anticipates exports to increase by 50 percent in 2023 to \$1.5 billion from \$1 billion. According to data, Japan's Nichiun Co. had already placed new orders worth \$6.48 million with the Philippines as of 2023 of Konoike Group Ltd. Japan is confident that Philippine clothing craftsmanship, notably that of men's dress shirts, has been demonstrated to be of high quality and is well-liked around the world (Campos, 2023).

One of the most popular and successful business ventures in the Philippines, particularly for prospective entrepreneurs, is opening a clothes store. This is an excellent chance because consumers are constantly in need of new clothing due to the ever-evolving fashion trend. They will therefore continue to purchase from them as long as they have something fresh to offer. Clothes retailers are therefore among the most successful industries in existence today. As long as the buyers enjoy the designs, they can charge more for their clothing.

The apparel industry is always in existence since there is a constant need for clothes. Establishing this kind of business doesn't require a large startup cost. To get things going, all they need is a modest stall and enough inventory. They are not required to purchase hundreds of clothes at once. They can launch their clothes business with savings because there aren't many capital needs. They won't have any trouble getting clients because clothing is a must for them. All they need to do is have happy clients.

Great competition accompanies great opportunities. To successfully enter the crowded market and achieve success, it is crucial to first grasp the ins and outs of starting and operating a clothing business. Owners of clothing stores have to deal with a variety of difficulties, such as selecting the kind of clothing to sell because there are so many options. Filipinos need to consider regional variations, since not all of them have the same preferences or needs. Another item to consider is the cost.

The competitiveness of the apparel industry is one of its main obstacles. The clothing business is oversaturated and very competitive, with numerous brands fighting for consumers' attention. The competition between the

overabundance of clothing factories, designers, and industries is expanding as a result of the proliferation of these entities, which ultimately affects product quality and growth costs. Apart from the inevitable nature of competition. That's just how the business operates. Competition is still quite strong and frequently boils down to a struggle for survival of the fittest. Using various business strategies is the key to managing these issues.

In order to protect consumers, maintain fair competition, and adhere to industry standards, clothing and clothing businesses must comply with a number of legal criteria. For clothing stores to conduct business legally and morally, they must abide by certain rules. In accordance with Republic Act No. 7394, also referred to as "The Consumer Act of the Philippines," consumers are protected from risks to their health and safety as well as from dishonest, unfair, and unethical sales tactics (Official Gazette, 1992).

On the other hand, according to the Business Name Law (Republic Act 3883), it is unlawful for anybody to use and operate a name for a business in the Philippines unless the Department of Trade and Industry (DTI) has received the business name registration. A business must obtain further documentation before a business permit can be issued; DTI registration is just one requirements for operating a business (Business Name Registration-BNRS Portal, 2023).

Registering their business with the DTI is a smart choice for entrepreneurs in the Philippines. The most obvious reason why they should register with DTI is to protect their business name. Once registered, it will be recorded and recognized by the government and will have the exclusive and legal right to use their business name for five years, which is its validity period, and then renew it after that. During this time, no other business can their name in any part of the country.

Given the challenges to clothing industry, the researcher believes that conducting this study is necessary and important to clothing store owners. The study will help the researcher to know the existing marketing strategies employees by store owners. The goal of this research is to provide them with more advanced marketing strategies for possible intervention that will sustain their business in the long run.

Statement of the Problem

Generally, this study aimed to determine the marketing strategies of selected clothing stores in Daet, Camarines Norte, as a basis for improvement.

Specifically, it sought to answer the following questions:

1. How may the profile of the businesses in clothing stores be described in terms of:
 - 1.1 capitalization;
 - 1.2 number of employees; and
 - 1.3 years of operation?
2. What is the level of implementation of marketing strategies employed by the selected clothing store along:
 - 2.1 product;
 - 2.2 price;
 - 2.3 promotion;
 - 2.4 place; and
 - 2.5 people?

3. Is there a significant relationship between the profile of the clothing stores and their employed marketing strategies?
4. What are the challenges encountered by the clothing stores in terms of the five Ps of marketing strategies?
5. What proposed improvement on the marketing strategies may be adopted by clothing stores in Daet, Camarines Norte.

Hypothesis

This research was guided by the hypothesis:

There is no significant relationship between the profile of the respondents and their employed marketing strategies of clothing store owners.

Scope and Limitation of the Study

The study's respondents were clothing store owners in Daet, Camarines Norte. According to data from the Department of Trade and Industry (DTI), there were 159 active clothing stores in Daet from January 1, 2018, to March 30, 2023. The selected store owners had physical stores located inside Daet, Camarines Norte. They were also registered business owners with the Bureau of Internal Revenue (BIR).

The study employed total enumeration in selecting the respondents and investigating the clothing stores. It was limited to clothing stores in Daet, Camarines Norte. Clothing stores outside Daet were not included in the study or data gathering. The study was also not applicable to pure online clothing store owners.

Significance of the Study

The value of the fashion business allows it to employ a large number of people. In the fashion sector, jobs and the economy are inextricably linked. The fashion industry greatly benefits the economy because of the number of jobs and money it generates. The researcher believed that this study was of great importance to the following:

Clothing Store Owners. Numerous clothing store owners are registered with DTI and BIR in Daet, Camarines Norte. They have physical stores throughout Daet, some in the public market section and some at their residences. This study helps them sustain their businesses by applying the necessary marketing strategies.

Customers. Clothes are a necessity for everyone. The style, colors, and quality of clothes available on the market are based on the needs and wants of customers. Customers may come from different places searching for clothes that fit their style. This research helps them be aware of the challenges that store owners face.

Department of Trade and Industry (DTI). This government agency regulates and facilitates investment activity in Daet, Camarines Norte, protects the rights of consumers, and provides strategic ways for all business owners. Through this, DTI may coordinate programs with the Local Government Unit (LGU) to help clothing store owners in their business operations, such as lowering renewal fees, relocating physical stores to more accessible places, and similar initiatives.

Other Business Entities. Other business entities, such as those in the meat and chicken section, groceries, vegetables, and the like, may benefit from the results of this study since they experience similar challenges. The marketing strategies identified at the end of this study are also applicable to them.

Researcher, herself. As a customer engaged in purchasing clothes for any occasion or other purposes, this study is significant in understanding how these clothing stores conduct their everyday business. The information acquired is meaningful in crafting strategies needed by clothing store owners.

Future Researchers. The study's results are useful to researchers who might want to conduct studies related to this topic. The study helps them acquire additional information on challenges and strategies, and future researchers will be able to identify what information needs further study.

Notes

1. Fashion United. (2022). How current global trends are disrupting the fashion industry|McKinsey.McKinsey&Company.<https://www.mckinsey.com/industries/retail/our-insights/how-current-global-trendsaredisruptingthefashionindustry>
2. Campos, O. V. (2023). PH garments industry expects 50% rise in 2023 exports onglobaldevelopments.ManilaStandard.<https://www.manilastandard.net/business/economy-trade/314306791/ph-garments-industry-expects-50rise-in2023-exports-on-global-developments.html>
3. Official Gazette. (1992). Republic Act No. 7394. Official Gazette of the Republic of the Philippines. <https://www.officialgazette.gov.ph/1992/04/13/republic-act-no-7394-s-1992/>
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REVIEW OF RELATED LITERATURE AND STUDIES

This chapter contains related literature and studies used as basis of this research which discussed concepts, theories, opinions and similar studies that were deemed necessary in conducting this research from different sources including the unpublished thesis, journals, articles and other internet search engines.

Related Literature

The following related literature provide insights and additional understanding in this research.

Foreign

Foreign literature comprises comprehensive articles that study regional and historical circumstances. To examine the authors' personal history and views about clothing, sustainability, and marketing strategies, the researcher includes the following foreign literature:

Clothing has a variety of purposes in a person's life beyond just being a fundamental necessity. The ability of information and trends to spread around the globe motivates people to buy clothing and inspires them to buy more apparel by providing them with a wide range of options. These circumstances have caused a shift in traditional consumer culture and produced consumer masses that favour brand names and fashion, or inventive goods, convey prestige, pique attention, and carry social significance in addition to being merely functional (Koca & Koc, 2016).

One of a person's basic needs is clothing. People dress differently on various occasions, suited to their needs and circumstances, ranging from casual clothing for everyday use to formal attire and the person's choice. Clothing serves various purposes, including providing protection against cold or heat and potentially harmful chemicals and increasing the wearer's comfort while performing daily tasks. Beyond its usefulness, clothing may also be a way for people to display their personality, character, and sense of style (Purwaningtyas & Rahadi, 2021).

In addition, Premalatha et al. (2017) stated that the human race cannot exist without clothing. From infancy to old age, people need clothes. Every minor alteration in human behaviour has an overall impact on the globe. Technologies that are constantly developing and innovating are revolutionizing the garment industry. Regarding the apparel's origin, method of purchase cost, location, and purchasing behavior, customer attitudes toward clothing are observed.

Through its operations and products, a sustainable fashion business promotes social welfare, labor rights, environmental responsibility, and the flourishing of human life. Both the manufacturers and the buyers of clothing are interested in sustainable fashion. On the producer's end, sustainable fashion means employing

recyclable or eco-friendly fibers and assuring their items' overall quality and durability. By being socially and environmentally responsible in their creation, they play their role sustainably. As for the consumers, they must support clothing brands that have switched to sustainable production methods, invest in durable clothing to extend its useful life and dispose of their clothing in a way that will not harm the environment further, like by giving it to charity (Fletcher, 2014).

Moreover, Chu and Seock (2020) stated that even while fashion companies produce and distribute value-added content on social media to meet the demands and needs of consumers, they continue to face difficulties when utilising digital advertising in the social media sector. People expect fashion brands to engage with them in real time and foster emotional connections by being present on social media. Fashion companies may view digital advertising as more effective, valuable, and authentic than traditional advertising, given its immense capacity to produce content and grab consumers' attention on social media.

At every stage of the supply chain, the textile, apparel, and fashion (TAF) sectors considerably increase worldwide environmental pollution. The production and delivery of clothing generate a lot of waste and high greenhouse gas emissions, frequently taking advantage of the cheap labor available in poor nations. Stakeholders' growing understanding of how the textile, garment, and fashion sectors affect the environment and human rights puts pressure on companies to reduce environmental harm (Abbate et al., 2023).

In addition, Wang et al. (2019) created a methodology for a sustainable fashion index to measure sustainability in the fashion industry. They employed a sustainable fashion theory as the foundation to examine the viability of fashion industry businesses. The first step is to establish a precise definition of sustainability, which may be summed up as the balance of many present and future needs regarding the economy, society, culture, and environment.

Moreover, Bosch (2022) stated that given the industry's rapid change and the emergence of social media, effective marketing plans must use both tried-and-true techniques and cutting-edge ones. These tactics range from attending runway events, e-commerce marketing, and influencer campaigns to staying current with the newest trends in both fashion and advertising.

According to Basin (2023), crafting your brand voice is crucial to a successful marketing plan. This is a crucial component of any company because it expresses your unique selling proposition and enhances brand recognition. Companies can develop trust with their consumer base and make sure they leave the correct impression on current and potential customers by having a clear and consistent brand voice.

According to Barone et al. (2023), the value proposition of the business, critical brand messages, information on target customer demographics, and other essential components are all included in a marketing plan. The company's value proposition, which explains to customers what the company stands for, how it runs, and why it merits their business, should be the focal point of a clear marketing plan. Since marketing strategies incorporate value propositions and other essential components of a company's brand, which typically remain stable over time, they should ideally have a longer life cycle than individual marketing plans.

According to Abdullah-Saif and Aimin (2014), marketing strategy is critical to many businesses' performance. It determines where, when, and how the company will compete and how successfully the organisation can execute the marketing strategy decision possibilities. The right and effectively implemented marketing strategies are required to productively direct the deployment of the limited available resources via the firm's marketing capabilities in pursuit of desired goals and objectives.

According to Jatav (2018), service marketing is the practice of ensuring that clients or consumers are completely satisfied in various ways with appropriate communication and service. Businesses should fine-tune every service to fit the needs of various client types. Although services are intangible, some forms of service quality can be utilized to predict consumer behavior.

The fashion industry needs to create more long-term or forward-looking strategies by embracing corporate foresight and, in some instances, setting up strategy units' despite being conscious of the constraints of the

business climate. This project can be seen as not too far off, given that the fashion industry is renowned for its capacity to identify transient trends and translate them into goods or collections (Schwarz, 2019).

However, fashion manufacturers have found it challenging to keep up with consumers. Since fashion generally continues to be a creatively driven "art," most apparel companies have not significantly changed how they operate their businesses in decades. To deliver the finest of the best to customers when they want it, it is vital to combine the "science" of highly successful processes with the inventive "art" of fashion (Berg et al., 2022).

Additionally, Blanckenberg (2018) stated that a successful store depends on the niche it chooses, the branding it creates, the quality of its clothing products and site, the customer service it offers, and fulfillment strategies. By selecting their niche, they can position their store differently by ensuring they make product choices and build their entire clothing line business plan around the customers they want to appeal to.

Furthermore, various marketing techniques can be used based on the preferences of the clothing brand. It is important to note that the goals of these marketing tactics are the same as those of the techniques used to promote other kinds of goods. Every clothing brand aspires to be competitive and to sell. The goal of any marketing plan for companies such as these is to draw in prospective clients. A successful marketing plan requires specific tools and effective execution (DiSalvo, 2019).

According to Appnova (2019), a strong fashion marketing plan is essential for any fashion firm to maintain its competitive edge. Regardless of their experience in the fashion industry, they require a strong marketing strategy for their clothesline. Fashion firms, in particular, have seen significant changes in digital marketing over the past few years, so it is critical for the company to continuously search for ways to adapt and develop to keep a step ahead of the opposition.

Further, the most significant benefit of the five Ps of marketing is that they enhance their ability to focus on their marketing objectives. They can achieve this by establishing a framework that guides all of their initiatives, fostering alignment. Once they have established their core pillars, it is simpler to identify the areas in their organization that require more assistance. Marketing is an ocean of possibilities where they can try anything and everything, entails conducting research and establishing goals (Brand Hopper, 2023).

Moreover, Cokeli (2022) stated that the five P's of marketing divide a marketing plan into critical elements: product, price, promotion, place, and people. These factors help businesses make spot-on decisions about their products and have a successful marketing strategy. This business strategy helps marketing efforts become more efficient by correctly determining target customers and creating a solid base to convert them into loyal customers.

In addition, Woodruff (2019) stated that a clothing business must first carefully identify its target clientele. They must thoroughly know their target market and determine what will entice them to purchase their apparel. The kinds of promotions employed are determined by identifying the target market. One option is purchasing a mailing list of prospective clients in their geographic area. The shop's clothing should stand out from the competitors' offerings. Examine the goods that their rivals sell and consider their approaches to pricing. They need to distinguish themselves from the brands and the throng with their own.

Local

To further understand the study, some locally available literature by Filipino authors was reviewed.

Consumers' buying habits have changed over the ages. They are pickier and more discerning. They want fashion to be produced swiftly by shops. Generation Y desires less expensive clothing than older generations, who prefer more expensive but high-caliber clothing. Even out of date, businesses concentrated on their product, and the competition compelled them to change to a buyer-driven model (Biana, 2020).

The fashion industry is a paradox, ironically dressing consumers in stylish outfits while stripping the Earth and its people of resources and dignity. Fast fashion, or the rapid production of inexpensive disposable clothing, has led to a destructive path. As the brand's race to sell countless clothes in the name of business, production and disposal are pushed to an alarming rate (Santos, 2023).

Furthermore, according to MarketLine (2022), the Philippine apparel retail industry's department stores generated most of its revenues. In addition to casual wear, necessities, formalwear, formalwear-occasional wear, and outerwear for men, women, boys, and girls, the apparel retail industry also includes baby and toddler clothes. Sports-specific clothing is not included.

According to Noromor (2022), the demand for brands to be more visible and approachable online has also increased with the growth of e-commerce. People increasingly expect to find you online since they search for everything online. Today's firms in the Philippines are becoming increasingly interested in digital marketing. Due to the rising demand for Internet marketing, more digital marketing agencies in the Philippines have expanded their services to serve as a one-stop shop for businesses. As a result, online marketing has become more practical and economical than using different firms or independent contractors for every job.

Additionally, leading industries and the Philippine market are constantly evolving. Research possibilities, opportunities, hazards, and so on are strongly advised before taking any concrete action because every industry is quite competitive. Just doing a little research may save a lot of time and money. One of the stages that many businesses put off until the last minute is selecting a selling platform. The selling platforms they decide to use will also significantly impact their ideal clientele (Jamie, 2021).

Despite the looming shadow of recession in critical international markets, such as the United States, a local trade association anticipates modest increases in the Philippines' textile and clothing exports this year. The gross value added by clothing production in the Philippines in 2022 was almost 62.8 billion Philippine pesos, a modest decline from roughly 64 billion Philippine pesos the previous year (Statista, 2023).

Further, developing local clothing companies is challenging because many consumers choose Western clothing labels like H&M, Forever 21, Gucci, Chanel, Dior, and other high-end brands. Local clothing businesses, however, are currently popular because of their distinctive designs and reasonable prices. In recent years, Gen Z and Millennials have become trendier and are more likely to support local firms. Some local clothing companies support charitable organizations, people experiencing homelessness, and urban communities. Local businesses may readily promote their goods online today using social media platforms like Facebook, Instagram, Twitter, and YouTube (Pinoyinstyle, 2020).

Marketing techniques enable the development of goods and services with remarkable profit potential. This is due to the fact that marketing strategies start to change as a result of market research, which also considers the most important target market, what the competition is doing, and potential future trends. With the use of this data, they can determine what advantages customers and clients desire, how much they are willing to spend, and how to set their product or service apart from the competition (Claveria et al., 2021).

Further, Ramirez et al. (2014) stated that the systematic use of present marketing resources is referred to as marketing planning. To quickly accomplish specified marketing goals, overtime must be judiciously allocated. Continuous monitoring, assessment, and measurement of the numerous external and internal market factors that may affect its capacity to generate respectable, profitable sales expectations are necessary. Additionally, marketing planning offers comprehension and a sense of involvement from the most significant organizational levels to the most minor competitive instance that a company plans to use to examine the near- and long-term possibilities of achieving objectives.

According to Naval (2021), every great product begins with a well-defined market- or customer-driven strategy. Providing superior value to customers must be the top priority of every company in today's competitive market, where customers are in charge of their purchasing experiences, and businesses are better equipped with superior customer design. A market-driven strategy bases business decisions on market data. Customer satisfaction results from all business functions working harmoniously to create wonderful consumer experiences when management is sincere about its commitment.

Related Studies

The following related studies provided insights and additional understanding in this research.

Foreign

After looking into the local related literature, it is also relevant to look into the matter in the context of foreign authors/researchers. Provided are the cited related studies from foreign settings.

According to the study by Yolanda et al. (2021) entitled “Marketing Strategy for New Brand Fashion: A Case Study of VAMODE Fashion Business,” the offered goods have less bearing on the everyday lives of customers, the usefulness of products categorized as less durable, inaccurate delivery predictions, and the packing or the packaging used is not as tidy and appealing. A small amount of capital makes it challenging for the owner to offer a wide variety of models, which lowers customer satisfaction with them. Furthermore, the owner finds adjusting to the current situation challenging because their company is still in its infancy and not well-known to the public.

In addition, the study by Liu and Wang (2023) entitled “Research on Marketing Strategies for Apparel FMCG Brands Based on Young Female Consumer Behavior” showed that young female customers' purchasing decisions are primarily influenced by the format of social media marketing content and online shopping, with information-based variables following closely behind word-of-mouth about the product and the brand. The study delves deeper into the viability of apparel FMCG firms expanding into new categories and undergoing digital transformation to access a broader market.

Furthermore, the study by Al-Alsagaff and Basaffar (2022), “Visual Marketing and its Impact on Consumer Buying Behavior in Clothing Stores,” revealed a positive statistically significant relationship between purchasing behavior and motivation, mental image, and feelings of happiness. Additionally, visual marketing strategies significantly impact consumer behavior change in the city of Jeddah, demonstrating the relationship between purchasing behavior, mental imagery, and happiness.

Further, the study by Abrons (2018) entitled “Social Media Marketing Among Small Retail Clothing Businesses” found that small business owners had not experienced insurmountable barriers to using social media marketing. However, participants noted challenges related to the time and money spent on social media marketing and the absence of appropriate training. The four major issues with social media marketing were affordability, ease of use, the ability to reach a large audience, and the advantages of visual marketing.

The study by Sari and Nurhadi (2019) entitled “Designing Marketing Strategy Based on Value from Clothing-Producing Companies Using the AHP and Delphi Methods” revealed that most respondents preferred social media homepage advertisements, notably those on Instagram and Facebook, which had the lowest average of all promotional strategy issues. The study recommends regularly analyzing the suitability of strategies and customer feedback to ensure the effectiveness of marketing strategies.

Similarly, the study by Purwaningtyas and Rahadi (2021), “The Affecting Factors on Online Clothing Purchase: A Conceptual Model,” identified ten factors that shoppers consider before making an online clothing purchase: price, promotion, product design/style, quality, brand image, information accessibility, seller reliability, product variety, simplicity of use, and service quality. These elements either directly or indirectly influence the choice to buy.

Further, Castillo-Abdul et al. (2021) study, “Evolution of Fashion Marketing and Communication: Systematic Literature Review,” emphasized the importance of reviewing the relationship between digital marketing and fashion enterprises from the standpoint of economic development. Luxury fashion companies have recognized the importance of internet channels in fostering customer desire to purchase, especially during the pandemic, and have acquired knowledge of stakeholder trends.

Moreover, the study by Parate (2020) entitled “What are the Marketing Strategies to Influence Generation Y Consumers in the Textile Industry” highlighted that marketing professionals find it challenging to appeal to Generation Y consumers. Businesses with insufficient background data struggle to influence purchasing behavior despite analyzing their database, marketing efforts, and plans. Concentrating on vital elements in today's diverse millennial market can help resolve these issues.

In addition, the study by Basu and Kolte (2019) entitled “Strategy Management in the Apparel Industry” showed that the garment business has unique knowledge requirements for strategy implementation. Formulating a strategy demands an entrepreneurial focus and emphasizes developing, analyzing, and weighing while adopting a strategy has more of a management focus. All fashion businesses need a long-term strategy tailored to their goals, resources, and market position.

The study by Li et al. (2020), “On Marketing Strategies of Uniqlo: An Analysis of Online and Offline Integration,” found that using online pricing techniques for identical products with the same quality and price can resolve channel conflicts. Mutually draining online and offline marketing initiatives, integrating data from both platforms and leveraging information technology can capitalize on consumer demand for goods and services.

Additionally, the study by Anandrapa et al. (2022) entitled “Marketing Strategy of Lifestyle Clothing Brands: H&M and Zara” revealed that companies need to make concessions and changes to keep expanding and raise consumer awareness of fashion brands. Employing their marketing plan could help these companies reach more clients and maintain their status as leading, fashionable companies by introducing new ways to draw buyers' attention.

Moreover, the study by Sankala et al. (2022) entitled “Promotional Strategies of Apparels in Selected Retail Stores: A Study on Private Label” showed that most clothing retailers use various marketing techniques to advertise their own labels. The study finds that Big Bazaar heavily depends on print media to promote private labels, while other players focus more on television commercials, hoardings, transit advertisements, the internet, etc. The success of private labels is mainly due to their ability to attract customers through these diverse promotional methods.

In addition, the study by Rosario and Raimundo (2021) entitled “Consumer Marketing Strategy and E-Commerce in the Last Decade: A Literature Review” found that e-commerce has significantly shifted commerce from traditional physical stores to internet-enabled marketplaces. Technological development has led to the digitalization of information and non-information products, encouraging businesses to recreate their marketing and sales strategies to improve effectiveness, experiences, and satisfaction through interaction- and information-based consumer marketing strategies.

Moreover, the study by Falleye (2022) entitled “Impact of Marketing Strategies on Sales Performance of Some Selected Food Beverage Companies in Nigeria” showed that the promotion plan significantly impacts sales performance. Managers should stress the value of using publicity and personal selling to market their goods and services. Additionally, price discounts, sales promotions, and advertising on various media platforms such as print, radio, television, and online should target different customer segments to buy products and services, potentially involving public personalities to achieve this.

Local

Provided are the cited related studies from local settings.

According to the study by Buenafe et al. (2020) entitled “Marketing Strategies of the Different Clothing Boutiques in Sta. Ana, Pampanga,” using various marketing techniques to promote products is crucial because it may help attract more clients and boost earnings. Social networking is a highly efficient marketing tool for clothing boutiques looking to promote their products. Experimenting with various marketing techniques is crucial to determine which ones work best for fledgling companies. This gain more customers that make their business profitable and help owners maintain the success in their clothing business.

Moreover, the study by Chico et al. (2022) entitled “Marketing Strategy and Sales Performance among Selected Fashion Boutiques in Panabo City” showed that sales performance and marketing strategy substantially correlate in a particular Panabo City fashion boutique. It suggests that the marketing strategy influences the fashion boutique's sales performance in Panabo City in terms of product creation, promotions, distribution, and price.

In addition, the study by Muros et al. (2022) entitled “The Effect of E-Marketing Mix on the Competitive Advantage of Selected Metro Manila Clothing Retailers” showed that a company's competitive edge is significantly influenced by its people, processes, physical evidence, pricing, promotions, and product. According to the e-marketing mix theory, place is the outlier when it comes to the seven Ps that influence a clothing retailer's competitive advantage over its rivals. Additionally, as e-marketing mix methods generally substantially impact a company's competitive advantage, apparel companies that have not previously done so are advised to do so because online platforms offer a more comprehensive range of opportunities.

Further, the study by Adan and Ramos (2023) entitled “Promotional Strategies and Consumers’ Purchase Intention on Garment Bazaar Retailers” indicated a low to moderate correlation between consumers’ attitudes, subjective norms, perceived control, and desire to make a purchase and the effectiveness of promotional methods. Differences in customers’ buying intentions across various age groups were also found. Consumer attitude, subjective norms, perceived control, and purchase intention were all evaluated as antecedents of the customers’ perceived level of efficacy of promotional methods. The categories for purchase intent were a physical store, an online store, a company website, and social media.

Moreover, the study by Blas and Erestain (2018) entitled “The Strategies of Tiangge Sellers to the Purchasing Interest of the Market” showed that flea markets and bazaars are found all over the world and have been instrumental in the development of each location. A greater understanding of the tactics used by tiangge vendors and how they affect the market's consumer interest will benefit the municipality and its citizens. Pricing is still a topic of interest in the buyers' Frequently Asked Questions (FAQ).

Moreover, the study by Adamy et al. (2022) titled “Facebook as a Marketing Strategy for Online Sellers” showed that the most popular methods used by online sellers to promote their goods were using visuals, Facebook boosting, brand ambassadors, and a thorough understanding of their target market. For the majority of them, it improved their standard of living and increased sales of their goods. However, online retailers face difficulties such as uncooperative clients, technical problems, misunderstandings, and stock constraints. Online sellers now have a way to improve their marketing tactics and boost sales while facing fewer obstacles.

In addition, the study by Tabuena et al. (2022) entitled “A Literature Review on Digital Marketing Strategies and its Impact on Online Business Sellers During the COVID–19 Crisis” found that traditional marketing is now outdone by digital marketing. The skills gap in digital marketing is impacted by several factors. Internet advertisements are becoming common. To use digital marketing channels to satisfy client needs, an integrated strategy is necessary. Businesses must first comprehend the lifestyles of their customers to flourish in this new market. Spending on social advertising is anticipated to increase in the upcoming years due to the potential market share gains that social media marketing could provide for online marketers.

The study conducted by Fandialan et al. (2019) entitled "An Analysis of Consumer Satisfaction in Laguna on Online Selling: Basis for a Marketing Strategy for Lazada" found that people are happy with online selling services, but it was shown that the biggest disconnect between customer expectations are tangibility and impressions. In addition, there are considerable differences in customer expectations and views across all profile characteristics, except age and respondents' home locations.

Furthermore, the study by Ricafort and Borbon (2020) entitled "Status of Marketing Strategies Towards Tourist Attraction and Local Products: In the Case of Lobo, Batangas, Philippines" revealed that the efficiency of marketing tactics was evaluated based on how well they contributed to the development of facilities and services for support. Using humor, powerful imagery, and wordplay was one of the primary tactics used to grab attention and utilize billboards and signs readily.

Moreover, the study by Olivar et al. (2022) entitled “Make it Mat: The Marketing Mix Strategies and Customer Satisfaction of Resorts Amidst COVID-19 Pandemic” found that the marketing mix strategies and customer satisfaction are highly correlated, meaning they have a significant relationship. Sustaining satisfaction among customers means that they can provide for their needs and wants. This resulted in sustainable management in meeting the customer’s expectations (marketing) and experience (product and service mix).

The study by Orion and Borbon (2022) entitled "Adoption of Digital Marketing Among Farm Tourism Sites in the Province of Quezon, Philippines" showed that the respondents thought that the digital marketing of the farm tourism sites did not have much of an impact on their purchase intention concerning visiting farm tourism sites. Performance and the factor that the respondent's least agreed on is purchase intention. It was discovered that women who have always used digital marketing have a greater understanding of the elements impacting its acceptance.

Synthesis of the State-of-the-Art

In the previously given related studies, distinct parallels and contrasts are found that greatly aided the researcher in creating this masterpiece.

The study conducted by Yolanda et al. (2021) about marketing strategy for new brand fashion have similarities with present study in terms of product and packaging marketing strategy. However, the researchers mentioned above differ since the remaining P's, people, price and promotion are included in assessing the marketing strategies.

The study conducted by Liu and Wang (2023), Al-alsayaff and Basaffar (2022) were about social media and visual marketing strategies. The studies mentioned are similar with the present study in terms of identifying the promotional marketing strategy and both studies focus on clothing store/brands. However, it differs since the study mentioned above focus only on social media promotional and visual marketing strategy, while the current study mentioned the remaining four P's such as product, price, people and place. In addition, clothing owners were the respondent of the current study, while on the previous are young female consumer.

The study of Adan and Ramos (2023) on differences among age groups in their buying intentions have similarities with present study. The present study identifies the age profile of respondents. But they differ because the present study focus on age profile of clothing store owners and correlate in with their employed marketing strategy, while the mentioned study above, correlate age to buying intentions of customers.

The study of Tabuena (2022) was about the digital marketing strategies and its impact on online business sellers and the study of Orion and Borbon (2022) on the digital marketing about the technological development that led to digitalization of information and the study of Rosario and Raimundo (2021) have similarities with the present study in terms of identifying the strategies used of clothing store owners. However, they differ since the current study focus on several marketing strategies to be studied and digital marketing is only part of it.

The study of Abrons (2018) on challenges spent on the use of social media and the study of Sari and Nurhadi (2019) on the experiences of small clothing business on the use of social media, study of Abdul and Civila (2021) was about important of internet channels in fostering customer desire are similar with the present study. They focus on social media as marketing strategy which the current study does also. But social media is just part of marketing strategy under promotional, as one of the elements which the present study focus on.

The study of Hincica (2021) was about the consumer perception on the quality of clothing products have similarities with the present study in terms of line of business and store type. However, the study mentioned focus on type of store to identify if high or low quality items are sold while the researchers on the current study focus on the overall type of clothing business. The marketing mix employed will be the basis of the current study to identify consumer's perception.

The study of Blas and Erestain (2018) on flea market and bazaars are similar with the current study in terms of the development of location have something to do with the clothing store business. But, they differ because the location of the store owner in the present study cannot be found in mall, festivals, but rather with their registered address.

The study conducted by by Purwaningtyas and Rahad (2021) on the elements that directly or indirectly influence the consumer choice to buy and the study of Zebal and Zebal (2020) on positive impact of product, price, quality on retail industry have similarities with the current study. Both the studies mention above and current study focus

on elements of marketing strategy employed by clothing store owners but they differ in identifying the problems encountered by these owners while applying the strategy given. Moreover, the current study analyzes deeper the challenges encountered of selected clothing stores in Daet, Camarines Norte.

The study of Buenafe et al. (2020) on marketing strategies of clothing boutique is similar with present study in terms of identifying the 5p's of marketing strategy, but the current study location is in Daet, Camarines Norte, while the study mentioned was in Sta. Ana Pampanga. In addition, the previous study did not discuss the challenges encountered.

The study conducted by Chico et al. (2022) on marketing strategies and sales performance, study of Muros et al. (2022) on e-marketing mix on the competitive advantage. Both studies were similar to the current study in terms of assessing the marketing strategies of clothing store. However, the study mentioned above correlates marketing strategies to sales performance while the present study correlates marketing strategies to profile of clothing stores. In addition, the current study discussed five p's of marketing, while e-marketing mix study focused on seven p's.

The study of Ricafort and Borbon (2020) on the efficiency of marketing tactics on use of humor, powerful imagery and wordplay imagery, study of Parate (2020) on irregular marketing efforts and marketing plans, study of Anandrapa (2022) on employing marketing plan to reach more clients, study of Abdul and Civila (2021) was about importance of marketing and communication in fostering customer care, study of Sankala (2022) on variety of marketing techniques of clothing retailers, and the study of Basa and Colte (2019) on knowledge for strategy implementation, study of Olivar et al. (2022) on marketing mix strategies and customer satisfaction are similar with the present study. Studies mentioned above merely focus on different marketing plan that they foster to connect more to their customers. However, current study s specific with the different marketing strategy, they focus in detail to further get the marketing plan used of clothing store owners.

After comparing and contrasting the previous studies and current study, none of them tackled and discussed the marketing strategies and problems encountered by clothing store owners. Additionally, earlier researcher had limited measurement of marketing strategy and did not mentioned the five P's of marketing as a whole in their studies. The relationship of marketing strategies used and profile of clothing stores were not mentioned also in the previous studies. This is the gap that this study wanted to bridge.

Theoretical Framework

Figure 1 shows the theoretical framework of the study which is anchored on theory as basis for determining the marketing strategies of selected clothing stores in Daet, Camarines Norte.

In 1960, E. Jerome McCarthy developed the four Ps in a formal sense. McCarthy is a professor of marketing at Michigan State University and a key contributor to the evolution of marketing theory, especially the managerial approach. The marketing mix that consists of four Ps and basic ingredients is a well-known idea.

According to Staff (2024) the four Ps are: creating the appropriate product, putting it in the right place, offering the right promotion, and charging the right price to satisfy target customers while still achieving corporate goals. The four Ps stand for product, pricing, place, and promotion in the marketing mix. When developing marketing plans and strategies to effectively sell to their target audience, firms and successful marketers take into account the four Ps.

The product is the good or service that the intended audience is being sold. Products that are successful address a need that isn't being satisfied in the market or offer a unique user experience that generates demand. It is crucial that they take into account the specific wants and potential clients within their target audience when they are working with their product. However, the price represents the product or service's cost. Selecting a pricing for a product or service that both satisfies corporate objectives and the target market is crucial when selling it. Variations in pricing have a big impact on a product's overall performance.

Place refers to the store where they sell their goods and the methods of distribution they employ to attract clients. Reaching their target demographic requires knowing where to market and sell their product. They won't reach their sales goal if they place their goods in an area that their target market doesn't frequent. Additionally, marketing is the means by which they market their commodity or service. They will spread the word about their goods through promotional efforts and an efficient marketing strategy that appeals to their target market.

The theory is connected in the present study in terms of product, price, place, promotion and people in identifying the best ways to stand out from customers and win the competition in the market. Through the four P's of marketing, clothing owners was able to identify the best product to offer, how the product differ from other competitors product, price range of target audience, price range of competitors, where to sell the product, best place to reach their target market, best time to reach their target audience, effective marketing channels to target customers, marketing messages and advertising approaches to persuade customers, skills and competencies of staff , and lastly, training needed to acquire by management and staff.

As shown in the Figure 1, variables of McCarthy's marketing theory on which functions as a whole. It shows how these variables portray an important role in determining the marketing strategy of selected clothing stores.

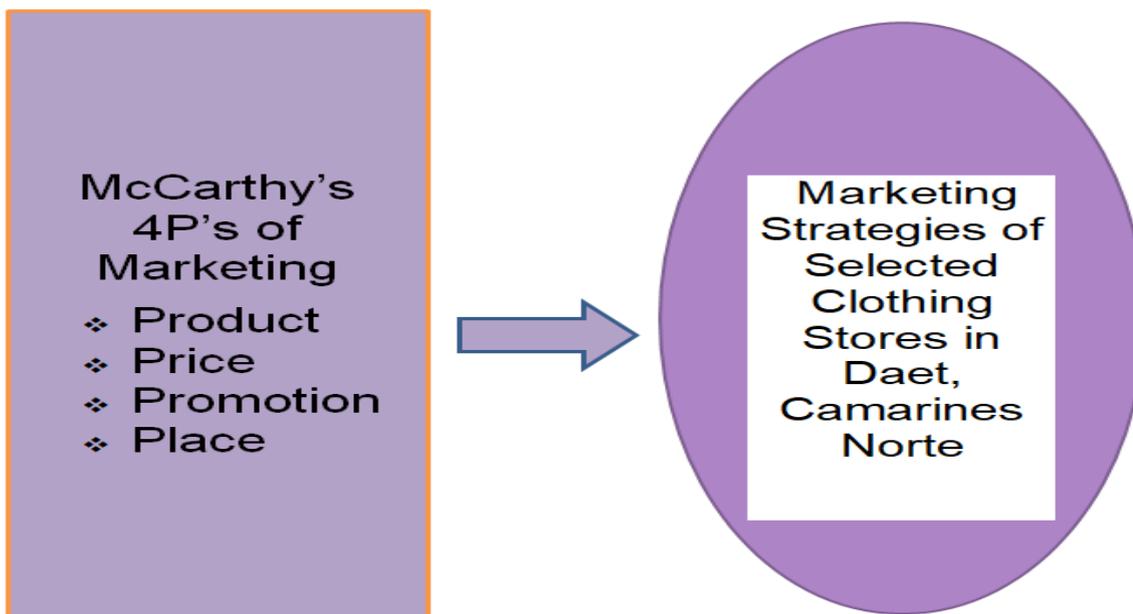


Figure 1. Theoretical Paradigm of the Study

Conceptual Framework

Figure 2 shows the conceptual framework of the study which is anchored on the p-model research paradigm as basis for determining the marketing strategies of selected clothing stores in Daet, Camarines Norte.

The P-model is a research paradigm used when a research study proposes a program or intervention measures, it also includes input, process and output. Input-Process-Output (IPO) model describes a visual representation of a process. Every piece of information and material needed for the process is shown in the IPO diagram, along with all of the process's precise details and a list of all the products and by products it produced. Furthermore, this method of describing the structure of an information processing program or other process is used in system analysis and software engineering (Canonizado, 2021).

The input consists the profile of the respondents (age, sex, educational attainment, average monthly income and years of operation), marketing strategies employed by the selected clothing store along; product, price, promotion, place, and people; significant relationship between the profile of the respondents and their employed strategies and the problems encountered by the clothing stores. The process involved data gathering through distribution of survey questionnaires. All data are tabulated and interpreted through the use of different statistical tools. The output, strategy plan for clothing business was based from the result of the study.

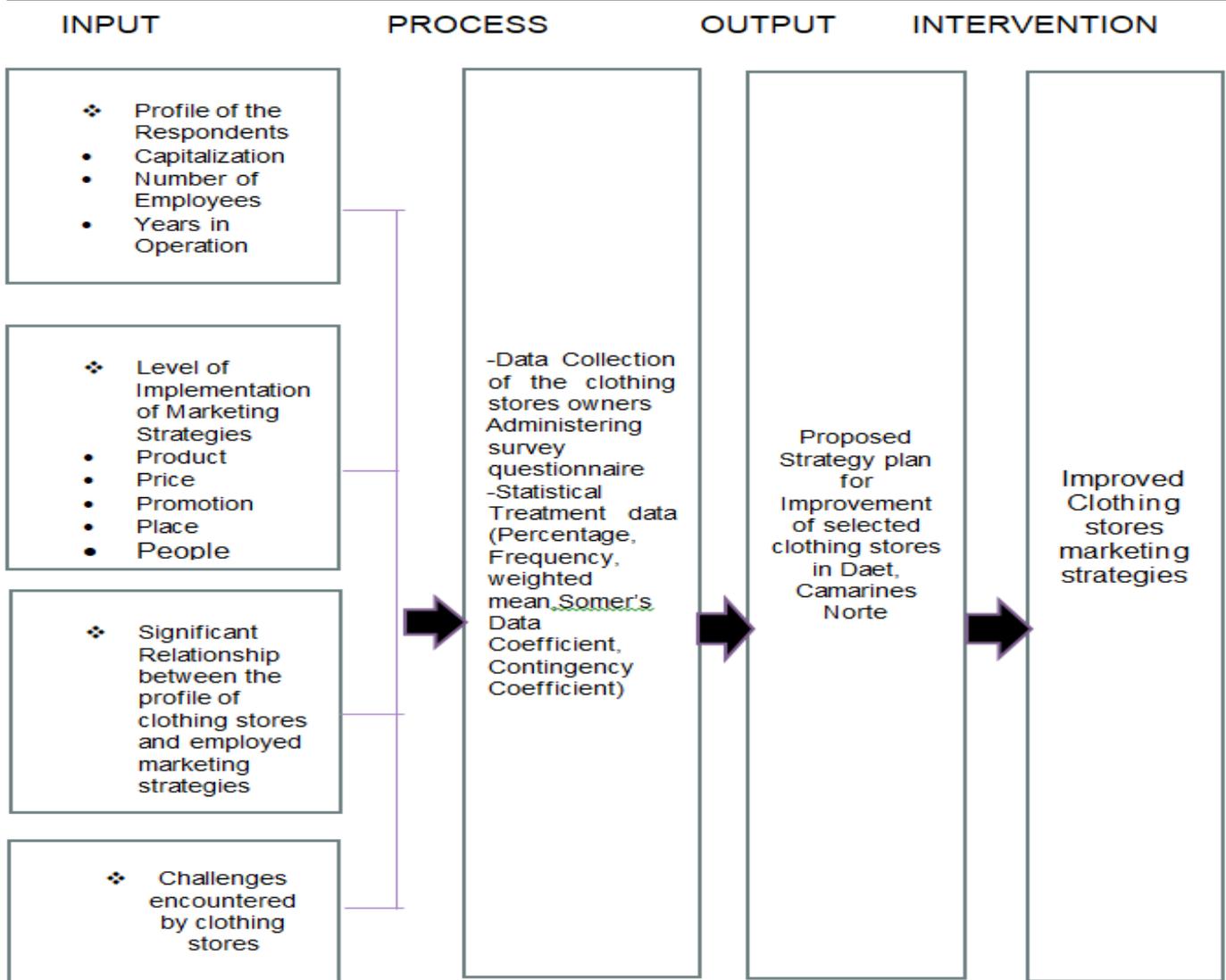


Figure 2. Conceptual Paradigm of the Study

Definition of Terms

To make the study more understandable and meaningful to the readers, the researcher defined the following terms conceptually and operationally.

Clothing Store. Refers to businesses that sell a variety of clothes from infant to adult. They operate and have a physical store in Daet, Camarines Norte. In this study, this refers to selected clothing store in Daet, Camarines Norte who sells different types of clothes.

Clothing Store Owners. Refers to a shop that sells clothing made by other designers in addition to their own designs, or they may sell both. Whether or whether the store sells the owner's creations, the proprietor of a clothes business is in charge of all aspect of the business, including purchasing, marketing, accounting, and store layout and design (FS Staff, 2011). Owners of clothing store in Daet, Camarines Norte are subject of this study. In this study, this refers to clothing owners whom are not the manufacturer of clothes they sell but look for supplier and manufacturers. They are the sole owners to clothing shops in Daet, Camarines Norte.

Fashion Retail. Refers to companies that offer apparel and accessories to customers in-person. Fashion retail offers a variety of career opportunities, including buying management, merchandising, and sales. Retail stores give brands the opportunity to design their own distinctive shopping experiences, fostering relationships with consumers while disseminating their mission and core values (Fashion Academy, 2024). In this study, this refers to clothing stores who have direct contact with their customers, who also does the buying and selling of clothes.

Marketing Mix. Refers to a method that combines several components to help promote and strengthen a product's brand and increase sales of the good or service (Byjus, 2023). In this study, this refers to combination of marketing strategies used by clothing owners in Daet, Camarines Norte along product, price, people, promotion, and place.

Marketing Strategy. Refers to the general strategy for contacting prospective clients and persuading them to purchase their products or services. A marketing plan includes information on the target client demographics, the business's value proposition, key brand messages, and other crucial elements (Barone, 2023). In this study, this refers to how the clothing owners formulate ways and strategies to meet the needs and demands of their customers.

People. Refers to every individual participating in the good or service, whether directly or indirectly. But each of these people is in charge of a distinct facet of the production, advertising, delivery, and distribution of the goods and services to the customers (Acutt, 2013). This is similar with present study since this refers to hired employees who communicates with customer either online or face to face.

Place. Refers to the transfer of goods from the manufacturer to the final customer. It speaks about the location and method of goods acquisition. Various intermediaries, such as distributors, wholesalers, and retailers, may aid in this migration (Luenendonk, 2019). In this study, this refers to current location of selected clothing shops in Daet, Camarines Norte.

Price. Refers to one of the key factors affecting a buyer's decision. That one aspect alone has the power to drastically alter a company's standing over night and has a direct bearing on revenues and earnings (Mishra, 2021). In this study, this refers to pricing strategies applied by selected clothing owners to their clothes.

Product. Refers to the products or services they offer to their clients, together with a description of their characteristics, capabilities, ways in which they differ from those of your competitors, and benefits that they deliver (Duermyer, 2022). In this study, this refers to clothes available in their clothing shops. The clothes they purchase to different suppliers.

Promotion. Refers to all of the steps a business takes to stimulate consumer interest in the good or service it is offering. The compilation of all marketing factors that a company does to establish, preserve, and boost demand for its product brands (Pahwa, 2023). In this study, this refers to promotional strategies used by selected clothing stores on advertise their clothes either through traditional or modern ways.

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RESEARCH METHODOLOGY

This chapter presents the research design, sources of data and research instruments to be used. The discussion in this chapter also includes the formulation and validation of the research instruments, procedure in data gathering, and the statistical tools will be utilized to interpret the data obtain in the study.

Method of Research

This study utilized qualitative research method and descriptive-correlational research design based on the research questions formulated. According to Stangor and Walinga (2019), descriptive research was designed to provide a snapshot of the current state of affairs, while correlational research was used to discover relationships among variables and to allow the prediction of future events from present knowledge. Moreover, it was a method that was especially useful for descriptive statistics since it used a quantitative approach to identify the research questions in light of current trends at the research location (Creswell, 2014).

In this study, the descriptive approach let the researcher analyze the respondents' profiles of chosen clothing store owners, their employed marketing strategies, and problems encountered. In this study, correlational statistics were used to determine the relationship between two variables: the respondents' profile (capitalization, number of employees, and years of operation) and the employed marketing strategies of selected clothing stores. The main objective of this research was to understand their relationship with one another and later provide practicable ways to improve their business operations through the application of necessary marketing strategies.

Population, Sample Size, and Sampling Technique

The study's respondents were clothing store owners in Daet, Camarines Norte. According to the Department of Trade and Industry records, there were 159 registered clothing stores in different municipalities in Daet, Camarines Norte. Out of the 159 active clothing stores, five were located in Barangay I, four in Barangay II, three in Barangay III, ten in Barangay IV, 12 in Barangay V, 70 in Barangay VI, six in Barangay VII, six in Barangay VIII, four in Gubat, ten in Alawihao, eight in Lag-on, nine in Camambugan, one in Cobangbang, one in Pamorangan, two in Borabod, one in Gahonon, two in Bagasbas, one in Bibirao, two in Magang, one in San Isidro, and one in Mancruz. This study utilized total enumeration sampling based on the study's objectives and investigated clothing store owners in Daet, Camarines Norte, as the subjects.

Description of the Respondents

The respondents hailed from various municipalities within Daet, Camarines Norte. A total of 159 active clothing store owners were identified in Daet, distributed across Barangay I to VIII, Gubat, Alawihao, Lag-on, Camambugan, Cobangbang, Pamorangon, Borabod, Gahonon, Bagasbas, Bibirao, Magang, San Isidro, and Mancruz. Their operations spanned from January 1, 2018, to March 30, 2023. These store owners operated physical outlets offering a variety of clothing items catering to men, women, infants, and other market needs. The stores ranged from small to medium-sized shops, with some having one or more staff, while others were solely managed and operated by the store owners.

Research Instrument

The study used a survey questionnaire. The survey questionnaire was the primary tool used to collect the data needed. With the help of the experts, which were panel members and research advisers, the indication was checked prior to the actual data gathering. Their suggestions were incorporated into the final survey. A letter was also sent to the heads of DTI requesting the number of clothing store owners of active clothing stores from 2018 to 2023.

The questionnaire was composed of three parts: Part 1 consists of the respondents' profiles in terms of capitalization, number of employees, and years of operation. Part II covers the marketing strategies employed by clothing stores in terms of product, price, promotion, place, and people. Part III consists of the problems clothing store owners encounter in their daily operations.

Data Gathering Procedure

The researcher visited libraries of different schools in Daet, Camarines Norte like Camarines Norte State College (CNSC), La Consolacion College of Daet (LCCD), Mabini Colleges Inc (MC), Daet Provincial Capitol to read books, magazines, previously submitted research paper for reference and to know more about the subject matter. Prior to data gathering, the researcher prepared letter to conduct survey and have it signed by research adviser and thesis II professor. Before finalizing the survey questionnaire, the researcher looked for validators from graduate school professors, instructors, and owners of small and medium enterprises. The raters approved the survey questionnaire with ratings of 3.89, 5, 5, 4.67, and 5, respectively—a weighted average of 4.7 from five validators. The survey questionnaire was approved on March 08, 2024.

Once survey questionnaires were approved by the panel members and research adviser, a dry run for 20 clothing store owners was made. These 20 respondents are not part of the actual respondents. This were made to know the acceptability and reliability to survey questionnaire. Based on reliability statistics in alpha Cronbach value of gathered pre-survey, it resulted to 0.921 which was interpreted as excellent.

The researcher conducted face to face interview with selected clothing owners in Daet, Camarines Norte. Clear directions and instructions were made on the survey questionnaire so that clothing owners can easily have understood it. The researcher ensure that survey questionnaire was answered by clothing owners in their most convenient time. Some clothing owners preferred to have the questionnaires for them to read and understand and be back on the time they were free to answer. Recommendations and answers of clothing owners was kept with confidentiality. Results were encoded, tabulated and evaluated.

Statistical Treatment of Data

The study employed the following statistical treatment: Frequency distribution, percentage, ranking, weighted mean, Somer's Delta Coefficient (d) and Contingency Coefficient (C). In evaluating and interpreting data, particularly that were acquired through the survey, descriptive statistics like the frequency distribution and percentage ranking were used. The aforementioned statistical analysis used to produce a useful description of the respondents' profiles.

In describing the profile of clothing stores, frequency distribution and percentage were used. In evaluating the level of implementation on marketing strategies along product, price, promotion, people, and place, weighted

mean was used. Ranking was used to interpret the challenges encountered by clothing stores along five P's of marketing. And lastly, Somer's Delta Coefficient (d) and Contingency Coefficient (C) were used to identify the relationship between profile of clothing stores and level of implementation on employed marketing strategies.

Notes

1. Stangor, C., & Walinga, J. (2019). Psychologists Use Descriptive, Correlational, and Experimental Research Designs to Understand Behavior. *OpenPress*. <https://openpress.usask.ca/introductiontopsychology/chapter/psychologists-use-descriptive-correlational-and-experimental-research-designs-to-understand-behavior/>
2. Creswell, J. W. (2014). Research Design: Qualitative, Quantitative, and MixedMethodApproaches. *Researchgate*. https://www.researchgate.net/publication/225083951_Research_Design_Qualitative_Quantitative_and_Mixed-Method_Approaches

Analysis And Interpretation of Data

This chapter presents the results, analyses and interpretation of data gathered on respondents of the study. The presentation and analyses are in tabular format preceded by textual interpretations of the tabulated data pertaining to the specific problems included in the study.

Profile of the Respondents

Results in Table 1 present the profile of the respondent. The variables described the capitalization, number of employees, and years in operation.

Table 1 Profile of the Respondents

Profile	Frequency	Percentage (%)
Capital in (Php)	4	2.5
Below 10,000	29	18.2
10,001-50,000	31	19.5
50,001-100,000	27	17.0
100,001-150,000	29	18.2
150,001-200,000	39	24.5
Above 200,000		
Total	159	100
Number of Employees		
1-2	73	45.9
3-4	34	21.4
5-6	33	20.8
7-8	13	8.2
9-10	6	3.7

Total	159	100
Years in Operation		
Below 1 year	74	46.5
1-2 years	16	10.1
2 years and 1 month-3 years	26	16.4
3 years and 1 month- 4 years	18	11.3
Above 4 years	25	15.7
Total	159	100

Capitalization. Table shows the capitalization profile of respondents. Highest number as to capital belong to above P200,000 with 39 respondents or 24.5 percent, followed by capital bracket of P50,001 to 100,000 with 31 respondents or 19.5 percent, preceded by capital bracket of P10,001 to P50,000 and P150,001 to P200,000 with 29 respondents or 18.2 percent, then 27 respondents have capital bracket of P100,001 to P150,000. The lowest frequency belongs to capital bracket of below 10,000 with four respondents or 2.5 percent.

The data above shows that the highest capitalization is above P200,000, suggesting that businesses have sufficient funds to sustain operational expenses. This implies financial stability and the ability to support expansion efforts. A higher capitalization provides businesses with more freedom and flexibility to grow. Additionally, a larger capitalization is essential in the clothing store business, where suppliers' costs are typically high. Moreover, inflationary pressures can add to the costs of raw materials, ultimately affecting the value of clothes. Since clothing is a basic necessity, clothing store owners tend to invest heavily in this business. Moreover, this means that managing a clothes shop requires huge amount of capital.

This notion is supported by Adeigbo (2018), who emphasizes the capital-intensive nature of fashion businesses, which often require significant investments in inventory. Similarly, Kapur (2022) highlights the importance of effectively managing capital, as it contributes to achieving desired goals and improving quality of life. When the individuals are informative in terms of pioneering methods, they will contribute significantly in acquiring an efficient understanding of the meaning and significance of capital requirement.

Conversely, the lowest capitalization is below P10,000, indicating that these owners have invested a small amount, likely from personal savings, into their clothing store. This lower capitalization suggests financial challenges and limited access to finance. It also implies that these stores may be startup businesses or that owners are hesitant to risk more significant investments. Consequently, they may face limitations in terms of available inventory and must explore alternative sources of revenue to sustain and expand operations.

This perspective is reinforced by Rahman (2022), who discusses how small business entrepreneurs often struggle due to limited resources and the challenges of running a business independently and majority obtain capital from their savings. Zweig (2019) also highlights insufficient capitalization as a primary reason for small business failures. Furthermore, Agboh (2021) demonstrates how a lack of funding can lead to business failure and increased unemployment, emphasizing the importance of securing adequate financing to support working capital and investment needs. To prevent insolvency and boost profitability, small business owners finance their working capital and investment needs through supplier credit and other unconventional sources of funding.

Number of Employees. Table shows the profile number of employees. One to two employees have highest frequency with 73 respondents or 45.9 percent, followed by three to four employees with 34 respondents or 21.4 percent, preceded by five to six employees with 33 respondents or 20.8 percent, then seven to eight employees with 13 respondents or 8.2 percent and lowest frequency of nine to ten employees with six respondents or 3.7 percent.

The data above shows the highest number of employees of clothing store is one to two which implies that almost half of them are small or micro enterprise. This mean that number of customers in their shops are little. This also means that the size of store is small and limited number of clothes sell in store. However, these numbers of employees can be managed easily by owners, in terms of salaries, benefits and alike.

This is supported by the study of Anjaneyulu and Haranath (2023) that keeping sufficient human resources is essential because without qualified employees, businesses are unable to meet the needs of the general public for goods and services. Employee input plays a critical role in the success of any given organization. The company cannot turn a profit or remain in business in the long run without enough employees. In addition, Malaluan (2019) corroborated the study's findings that companies with fewer workers had different methods for tracking and analyzing their revenue, costs, profits, losses, and net income or loss.

On the other hand, the lowest number of employees is nine to ten which implies that most clothing stores cannot accommodate these number of employees. Most clothing shops are manageable by owners itself and with limited number of staff. These clothing shops have small space and therefore does not need a numbers of employees. Moreover, this means that they are not yet expanding their business, no other branch. These stores are typical clothing stores; they are not considered as Department store or medium sized business.

This is supported by the study of Engetou (2021) that the benefits of the division of labor, burden reduction, and development are all made possible by having an adequate workforce. Personnel play a vital role in every organization. Without adequate and competent staff, it would be impossible for any organization to function effectively. These staff members should embrace human resource management functions and work in tandem with them to improve the performance of all organizational concerns.

Years in Operation. Table shows the profile of clothing store owners as to years of operation. Highest number of years in operation belong to below one year with 74 respondents or 46.5 percent, followed by two years and one month to 3 years with 26 respondent or 16.4 percent, next, above four years with 25 frequency or 15.7 percent, preceded by three years and one month to four years with 18 respondents or 11.3 percent and lowest frequency with 16 respondents is one to two years or 10.1 percent.

The data above show that the highest number of years in operation is below one year, suggesting that most respondents have newly opened clothing shops or startup businesses. These businesses are navigating the challenges of competition and market trends while striving to achieve sustainability in the long run. They are focused on understanding their customer's needs and developing services and products to best serve them so that they can quickly recoup their investments.

This observation is supported by Thomas (2022), who notes that many startups struggle to obtain financing due to various factors, including a lack of collateral, inadequate business plans, and limited experience in similar ventures. As a result, these startups may face challenges in accessing funds to expand their operations and were unable to obtain funding from financial institutions.

Conversely, the lowest number of years in operation falls within the one to two-year range, indicating a level of expertise in delivering customer satisfaction and experience. These businesses have gained insights into market dynamics, strategies needed for success, and an understanding of their positioning in the clothing store sector. They have acquired skills and knowledge that prepare them to navigate future challenges effectively.

This perspective is supported by Puspaningrum (2019), who suggests that the length of time a business has been operating significantly impacts its growth. Businesses with longer operational histories have more experience navigating learning curves and are better equipped to manage and expand more quickly. Thus, a business's age or length of operation influences its growth trajectory.

Marketing Strategies Employed by Clothing Stores

Table 2 to 6 exhibit the application of marketing strategies by clothing store owners along product, price, promotion, place and people.

Product. Table 2 shows the marketing strategies employed by clothing stores along product. The data shows the overall weighted mean for the aspect of product marketing strategies is 3.44 which means completely implemented by clothing store owners. Selling attractive clothes and checking the quality of clothes they sell got the highest weighted mean of 3.67 and 3.60, respectively and interpreted as completely implemented. On the contrary, making sure that all sizes are available in their shops and conducting study on what their customer needs got the lowest weighted mean of 3.25 and 3.33, respective and interpreted as completely implemented.

Table 2 Marketing Strategies Employed by Clothing Stores along Product

Indicators	Weighted Mean	Adjectival Rating
1. I sell variety of clothes. (variety of clothes is being sold)	3.37	Completely Implemented
2. I make sure that clothes available in my store is always on trend. (Ensure that clothes available in the store are always on trend)	3.52	Completely Implemented
	3.60	Completely Implemented
3. I always check the quality of the clothes I sell. (Ensure to check the quality of clothes)	3.40	Completely Implemented
	3.33	Completely Implemented
4. I am very particular with the colors of the clothes I sell.	3.25	Completely Implemented
		Completely Implemented
5. I always conduct study on what clothes does my customer's needs.		Completely Implemented
	3.55	Completely Implemented
6. I make sure that all sizes of clothes are available at my store.		Completely Implemented
	3.67	Completely Implemented
8. I sell attractive clothes.	3.28	
		Completely Implemented
9. I sell clothes not available in other clothing stores.		Completely Implemented
	3.38	
10. I am selective in what to sell in my shop.		
Overall Weighted Mean	3.44	Completely Implemented

Rating Scale:

3.25-4.00 - *Completely Implemented*

2.50-3.24 - *Moderately Implemented*

1.75-2.49 - *Somewhat Implemented*

1.00-1.74 - *Not at all Implemented*

The data above shows that the highest indicators for clothing store owners are selling attractive clothes and ensuring the quality of their items. This suggests that these owners prioritize offering stylish and trendy clothes in neutral colors, suitable for various occasions and seasons. They have built a reputation for selling quality garments sourced from local and foreign suppliers, ensuring that each item is durable and made from high-quality materials that withstand everyday use.

This observation is supported by Salerno-Kochan and Turek (2022), who suggest that assessors tend to assign higher evaluation values to quality aspects when familiar with a product's brand. Similarly, Prayogi et al. (2019) emphasize that customers' decisions to purchase are influenced by factors such as product quality, highlighting the importance of considering quality when making a purchase decision.

Conversely, the lowest indicators include ensuring that all sizes are available in their shops and conducting studies on customer needs. This suggests that these clothing shops may not have a comprehensive inventory system to track size availability, leading to delays in restocking sold-out sizes and potential customer dissatisfaction. Moreover, owners may have limited time to conduct research or gather customer feedback. This perspective is supported by Carufel (2019), who acknowledges the challenges of inconsistent garment sizing in the apparel industry and the need for sophisticated statistical analysis, which may be lacking in smaller firms.

Price. Table 3 exhibits the application of clothing store owners on the price marketing strategies. The data shows the overall weighted mean of 2.90 for the price marketing strategies which interpreted as moderately completed. Highest indicators are selling clothes at reasonable prices and lowering the price of old fashion clothes with weighted mean of 3.83 and 3.30, respectively, interpreted as completely implemented. While, the lowest indicators are offering credit and installment on expensive clothes and increasing the price of clothes during peak season with weighted mean of 1.74 and 2.63, respectively, interpreted as not at all implemented and moderately implemented.

Table 3 Marketing Strategies Employed by Clothing Stores along Price

Indicators	Weighted Mean	Adjectival Rating
1. I always give discounts to my customers.	3.05	Moderately Implemented
2. I make sure that the price of my clothes is similar with the other clothing stores.	3.29	Completely Implemented
3. I offer credit and installments on expensive clothes.	1.74	Not all Implemented
4. I accept online payment.	2.54	Moderately Implemented
5. I sell clothes at reasonable prices.	3.83	Completely Implemented
6. I frequently change the price of the clothes I sell.	2.89	Moderately Implemented
7. I lower the price of those old fashion clothes.	3.30	Completely Implemented
8. I increase the price of clothes during peak season.	2.63	Moderately Implemented
9. I conduct research and study on pricing strategy.	3.00	Moderately Implemented
10. I compare my clothes price with the competitors.	3.00	Moderately Implemented
Overall Weighted Mean	2.90	Moderately Implemented

Rating Scale:

3.25-4.00 - *Completely Implemented*

2.50-3.24 - *Moderately Implemented*

1.75-2.49 - *Somewhat Implemented*

1.00-1.74 - *Not at all Implemented*

The data above shows that the highest indicators for clothing store owners are selling clothes at reasonable prices and lowering the price of old-fashioned items. This suggests that these stores prioritize offering their customers affordable and budget-friendly clothing options. By employing strategies such as reducing prices for outdated fashion items, they aim to attract customers, particularly those with average incomes or younger demographics. This approach allows them to maintain profitability while providing customers with perceived value for their money, encouraging repeat purchases. In addition, they are aware that outdated clothes cannot be sold at reasonable price due to its standing on the market. The price always depends on the current trend. There are also possibilities that the quality of clothes may change. To prevent losses, another option they see is to lower price just to dispose the clothes even hitting it break-even point. Moreover, the quality of clothes changes when it was stocked for a long time. This may lead to customer complains, which they want to avoid.

This observation is supported by Sauw et al. (2021), who note that consumer perceptions are influenced by affordable pricing throughout the decision-making process. Similarly, Zhao et al. (2021) emphasize the significant correlation between product pricing and consumer decision-making, highlighting the importance of price strategies in product offerings. Additionally, Wilson (2022) suggests that price fairness, price confidence, and product quality contribute positively to customer satisfaction and loyalty.

Conversely, the lowest indicators include not offering credit or installment options for expensive items and increasing prices during peak seasons. This implies that these clothing stores operate on a cash basis only, limiting customer payment options to full upfront payments. They are not similar with other clothing boutique which allows credit through home credit application and other allowable credit application software. They do not have machine in their clothing shops to facilitate credit transaction, however, they allow online payment. Additionally, they may capitalize on seasonal demand by increasing prices during peak periods such as Christmas or Valentine's Day to maximize profits. This is the time where customers look for new clothes to wear.

This perspective is supported by Khan and Haque (2020), who suggest that buy-now-pay-later mechanisms can increase annual purchase values, particularly for luxury items, indicating potential impulsive buying behavior. However, Murugesan and Chitra (2024) caution that such services carry risks, including debt accumulation and financial difficulties. However, Numerous nations are confronted with growing expenditure requirements for development and the shift to a greener economy, in addition to high debt levels, increased debt vulnerabilities, and tight financing conditions. During debt spikes, spending-driven fiscal expansions are more likely to produce a non-declining debt course (Shuster et al., 2024).

Promotion. Table 4 exhibits the application of clothing store owners on promotion marketing strategies. Table shows an overall weighted mean of 2.40, with interpretation of somewhat implemented. Highest indicators are personally talking to customers to tell the good quality of the clothes they sell and using packaging which are eco-friendly and appealing to customer with weighted mean of 3.60 and 3.50, respectively, interpreted as completely implemented. On the contrary, paying radio channel to advertise their clothing stores and promoting through flyers and newspapers got the lowest indicators with weighted mean of 1.62 and 1.68, respectively, interpreted as not at all implemented.

Table 4 Marketing Strategies Employed by Clothing Stores along Promotion

Indicators	Weighted Mean	Adjectival Rating
1. I promote my clothing store through flyers, newspapers.	1.68	Not Implemented
2. I posted and do online live selling of available clothes in social media like facebook, Instagram, and tiktok.	2.56	Moderately Implemented
3. I paid radio channel to advertise my clothing store.	1.62	Not Implemented
	1.90	Somewhat Implemented

4. I have website where all available clothes are posted.	3.50	Completely Implemented
	2.40	Somewhat Implemented
5. I use packaging that is eco - friendly and appealing to customers.	1.80	Somewhat Implemented
6. I personally customize the design of my packaging.		Moderately Implemented
7. I always participate in exhibit and trade fairs.	2.90	Somewhat Implemented
8. I offer promos like buy one, take one clothes, or two for the price of one.		Completely Implemented
9. I posted online the good feedback of my customers.	2.30	
10. I personally talk to customers to tell the good quality of the clothes I sell.	3.60	
Overall Weighted Mean	2.40	Somewhat Implemented

Rating Scale:

3.25-4.00 - *Completely Implemented*

2.50-3.24 - *Moderately Implemented*

1.75-2.49 - *Somewhat Implemented*

1.00-1.74 - *Not at all Implemented*

The data above shows the highest indicators are personally talking to customers to tell the good quality of the clothes they sell and using packaging which are eco-friendly and appealing to customer which implies that clothing staff and owners are well oriented on how to handle customers, emphasizing the materials' use on their clothes, threads and others. One of marketing strategy that they impose is having connections with their customers. They always have time for customers queries and other concerns. Another thing that adds promotion to their stores are the use of packaging. Through this strategy, customers can establish loyalty to clothing stores especially with trademark they have on packaging.

The promotion plans greatly impacted sales performance. The manager should stress the value of using publicity and personal selling to market their goods and services. In addition, price discounts, sales promotions, and advertising on different media platforms such as print, radio, television, and online should target different customer segments to buy the products and services. This can be achieved by involving public personalities (Falleye, 2022).

On the other hand, lowest indicators are paying radio channel to advertise their clothing stores and promoting through flyers and newspapers got the lowest indicators which implies these marketing strategies were not implemented due fees that will be incurred for the services. This means that due to free advertisement offered by social media, others paid advertisement was given less attention.

This is supported by the study of Phiri and Hossain (2022) Thus, while using radio as a traditional media tool for marketing purposes can be successful in influencing consumers' buy intentions, using digital modalities can make the impact greater. Their research also shows that consumers regard the tool as a reliable, valuable resource that is always user-friendly and draws in, informs, and convinces them to buy.

Place. Table 5 exhibits the application of marketing strategies on location. Results of data shows an overall weighted mean of 2.98, interpreted as moderately implemented. Highest indicators are store’s location is accessible to customers and store’s operation is at customers most convenient time with weighted mean of 3.68 and 3.50, respectively, interpreted as completely implemented. In contrast, clothing store have other branches and tie-up with delivery riders got the lowest weighted mean of 1.90 and 2.50 which interpreted as somewhat implemented and moderately implemented, respectively.

Table 5 Marketing Strategies Employed by Clothing Stores along Place

Indicators	Weighted Mean	Adjectival Rating
1. My store’s location is accessible to customers.	3.68	Completely Implemented
2. My store ambiance is appealing.	3.40	Completely Implemented
3. My clothing store have other branches.	1.90	Somewhat Implemented
4. My store is tie-up with delivery riders.	2.50	Moderately Implemented
5. My store’s operation is at customer’s most convenient time.	3.50	Completely Implemented
6. My stores accept/allows feedbacks after sales.	3.40	Completely Implemented
7. My store accepts resellers.	2.80	Moderately Implemented
8. My store has both physical and online shops.	2.40	Completely Implemented
9. My store offers wholesale items.	3.10	Moderately Implemented
10. My store has signage to easily identify.	3.15	Moderately Implemented
Overall Weighted Mean	2.98	Moderately Implemented

Rating Scale:

3.25-4.00 - *Completely Implemented*

2.50-3.24 - *Moderately Implemented*

1.75-2.49 - *Somewhat Implemented*

1.00-1.74 - *Not at all Implemented*

The data above shows that the highest indicators for clothing store owners include having an accessible store location and operating during customers' most convenient times. This suggests that owners prioritize the strategic placement of their stores to ensure easy access for potential customers. They often choose locations with high foot traffic, near public markets, or prominent landmarks to enhance visibility.

This observation is supported by Magkopa (2018), who emphasizes the importance of internal store features, including operating hours, in customers' store selection process. Similarly, Hariyadi et al. (2018) highlight that a store's accessibility directly impacts customer loyalty, with customers more likely to remain loyal if the store is easily accessible

Conversely, the lowest indicators include not having other branches and lacking an online presence. This implies that clothing store owners are not yet considering business expansion due to insufficient capital and the lengthy return on investment period associated with opening additional branches. Additionally, many owners may lack the expertise, time, or resources to establish and maintain an online presence, including managing an online shop and investing in associated costs such as advertising and boosting posts.

This perspective is supported by Indeed (2023), which highlights the significant financial costs associated with business expansion, requiring substantial funds for new locations or areas of growth. Moreover, Songwei (2020) underscores the challenges of online shopping, including issues related to trust, security, and product quality, which may deter clothing store owners from venturing into the online market.

People. Table 6 exhibits the application of marketing strategies on people or manpower. An overall weighted mean of 3.04 was recorded which interpreted as moderately implemented. Their staff’s culture and differences are being respected and compensated well got the highest indicators with weighted mean of 3.56 and 3.47, interpreted as completely implemented. On the other hand, the indicators the got the lowest weighted mean of 1.84 and 2.06 are their staff have trainings and national competency (NC) certificate in clothing and being sent to trainings and seminars about career development, which interpreted as somewhat implemented.

Table 6 Marketing Strategies Employed by Clothing Stores along People

Indicators	Weighted Mean	Adjectival Rating
1. My staff have trainings and NC certificate in clothing.	1.84	Somewhat Implemented
2. My staff are customer oriented.	3.45	
3. My staff can handle customer complaints.	3.41	Completely Implemented
4. My staff perform marketing activities when no customers are around.	2.53	Completely Implemented
	3.41	Moderately Implemented
5. My staff are provided with benefits like SSS, Phil health and alike.	3.45	Completely Implemented
6. My staff are given bonuses, incentives.	3.19	Completely Implemented
7. My staff have customer contact most of the time.	3.56	Moderately Implemented
8. My staff’s culture and differences are being respected.		Completely Implemented
9. My staff is compensated well.	3.47	Completely Implemented
10. My staff are being sent to trainings and seminars about career development.	2.06	Somewhat Implemented
Overall Weighted Mean	3.04	Moderately Implemented

Rating Scale:

3.25-4.00 - *Completely Implemented*

2.50-3.24 - *Moderately Implemented*

1.75-2.49 - *Somewhat Implemented*

1.00-1.74 - *Not at all Implemented*

The data shows that the highest indicators for clothing store owners include fostering a culture of respect for staff differences and ensuring fair compensation for their efforts. This suggests that owners prioritize creating an inclusive workplace where employees of diverse backgrounds, including different religions, are respected and valued. Fairness and equality are actively promoted, leading to smoother operations, enhanced cooperation, and unity among owners and staff. Additionally, staff members are adequately compensated, receive salaries in accordance with mandated rates, and are provided with benefits such as SSS and PhilHealth.

This observation is supported by Raewf and Mahmood (2021), who highlight the positive impact of cultural diversity on organizations' competitive advantage and financial standing. Similarly, Ahmad and Rahman (2019) suggest that experience diversity positively influences employee performance, while Jaiswal et al. (2022) emphasize the importance of fair compensation and benefits in eliciting positive and productive employee responses.

Conversely, the lowest indicators include staff lacking training and national competency (NC) certificates in clothing and being infrequently sent to training and seminars about career development. This implies that some employees may lack the necessary skills and knowledge to perform their duties effectively and safely. Insufficient training and certification may lead to subpar work quality and performance issues. Additionally, time conflicts with working hours and the limited availability of free training and seminars may hinder employees' participation in career development opportunities.

This perspective is supported by Yimam (2022), who suggests that training design, delivery style, and evaluation significantly improve employees' performance. Furthermore, Alruthia (2020) underscores the importance of providing marketing education to employees to fulfill customer commitments and achieve business profitability. Rodriguez and Waters (2019) highlight that employees may struggle to fulfill their duties effectively without appropriate training and development opportunities, hindering the organization's competitiveness in the global marketplace.

Significant Relationship between the Profile of the Businesses and their Marketing Strategies Employed in the Clothing Stores

The test for significant relationship that may exist between the profile of the respondents in terms of capitalization, number of employees, years in operation and average monthly revenue and their marketing strategies employed in clothing stores along product, price, promotion, place and people, Somer's Delta Correlation Coefficient (d) was used. Table 10 shows that the profile of the respondents in terms of capitalization has no significant relationship in their marketing strategies employed along price, place and people. This suggests, whether the respondents have low or high capitalization, they are likely to use similar marketing strategies when it comes to price, place, and people. This means that when clothing stores decide to operate business, whatever amount they have invested, either little or large amount, they are using marketing strategies like lowering and increasing the price depending on market needs, deciding on what price best fits their target customers. Allot part of their capital on rent expense and uses their charm on encourage customers.

This is supported by the study of Chen et al. (2022) that people-product-place marketing strategy is vital, that good marketing prompts impulsive purchase, and that perceived e-commerce and anchor qualities, perceived scarcity, and immersion favorably influence impulsive buy behavior. In addition, the study of Jamil et al. (2022) that user intentions are greatly impacted by social media marketing initiatives. Moreover, social identity acts as a mediator in the relationship between social media behaviors and satisfaction, and users' intentions and social media are mediated by satisfaction.

On the other hand, capitalization obtained significant relationship along product ($d = .165$, $p\text{-value} = .003$) and promotion ($d = -.153$, $p\text{-value} = .002$) both for 0.01 level. The results of Somer's Delta Coefficient along product obtained a positive correlation which implies that with a certain capitalization tend to develop product differently while for promotion which is a negative correlation suggests an opposite effect, meaning, capitalization is related to how respondents approach promotion but in an inverse way. Though the results suggest a connection between capitalization and these marketing aspects, the strength of the relationship is not overwhelming.

This implies that when the capital of clothing owners is higher, they can improve their clothing marketing strategy. They were able to purchase variety of clothes to sell. It is advantage for those owners who have invested and risked their capital investment because they can modify their clothes anytime. They can even sell at their break-even point. On the other hand, capitalization had nothing to do with promotion. This means clothing owners uses free promotion strategy like word of mouth to not compensate their capital on this way.

This is supported by the study of Farooq et al. (2022) that when there is enough money available for investments, market capitalization has a favorable and significant impact on investment decisions. The importance of structural capital, human capital, and capital employed efficiency in safeguarding industrial investment is then demonstrated. Firms with a high market share and more intellectual capital are more likely than other firms to employ dynamic investment strategies. Factors might reduce investment inefficiency and enable firms to expand the volume of investment.

Likewise, the profile on number of employees obtained significant relationship on marketing strategies along price ($d=-.140$, $p\text{-value}=.004$), promotion ($d=-.135$, $p\text{-value}=.014$) and place ($d=-.150$, $p\text{-value}=.014$) but not in the product and people since the $p\text{-values}$ for these variables are greater than 0.05 and 0.01 ($p\text{-values}>.05$ and $.01$). The negative values indicate inverse relationship between the number of employees and the marketing strategies on price, promotion and place. More number of employees tend to have different approaches to pricing, promotion and place compared to lesser number of employees. However, the values can be interpreted as weak negative correlation. Additionally, the $p\text{-values}$ indicate a statistically significant correlation, meaning, it is unlikely that the observed effects are due to chance. On the other hand, the number of employees has nothing to do with the marketing strategies on product and people. It means that the number of employees is not a predictor or does not necessarily influence marketing strategies on the aforementioned variables.

Hence, most of clothing stores have one to two employees, this have effect when it comes to employing price, promotion and place marketing strategy. Mostly plans and decisions came from the owner itself. A saying goes, two heads are better than one, could help clothing owners to think and strategize further. Clothing owners have less time thinking of other promotion since are busy managing the shop. On the opposite, number of employees had nothing to do with product, since the purchases and decisions on what clothes to be purchase lies on the hand of owners and not on employees.

This is supported by the study of Goralczyk (2022) that workers at the organization exhibit an understanding of their responsibility in fostering relationships with stakeholders. The management team's belief that the enterprise's strategic assumptions demand methodical efforts in the area of environment interaction will determine whether or not this tendency continues.

Table 7 Test for Significant Relationship between the Profile of the Businesses and their Marketing Strategies Employed in Clothing Stores

Indicators	Capitalization		Number of Employees		Years in Operation	
	d	p-value	d	p-value	d	p-value
Product	.165**	.003	.094	.151	.069	.235
Price	-.034	.523	-.140**	.004	.006	.920
Promotion	-.153**	.002	-.135*	.014	-.038	.518
Place	.074	.143	-.150*	.014	.101	.091
People	.050	.368	.026	.659	.148*	.016

*Significant @0.05 level

****Significant @0.01 level**

Moreover, the number of years in operation of the business is not significantly related to the marketing strategies except for people ($d=.148$, $p\text{-value}=.016$) at .05 level. The results suggest that the number of years in operation has nothing to do with the marketing strategies of the clothing business along product, price, promotion and place. Regardless of the number of years that the business exists, their marketing strategies on the aforementioned variables are not affected. The significant relationship between years in operation and people, suggests that clothing businesses operating for a longer time might have a better understanding when it comes to the people involved in the business.

This is supported by the study of Anjaneyulu and Haranath (2023), which states that maintaining sufficient human resources is essential because, without qualified employees, businesses are unable to meet the general public's needs for goods and services. Employee input plays a critical role in the success of any given organization. The company cannot turn a profit or remain in business in the long run without enough employees.

The result implies that no matter how long the clothing stores in business, this does not affect the way they strategize in terms of product, price, promotion and place. They are continuously seeking for improvement and coping mechanism to sustain in their marketplace. Given the fact they are numerous of clothing stores. On the other hand, clothing owners who have longer years' operating are more experienced, knowledgeable in handling marketing strategy.

Generally, there is no significant relationship between the profile of the businesses and their marketing strategies in clothing stores except for profile along capitalization strategy in terms of product and promotion and number of employees and strategies on price, promotion and place.

Challenges Encountered by Store Clothing Owners along the 5Ps in Marketing Strategies

Table 8 exhibits the challenges encountered by store clothing owners in the use of marketing strategies on product, price, promotion, place, and people.

Results of the data shows that highest challenge encountered on product, clothes are not easily sold in the shop with 336 sum of ranks. Cost of clothes are continue increasing due to inflation is the highest rank on price with sum of 321. While on promotion, promoting clothes online/radio advertising incurred high cost with sum of 386. Highest challenges on place with sum of 312, clothing store location have high cost rent. Lastly, inability to hire more staff due to salary concern is the highest challenges on people with sum of 284.

On opposite, least challenge encountered by clothing store owner on product, clothes have minor issues like loose threads with sum of 559. Price of clothes decreases considering the competition in the market is the lowest in terms of price with sum of 594. While on promotion with sum of 622, promotion sometimes neglected due to many competitions that offers the same. Another lowest challenges on place is clothing store have short operating hours with sum of 599 and lastly, least challenges on people marketing strategies is lack of skills to manage the shops with sum of 579.

Table 8 Ranking on Challenges Encountered by the Clothing Store Owners on the 5Ps in Marketing Strategies

Marketing Strategies	Sum of Ranks	Rank
<i>Product</i>		
1. Clothes are not easily sold in the shop.	336	1
2. Customers often complain about the quality of clothes sold.	498	3
3. Clothes have minor issues like loose threads.	559	5

4. Clothes sizes are difficult to identify since it varies on their brands.	474	2
5. Clothes cheap suppliers are hard to find.	521	4
<i>Price</i>		
1. Pricing strategies are hard to identify.	557	4
2. Customers are not willing to pay when the clothes are in high price.	438	2
3. Cost of clothes are continue increasing due to inflation.	321	1
4. Price of clothes are high due to rent and other operating expenses.	476	3
5. Price of clothes decreases considering the competition in the market.	594	5
<i>Promotion</i>		
1. Promoting clothes online/radio advertising incurred high cost.	386	1
2. Lack of necessary skills on marketing and promoting of clothes.	451	2
3. Known advertisers from competitors have more saleable clothes.	454	3
4. Change of preferences of customers are expected to drive easily and needs again to promote new clothes.	482	4
5. Promotion sometimes neglected due to many competitors that offers the same.	622	5
<i>Place</i>		
1. Clothing store location have high cost of rent.	312	1
2. Clothing store have short operating hours.	599	5
3. Customers often buy clothes to shops that are convenient with them.	460	2
4. Clothing shops have poor business location.	513	4
5. Shops location have too many competitors.	497	3
<i>People</i>		
1. Talented staff are hard to find during recruitment.	488	3
2. Lack of available free staff trainings.	479	2
3. Inability to hire more staff due to salary concern.	284	1
4. Lack of skills to manage the shop and staff.	579	5
5. Lack of training plan, recruitment strategy to attract and qualified sales talents.	555	4

The data reveals that the highest encountered challenges on product marketing strategies, clothes are not easily sold in the shop implies that though it is the basic needs of everyone but customers often buy clothes during

occasion and whenever necessary only. Aside from the fact that due to fast change in trends, clothes become out of fashion and style. Another reason, designs are slow moving items. The clothes are not good in quality and not fit well to customers or not fulfilling a customer's need. This is connected in the result on the previous table where most of clothing stores relies on their physical shops to sale clothes, other promotional strategies like use social media and other online platforms were not implemented that adds to this challenges.

Moreover, the highest challenge on price strategies, cost of clothes are continue increasing due to inflation implies that the rise in prices of clothes causes the decline in purchasing power of customers. Manufacturing, supplier's cost and prices will increase, leads to expensive on the eye of consumers. In addition, shortage of funds may experience due to rising expenses. They also look for other means to maintain their customers while facing the burden of inflation like, change of suppliers. As mentioned in the previous results, though they give discounts to obsolete items, but still they have to have level it's price especially those new arrivals and in demands clothes. Moreover, they are also calculating its supplier's cost and expenses like transportation in that adds value to its selling price.

This is supported by Rahman (2022) that majority of the small business owners faced struggles because of their lack of capital and the difficulties to manage the business alone. Majority of them use their own savings as the main source of capital and think that education is necessary to do business. Most of them attract customers through their good behavior.

Further, the highest challenges on promotion strategies, promoting clothes online/ radio advertising incurred high cost implies that marketing is expensive. Though online promotion caters wider scope and helps the business acquire customers' attention, but they have to spend in return. Some social media website promotes free advertisement but does not guarantee that will reach your potential customers. The cost incurred on online/radio promotion will be added to advertising expenses that affects net revenues. Based on capitalization requirement results, clothing owners divert their capital in purchasing clothes rather than paying advertising expenses.

Then, the highest challenges on place marketing strategies, clothing store location have high cost of rent that affects the profitability of clothing stores to generate high income. This implies that the rental fee in the market is expensive. The more store's location is accessible, the higher rental fees. The landlords charge higher rent prices because of higher demands to rental properties. Additionally, there are shortage of available rental units. The clothing owners are struggling to afford rent despite its cost. As mentioned in place marketing strategy result, clothing owners put up their shops in accessible place, but in return this will yield higher expenses.

Lastly, the highest challenges on people marketing strategies, inability to hire more staff due to salary concern implies clothing owners can't afford to pay a living wage, higher salary, and actual cost of hiring employees. Additional staff means increase in wage expense and other personnel benefits. Employees are bounded by salary rights, failure to comply will compensate the business status. The result in number of staff which majority of them have one to two employees showed that clothing owners does not have the capacity to add employees. Beside their shops are manageable by even one person.

This is supported by the study of Sithole (2018) that the excessively high costs of production and other services made it impossible for these enterprises to turn a significant profit. In addition, the study of Hasan (2022) that some of the difficulties faced by fashion designers include a lack of initial capital, inadequate government assistance, and the high cost of producing textiles and garments. The study of Hickins (2023) that fashion industry has always faced a unique set of challenges.

On the contrary, least challenges encountered on product marketing strategies, clothes have minor issue like loose threads are manageable and often minimal loose can be found on clothes. Some suppliers accept returns, exchange and refunds when there are excessive loose threads. While others consumers, accepts that it is totally normal and part of the manufacturing process.

Another least challenges on price marketing strategies, price of clothes decreases considering the competition in the market means that clothes prices are based on their competitors' prices or matching price. They do not slash

market price to attract more customers and gain market share. Lowering their market price drives them in making losses. No matter how stiff the competition in their marketplace, these clothing owners retain the market price of clothes.

Further, least challenges on promotion, promotion sometimes neglected due to many competitors that offers the same means the promotion strategy and tactics implemented by clothing owners are common. This implies also that clothing owners are not keeping an eye on how their competitors promote their product leads to duplication of promotional strategy. There must be a market study conducted prior to implementation of strategy.

In addition, least challenges on place marketing strategies, clothing store have short operating hours implies that they are extending their store hours depending on the availability and convenience of its consumers. Short operating hours is only effective when managing operating cost during business downturn, but for most stores who are aiming for high sales, extending their hours is necessary.

Lastly, least challenges on people marketing strategies, lack of skills to manage the shops and staff means that clothing owners are skillful and able to manage. They can communicate well with customers and staff. They have high level of interpersonal skills. They have human skills to motivate staff to act in accordance with their task. They have conceptual and technical skills to plan, think of strategies and decide on situation.

The results obtained in least challenges supports the findings in the previous selected clothing stores in Daet, Camarines Norte are similar with the promotion, place and price strategy that they used regardless of how long they operate and their capital investment leading least difficulty on the given challenges above.

This is supported by the study of Chiguvi (2022) that managers encounter difficulties in handling employee opposition to change, as well as issues with commitment, lack of resources, and pliability. It suggests that how the organization implements change management has an impact on the company's future success.

Proposed Improvement on the Marketing Strategies of the Clothing Stores

In today's fiercely competitive business environment, clothing store owners must adopt strategic planning to ensure long-term sustainability. By crafting effective marketing strategies, these owners can navigate the evolving landscape and meet the demands of their customers. Utilizing data-driven approaches is paramount, as it allows them to gain insights into customer preferences and behaviors, enabling targeted marketing efforts both online and offline. A crucial first step is identifying their target market, followed by a detailed customer behavior analysis to tailor campaigns accordingly. Additionally, selecting appealing products that resonate with customers and staying abreast of the latest trends is vital for success.

Clothing store owners can foster customer loyalty and satisfaction by enhancing the shopping experience through convenient payment options, fast shipping, and responsive customer service. Developing a strategic action plan with specific tasks, objectives, and implementation timelines provides a roadmap for effective execution. Continuous monitoring and evaluation of key performance indicators allow adjustments to be made as needed, ensuring the ongoing effectiveness of the strategy.

Ultimately, these recommendations serve existing clothing store owners and aspiring entrepreneurs looking to enter the industry. By following a well-defined marketing strategy and staying attuned to customer needs, clothing store owners can thrive in today's competitive business landscape and achieve long-term success.

Table 9 Proposed Recommendation on the Marketing Strategies of Clothing Store Owners

Objectives	Tasks	Time Frame
1. Increase clothing stores capitalization	-Look for partners/investors	Jan- Dec 2025
2. Hire of competent staff	Require applicants with NC or previous experience on the same field	Jan- Feb 2025

3. Gain additional knowledge about running a clothing store business	Talk to expert, reads articles of successful clothing owners	Jan-Dec 2025
4. Increase monthly revenue	Improve marketing strategies used	Jan-Dec 2025
5. Maintain all sizes of clothes are available	Prepare an inventory system	January 2025
6. Offer credit and installment on expensive clothes	Apply accreditation to Home Credit company	January 2025
7. Provide an online advertisement	Look for online website with cheap advertisement fees	Jan-Dec 2025
8. Expand clothing store by through other branches	Prepare a market study of target location for expansion	
9. Improve of product, promotion and people strategy of clothing store	Allot budget for advertising expenses	Jan-March 2025
10. Provide extension activityIn Master in Business Administration (MBA)	Conduct seminar/training workshop to be facilitated by MBA student. Invite experienced and owners of Small and Medium-sized Enterprises (SME's)	January 2025 Last Quarter of School Year

The above proposed recommendation was tailored based on the results and findings of the study. The results on capitalization profile of clothing stores that most of them have below P200,000 capitals. Limited capital gives them limited access to opportunities. Instead of loans, which applied interest add burden to clothing owners, they may look for a partners who will invest.

The results revealed that most clothing owners have one to two employees and they do not require skilled workers or NC passers. As a solution to this, clothing owners will start hiring competent experienced and skilled staff. Staff abilities helps owners to think of other promotions applicable to business. It will be better if they hire as early as the beginning of year. The owners can also attend seminar workshop provided by TESDA office.

Moreover, it was found out that clothing stores failed to have a monitor the availability of clothes sizes, which lead to turn down of customers. As a recommendation, an inventory system or logbook to list down the sold and unsold items. This helps owners to anticipate and make purchases in advance on out of stock sizes.

Some customers do not hand carry cash in their wallet. They preferred to pay cashless using different payment tools. While some like to purchases on account/credit. As a proposed solution, clothing may opt to apply to Home Credit Company, this is the popular credit facilities which do not require much requirements on their customers.

In addition, study showed that clothing stores do not have online promotional advertisement. Among the reasons are; internet connection in public market where limited access to internet, failed to maintain, high cost of advertisement. As a recommendation, a facebook page of their shops where they can do live selling on their free time. They can also avail of free advertisement, but whenever they have extra budget, they can boost to reach numbers of potential customers in their area.

It may be hard at first to have an extended clothing branch in some areas. But with the use of effective marketing strategies on product, price, place, people and promotion, nothing is impossible. With the mentioned recommendations above, sooner, clothing stores have more branches.

Graduate students, specifically from Master in Business Administration can help clothing owners by including an extension activity. A seminar or training workshop facilitated by MBA students with invited experienced

small business enterprise (SME) owners and clothing owners as the participants. This can be conducted at the end of school year, as a requirement in any subjects they are currently taking.

This is supported by the study of Alruthia (2020) that a key component of service marketing is an organization's staff members' comprehension of the needs of the clients. Second, marketing has a significant impact by realizing and perceiving the wants of its customers. Thirdly, marketing customers are categorized based on their type and behavior, allowing employees to meet the needs of a wide range of clients. Finally, an organization's ability to fulfill consumer expectations and deliver on its promises to them would be facilitated by its comprehension and application of marketing concepts.

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SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary, formulated findings and conclusions of the study. It also presents the recommendations proposed by the researcher based on findings.

Summary

This study was conducted to determine and assessed the marketing strategies of selected clothing stores in Daet, Camarines Norte. It answered the following questions: 1) How may the profile of the businesses in clothing stores can be described in terms of: capitalization, number of employees and years of operation? ; 2) What is the level of implementation of marketing strategies employed by the selected clothing store along: product, price, promotion, place, and people?; 3) Is there a significant relationship between the profile of the clothing stores and their employed marketing strategies?; 4) What are the challenges encountered by the clothing stores in terms of the five P's of marketing strategies?; and 5) What proposed improvement on the marketing strategies may be adopted by clothing stores in Daet, Camarines Norte?.

The study is based on the premise that there is no significant relationship between the profile of clothing stores and their employed marketing strategies. The respondents were 159 selected owners in Daet, Camarines Norte that have physical clothing stores. They were chosen to give reliable, credible and factual information without biases and values judgement.

The study uses descriptive-correlational method in gathering information wherein a survey questionnaire served as a main tool in data gathering and with percentage ranking were used in analyzing and interpreting data particularly those that we gathered through the survey. The said statistical treatment was applied to provide meaningful description of the profile of the clothing stores. Weighted mean was applied in determining the level of implementation of marketing strategies employed by the selected clothing stores along: product, price, promotion, place, and people. Somer's Delta Coefficient (d) was utilized to determine the correlation aspects in this study, particularly between the profile of the clothing stores and their employed marketing strategies.

Findings

Based from the data gathered, the findings of the study were as follows:

- 1) The clothing stores capitalization was above P200,000 with 39 respondents or 24.5 percent, predominantly one to two employees with 73 frequency or 45.9 percent and business operation was below one year.
- 2) The level of implementation of marketing strategies employed by the selected clothing stores along price, place, and people were rated as moderately implemented, while product was rated completely implemented, and promotion was rated somehow implemented with average weighted mean of 2.90, 2.98, 3.04, 3.44, and 2.40, respectively. In product marketing strategy, selling attractive clothes got the highest weighted mean of 3.67, while, making sure that all sizes of clothes are available at my store got the lowest weighted mean of 3.25. In price marketing strategy, selling clothes at reasonable prices got the highest weighted mean of 3.83. On the other hand, offering credit and installments on expensive clothes got the lowest weighted mean of 1.74. In promotion marketing strategy, personally talking to customers to tell the good quality of the clothes they sell got the highest weighted mean of 3.60, while paying radio channels to advertise their clothing stores got the lowest weighted mean of 1.62. In place marketing strategy, store's operation is at customer's most convenient time got the highest weighted mean of 3.50, while clothing stores have other branches got the lowest weighted mean of 1.90. In people marketing strategy, staff's culture and differences are being respected got the highest weighted mean of

3.56. On the contrary, staff have trainings and National Competency (NC) certificate in clothing got the lowest weighted mean of 1.84.

3) The test for significant relationship between the profile of clothing stores and their employed marketing strategy along product has no significant relationship in their marketing strategies employed along price, place and people. This suggests, whether the respondents have low or high capitalization, they are likely to use similar marketing strategies when it comes to price, place, and people.

On the other hand, capitalization obtained significant relationship along product ($d = .165$, $p\text{-value} = .003$) and promotion ($d = -.153$, $p\text{-value} = .002$) both for 0.01 level. The results of along product obtained a positive correlation which implies that with a certain capitalization tend to develop product differently while for promotion which is a negative correlation suggests an opposite effect, meaning, capitalization is related to how respondents approach promotion but in an inverse way.

Likewise, the profile on number of employees obtained significant relationship on marketing strategies along price ($d = -.140$, $p\text{-value} = .004$), promotion ($d = -.135$, $p\text{-value} = .014$) and place ($d = -.150$, $p\text{-value} = .014$) but not in the product and people since the $p\text{-values}$ for these variables are greater than 0.05 and 0.01 ($p\text{-values} > .05$ and $.01$). The negative values indicate inverse relationship between the number of employees and the marketing strategies on price, promotion and place.

Moreover, the number of years in operation of the business is not significantly related to the marketing strategies except for people ($d = .148$, $p\text{-value} = .016$) at .05 level. The results suggest that the number of years in operation has nothing to do with the marketing strategies of the clothing business along product, price, promotion and place. The significant relationship between years in operation and people, suggests that clothing businesses operating for a longer time might have a better understanding when it comes to the people involved in the business.

4) In terms of challenges encountered by clothing store owners along product in marketing strategies, clothes are not easily sold in the shop got the most challenging with 336 sum of rank. However, clothes have minor issues like loose threads got the least challenging with total in rank of 559. Challenges encountered along price in marketing strategies, cost of clothes are continue increasing due to inflation got the most challenging with 321 sum of rank, while price of clothes decreases considering the competition in the market got the least challenging with 594 sum of ranks. Challenges along promotion in marketing strategies, most challenging was promoting clothes online/radio advertisement incurred high cost got the 386 sum of ranks. On the other hand, least challenging with 622 sum of ranks was promotion sometimes neglected due to many competitors that offers the same. Challenges along place on marketing strategies, clothing store location have high cost of rent got the most challenging with 312 sum of rank. On the contrary, clothing store have short operating hours was the least challenging with 599 sum of ranks. Lastly, challenges along people on marketing strategies, inability to hire more staff due to salary concern got the most challenging with 284 sum of ranks, while the least challenging was lack of skills to manage shops and staff with 574 sum or ranks.

5) Based on the findings and results of study, action plan was suggested measures for improvement of clothing stores. Action plan composed of goals, tasks and time frame to ensure that objectives will be attained effectively and efficiently. Increasing their revolving capital, hiring competitive staff, increasing monthly revenues, improving product, promotion and people marketing strategy are among the plans of clothing owners.

Conclusions

In the light of the findings of the study, the following conclusions were drawn:

- 1) Selected clothing stores capitalization was above P200,000 with one to two employees and whose operate below one year.
- 2) The level of implementation of marketing strategies employed by the selected clothing stores along price, place, and people were rated as moderately implemented, while product was rated completely implemented, and

promotion was rated somehow implemented. Selling attractive clothes, selling clothes at reasonable prices, personally talking to customers to tell the good quality of the clothes they sell, store's operation is at customer's most convenient time, and staff's culture and differences are being respected are highest result for product, price, promotion, place, and people marketing strategies, respectively.

3) Generally, there is no significant relationship between the profile and their marketing strategies except for capitalization profile on product and promotion, and the number of employees along price, promotion and place.

4) Most Challenging encountered by clothing stores on product, price, promotion, place, and people are clothes are not easily sold in their shop, cost of clothes continue increasing due to inflation, promoting clothes online/radio advertising incurred high cost, clothing store location have high cost of rent, and inability to hire more staff due to salary concern.

5) This concluded that preparing of action plan may be prepared to improve more their business operation and marketing strategies.

Recommendations

After a thorough analysis of the data gathered in the study, the following are highly recommended:

1) Based from the results on profile, clothing stores may raise additional capital to access valuable clothes. This may provide funds for growth and enhance financial stability. In terms of number of employees, they may also consider adding more employees to bring fresh ideas and perspectives, employees with diverse skills and a productive mindset. In terms of number of years in operation, they may consider seeking advised from those entrepreneurs whom are more experienced in the same field.

2) Based from the results on level of implementation, they may consider to implement that all sizes in their shops are available by considering an inventory system. They may also consider to implement credit and installment on expensive clothes by partnering with credit companies like Home Credit. In addition, they may also consider to implement radio advertisement since not most of target customers are on social media. Further, they may consider to seek for other branch opportunities. Lastly, they may consider to implement trainings and competency certificate to all employees.

3) Based from the results on significant relationship, clothing stores may consider enough capital to purchase a variety of clothes and may consider alternative suppliers to choose from. They may consider allotting a budget for promotion when capital is available. They may consider to grab even those costly but beneficial advertisements. They may also consider to hire additional employees if necessary, more employees tend to have different approaches to pricing, promotion, and place compared to fewer employees. They also consider to raise their income through hiring of experienced and skillful staff.

4) Based on the findings of the challenges, proposed recommendations are the following: they may consider to sell clothes in other social media platforms, they may consider other variety of clothes which are cheap, if some purchased clothes are continuously increasing due to inflation. They may consider free promotional advertisement in social media and through creating flyers. Moreover, they may consider to search for other branch location which offers same opportunities but low cost on rent. Lastly, they may consider to raise their income through hiring of experienced and skillful staff.

5) Proposed action plan may be considered to identify specific task to implement. This may serve as their roadmap for the direction to be taken.

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APPENDIX A

Permit to Conduct Study



Republic of the Philippines

CAMARINES NORTE STATE COLLEGE

GRADUATE SCHOOL

Daet, Camarines Norte

The President

Camarines Norte State College

Daet, Camarines Norte

ATTENTION: The Dean

Graduate School

Daet, Camarines Norte

Sir:

Greetings of Peace and Prosperity!

In view of my course Master in Business Administration at Camarines Norte State College (CNSC), Daet, Camarines Norte. I have the honor to request from your office to conduct a survey in selected clothing store in Daet, Camarines Norte. This is in connection with my thesis study entitled “MARKETING STRATEGIES OF SELECTED CLOTHING STORES IN DAET, CAMARINES NORTE: BASIS FOR IMPROVEMENT”.

I am hoping that this request will merit favorable action and consideration.

Thank you very much.

Respectfully yours,

(SGD) MENCHIE C. ABANTO

SHS Teacher

Approved:

(SGD) JENNIFER S. RUBIO, PhD

Research Adviser

(SGD) EDUARDO M. ABAD.EdD

Dean, Graduate School

Appendix B

Request Letter to DTI

September 8, 2023

CHRISTIE A. RIVERA

Provincial Director

Department of Trade and Industry

Camarines Norte Provincial Office

Dear Madam,

I trust this letter finds you well. I am writing to respectfully request information from the Department of Trade and Industry (DTI) regarding registered clothing stores in Daet, Camarines Norte, for the purpose of conducting research on marketing strategies. I want to clarify that this research is purely for academic purposes, and the data obtained will be used exclusively for research and analysis.

The objective of my research project is to investigate and analyze the marketing strategies employed by selected clothing stores in Daet, Camarines Norte, with a view to identifying areas for improvement. This study aims to contribute valuable insights to the local business community, enhancing their competitiveness and promoting sustainable growth.

To achieve these objectives, I kindly request the following information:

- a. Type of Data: List of Registered Clothing Stores
- b. Business name descriptors : Clothing Stores, Clothing Boutique, Department Store
- c. Business location/ Scope : Daet, Camarines Norte
- d. Business Name/Period: January 1, 2018- March 30 ,2023
- e. Email Address: menchieabanto78@gmail.com
- f. Contact number: 09307013393

I am fully aware of the importance of data privacy and confidentiality, and I assure you that any information provided will be handled with the utmost care and in compliance with all relevant data protection regulations. If necessary, I am prepared to sign any required agreements to ensure the confidentiality of sensitive data.

Thank you for your support, and I appreciate your cooperation in this matter. Your assistance will greatly contribute to the success of my research project.

Respectively Yours,

(SGD) MENCHIE C. ABANTO

MBA Student

Noted by:

(SGD) DR. JENNIFER S. RUBIO

Research Adviser

Appendix C

Survey Questionnaire

Dear Respondent,

The undersigned is currently conducting her MBA thesis entitled “**Marketing Strategies of Selected Clothing Stores in Daet, Camarines Norte: Basis for Improvement**”. In this regard, your sincere and honest answers in this survey questionnaire is highly prayed for.

Rest assured that all information gathered will be treated with utmost confidentiality and will be used only for academic purposes.

Thank you very much in anticipation for your voluntary participation in this survey.

Menchie C. Abanto

Researcher

A. Profile of the Respondents

Kindly check the appropriate bracket for the information you are asked for.

1. Capitalization:	<input type="checkbox"/> Below Php 10,000	<input type="checkbox"/> Php 150,001- 200,000
	<input type="checkbox"/> Php 10,001- 50,000	<input type="checkbox"/> Above Php 200,000
	<input type="checkbox"/> Php 50,001- 100,000	
	<input type="checkbox"/> Php 100,001 – 150,000	
2. No. of Employees:	<input type="checkbox"/> 1-2	<input type="checkbox"/> 3-4
	<input type="checkbox"/> 5-6	<input type="checkbox"/> 7-8
	<input type="checkbox"/> 9-10	<input type="checkbox"/> more than 10
3. Years of Operation :	<input type="checkbox"/> 11 months and below	<input type="checkbox"/> 3 years and 1 month– 4 years
	<input type="checkbox"/> 1 -2 years	<input type="checkbox"/> more than 4 years
	<input type="checkbox"/> 2 years and 1 month – 3 years	
4. Average Monthly Revenue:	<input type="checkbox"/> Php 10,000 and below	<input type="checkbox"/> Php 31,001-41,000
	<input type="checkbox"/> Php 10,001-21,000	<input type="checkbox"/> Php 41,001- 51,000
	<input type="checkbox"/> Php 21,001-31,000	<input type="checkbox"/> Php 51,001 & above

B. Marketing Strategies employed by clothing store. Please rate your level of implementation of the marketing strategies used according to the provided indicators with respect to the Likert scale below.

Rating Scale:

3.25-4.00	Completely Implemented	4
2.50-3.24	Moderately Implemented	3

1.75 -2.49	Somewhat Implemented	2
1.00-1.74	Not at all Implemented	1

B.1 Product. In this study, product refers to the tangible items or physical goods that clothing store owners sold to make a product,

Indicators		Completely Implemented (4)	Moderately Implemented (3)	Somewhat Implemented (2)	Not at All Implemented (1)
1	I sell variety of clothes. (variety of clothes is being sold)				
2	I make sure that clothes available in my store is always on trend. (Ensure that clothes available in the store are always on trend)				
3	I always check the quality of the clothes I sell. (Ensure to check the quality of clothes)				
4	I am very particular with the colors of the clothes I sell.				
5	I always conduct study on what clothes does my customer's needs.				
6	I make sure that all sizes of clothes are available at my store.				
7	I look for suppliers of newest clothes to sell.				
8	I sell attractive clothes.				
9	I sell clothes not available in other clothing stores.				
10	I am selective in what to sell in my shop.				

B.2. Price. This refers to the value that the customers pay in exchange for the clothes sold by clothing stores.

Indicators		Completely Implemented (4)	Moderately Implemented (3)	Somewhat Implemented (2)	Not at All Implemented (1)
1	I always give discounts to my customers.				
2	I make sure that the price of my clothes is similar with the other clothing stores.				
3	I offer credit and installments on expensive clothes.				
4	I accept online payment.				
5	I sell clothes at reasonable prices.				
6	I frequently change the price of the clothes I sell.				
7	I lower the price of those old fashion clothes.				
8	I increase the price of clothes during peak season.				
9	I conduct research and study on pricing strategy.				
10	I compare my clothes price with the competitors.				

B.3Promotion. In this study, promotion refers to specific advertising used of clothing store owners to reach their customers.

Indicators		Completely Implemented (4)	Moderately Implemented (3)	Somewhat Implemented (2)	Not at All Implemented (1)
1	I promote my clothing store through flyers, newspapers.				
2	I posted and do online live selling of available clothes in social media like				

	facebook, Instagram, and tiktok.				
3	I paid radio channel to advertise my clothing store.				
4	I have website where all available clothes are posted.				
5	I use packaging that is eco - friendly and appealing to customers.				
6	I personally customize the design of my packaging.				
7	I always participate in exhibit and trade fairs.				
8	I offer promos like buy one, take one clothes, or two for the price of one.				
9	I posted online the good feedback of my customers.				
10	I personally talk to customers to tell the good quality of the clothes I sell.				

B.4Place. In this study, place refers on how clothing stores are available and accessible to the customers.

Indicators		Completely Implemented (4)	Moderately Implemented (3)	Somewhat Implemented (2)	Not at All Implemented (1)
1	My store's location is accessible to customers.				
2	My store ambiance is appealing.				
3	My clothing store have other branches.				
4	My store is tie-up with delivery riders.				
5	My store's operation is at customer's most convenient time.				

6	My stores accept /allows feedbacks after sales.				
7	My store accepts resellers.				
8	My store has both physical and online shops.				
9	My store offers wholesale items.				
10	My store has signage to easily identify.				

B.5 People. In this study, people refers on staff, customer service provided by their employees and sales people of clothing stores.

Indicators		Completely Implemented (4)	Moderately Implemented (3)	Somewhat Implemented (2)	Not at All Implemented (1)
1	My staff have trainings or NC III in Fashion Design (Apparel), or other related NCs.				
2	My staff are customer oriented.				
3	My staff can handle customer complains.				
4	My staff perform marketing activities when no customers are around.				
5	My staff are provided with benefits like SSS, Phil health and alike.				
6	My staff are given bonuses, incentives, among other benefits.				
7	My staff have customer contact most of the time.				
8	My staff's culture and differences are being respected.				

9	My staff is compensated well.				
10	My staff are being sent to trainings and seminars about career development.				

A. **Challenges encountered by clothing store owners.** Rank the following challenges along the marketing strategies based on the level of difficulty faced as business owner in the clothing industry, ranking the most significant challenge as one (1) and the least significant challenge as 5.

Product	Rank
1. Clothes are not easily sold in the shop.	
2. Customers often complain about the quality of clothes sold.	
3. Clothes have minor issues like loose threads.	
4. Clothes sizes are difficult to identify since it varies on their brands.	
5. Clothes cheap suppliers are hard to find.	

Price	Rank
1. Pricing strategies are hard to identify.	
2. Customers are not willing to pay when the clothes are in high price.	
3. Cost of clothes are continue increasing due to inflation.	
4. Price of clothes are high due to rent and other operating expenses.	
5. Price of clothes decreases considering the competition in the market.	

Promotion	Rank
1. Promoting clothes online/radio advertising incurred high cost.	
2. Lack of necessary skills on marketing and promoting of clothes.	
3. Known advertisers from competitors have more saleable clothes .	
4. Change of preferences of customers are expected to drive easily and needs again to promote new clothes.	
5. Promotion sometimes neglected due to many competitors that offers the same.	

Place	Rank
1. Clothing store location have high cost of rent.	

2. Clothing store have short operating hours.	
3. Customers often buy clothes to shops that are convenient with them.	
4. Clothing shops have poor business location.	
5. Shops location have too many competitors.	

People Skilled	Rank
1. Talented staff are hard to find during recruitment.	
2. Lack of available free staff trainings.	
3. Inability to hire more staff due to salary concern.	
4. Lack of skills to manage the shop and staff.	
5. Lack of training plan, recruitment strategy to attract qualified sales talents.	

B. Proposed Improvement on the marketing strategies. Please provide your answers on the following question.

What proposed improvement on the marketing strategies may be adopted by clothing stores in Daet, Camarines Norte?

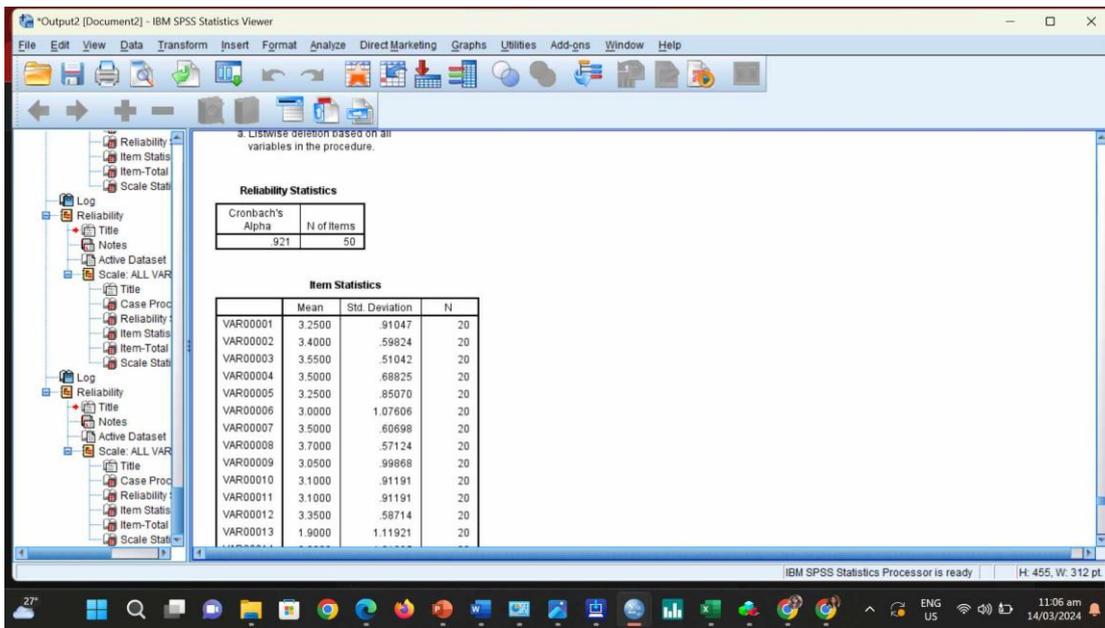
Thank you very much for your participation!

Appendix D

Alpha Cronbach Value

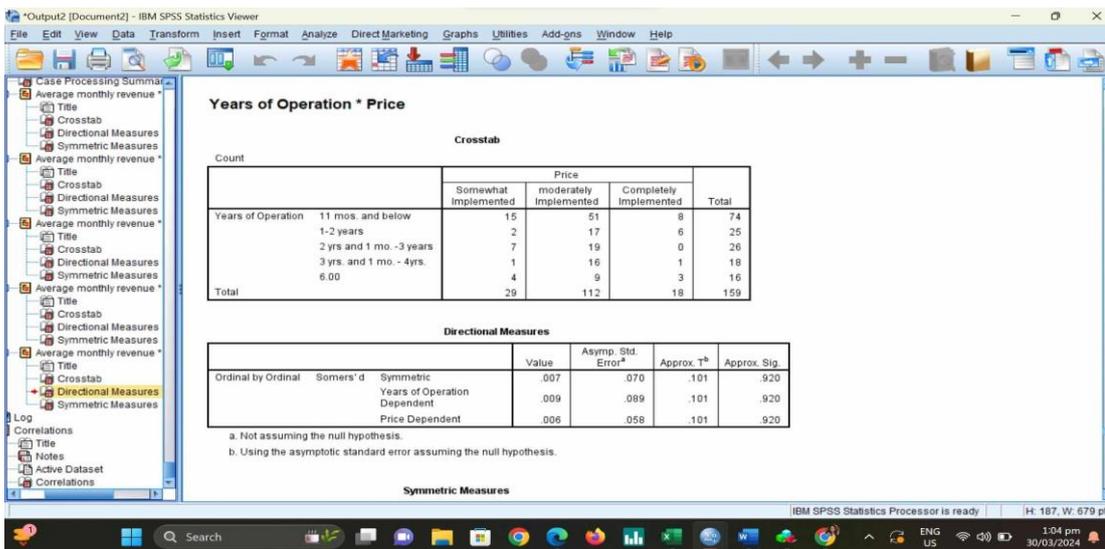
Table 3.2 : The Alpha Cronbach Value (Konting et al., 2009)

Alpha Cronbach Value	Interpretation
0.91-1.00	Excellent
0.81-0.90	Good
0.71-0.80	Good and Acceptable
0.61-0.70	Acceptable
0.01-0.60	Non acceptable

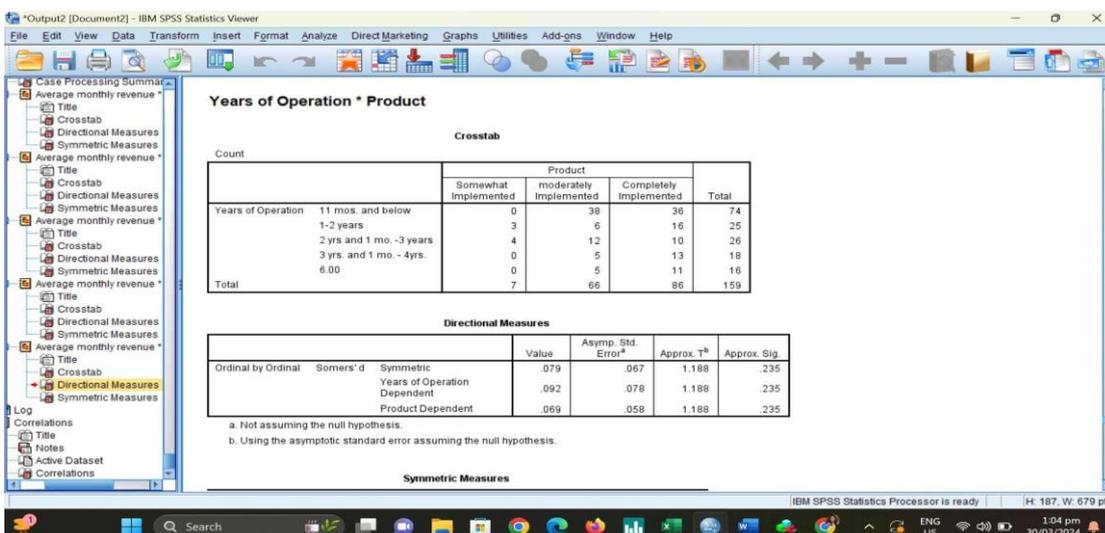


Appendix E

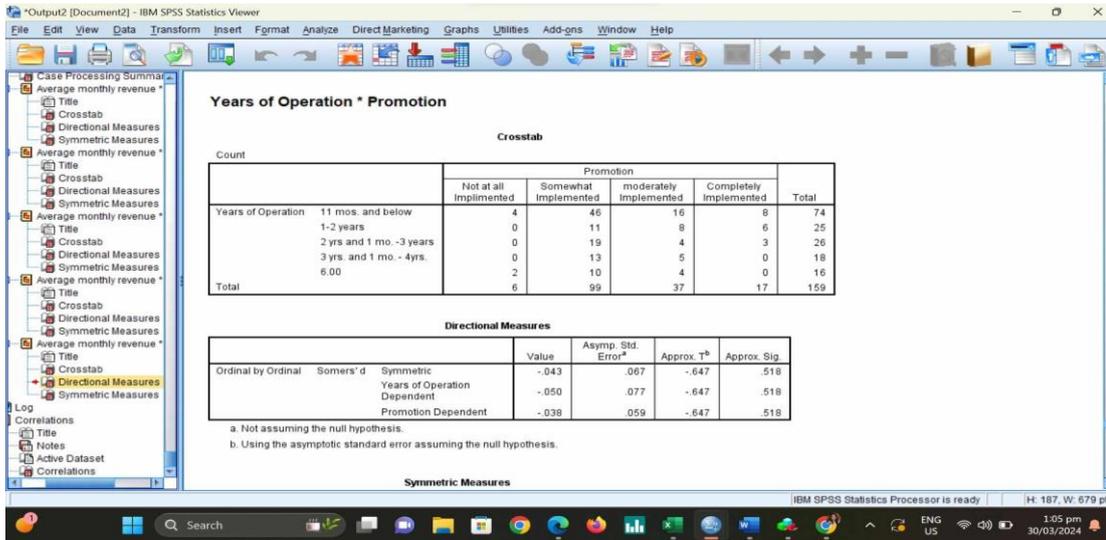
Results of Statistical Relationship and Test Reliability



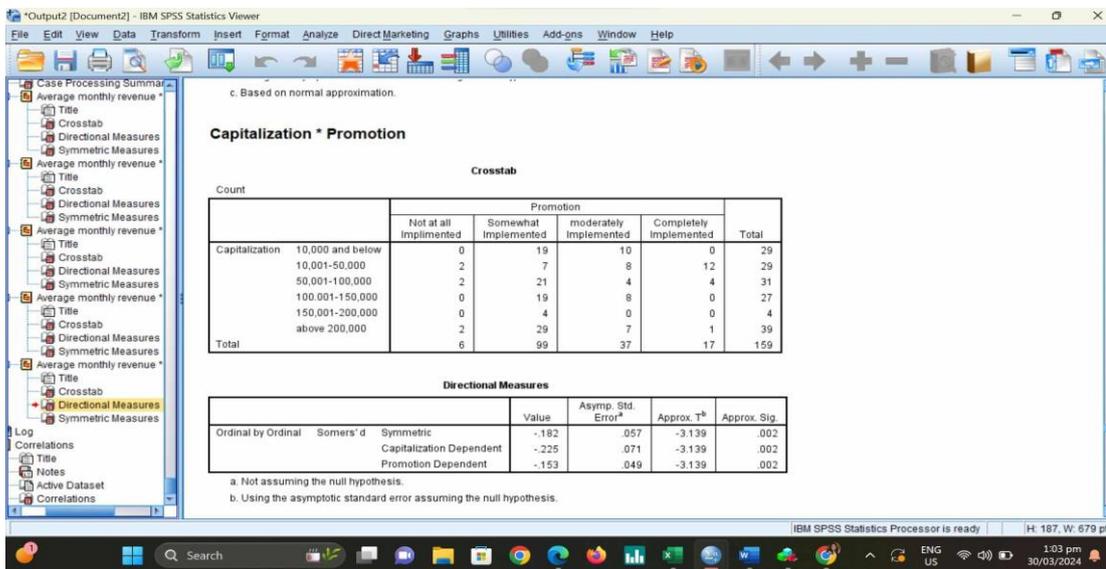
Years of Operation * Price



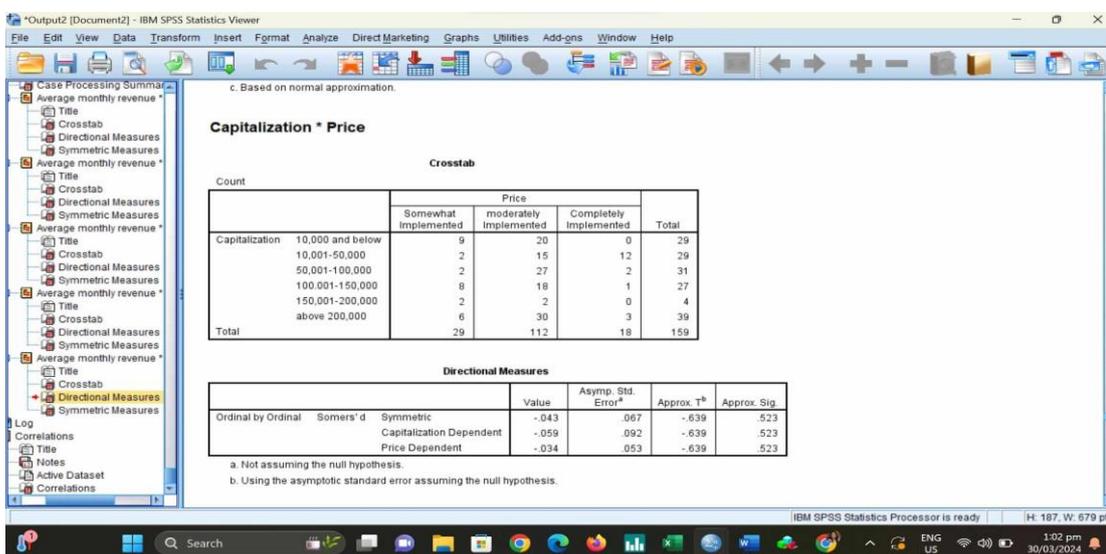
Years of Operation* Product



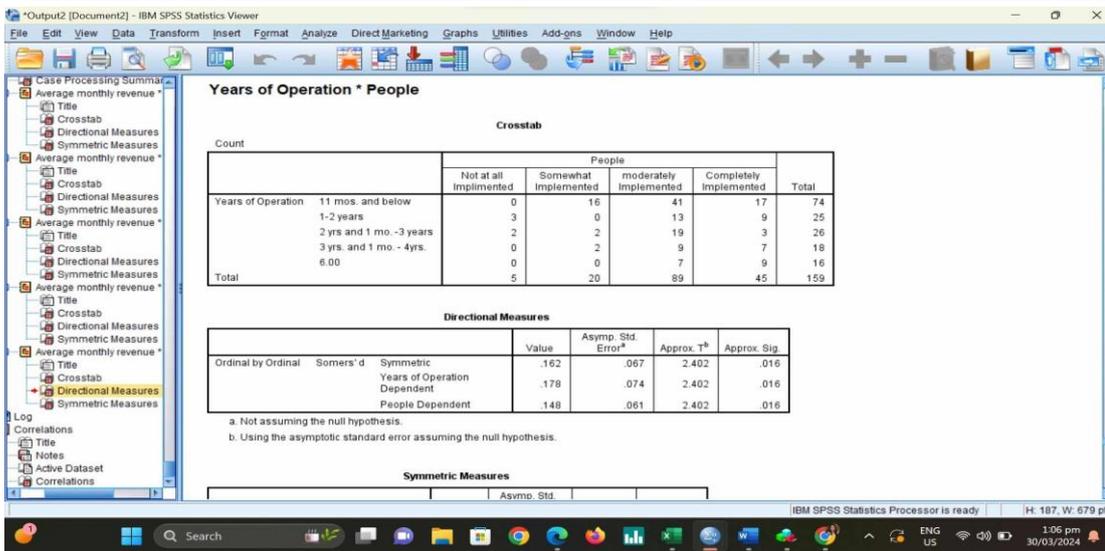
Years of Operation* Promotion



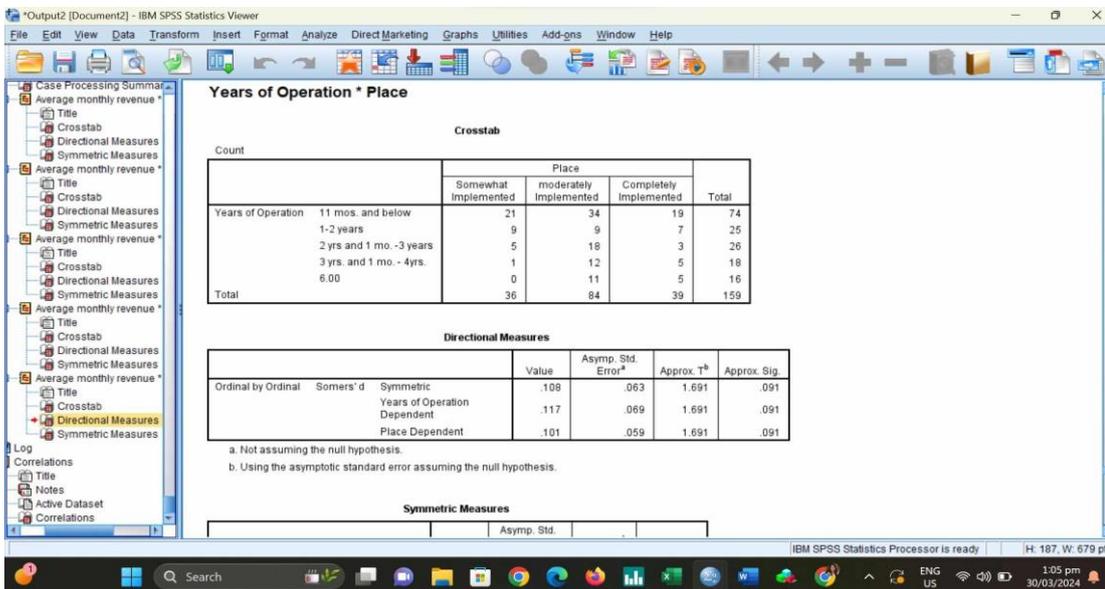
Capitalization* Promotion



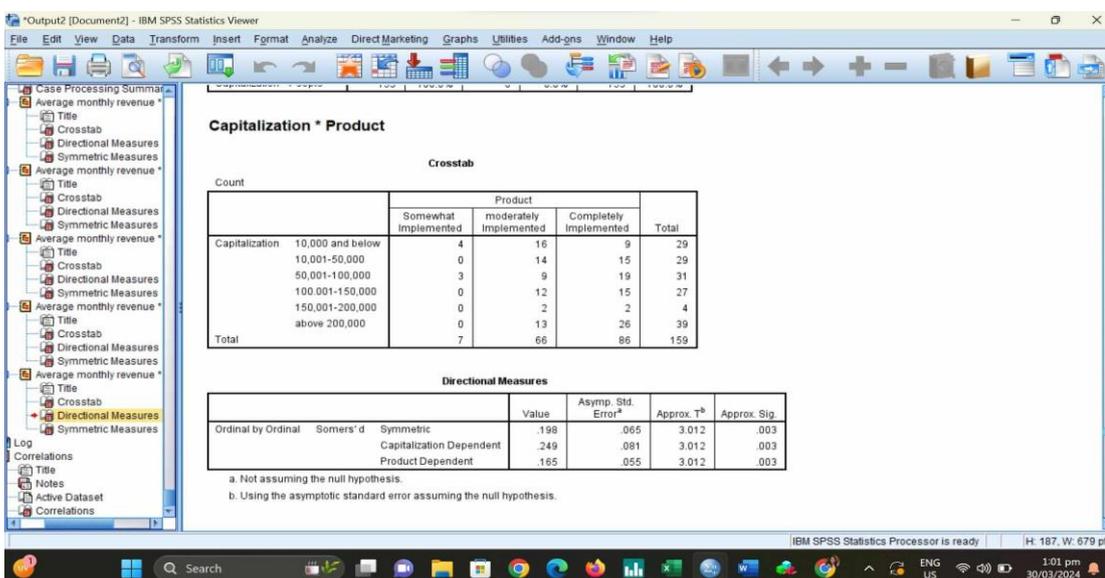
Capitalization* Price



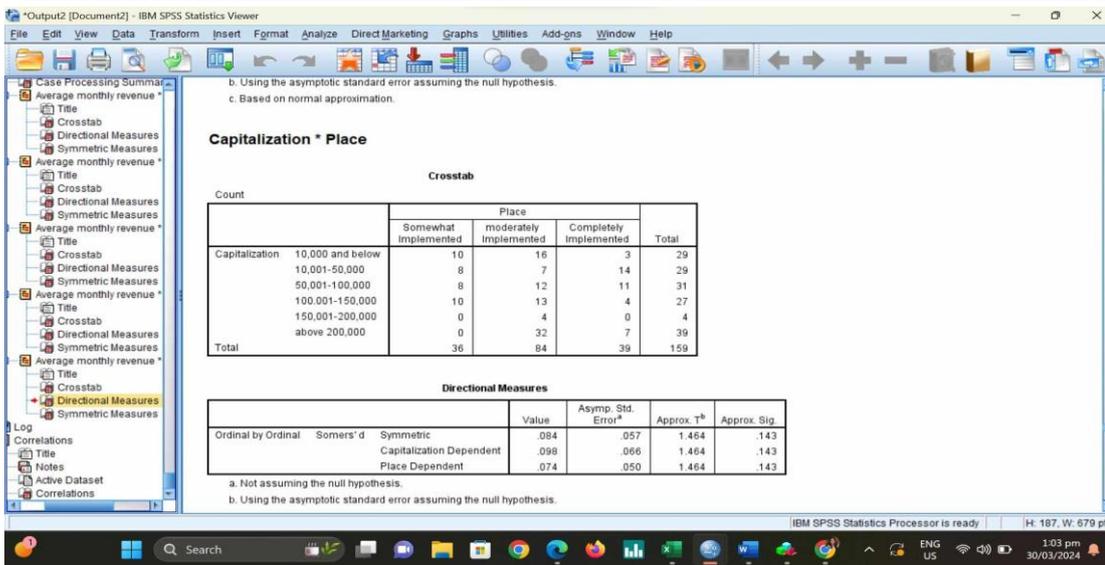
Years of Operation* People



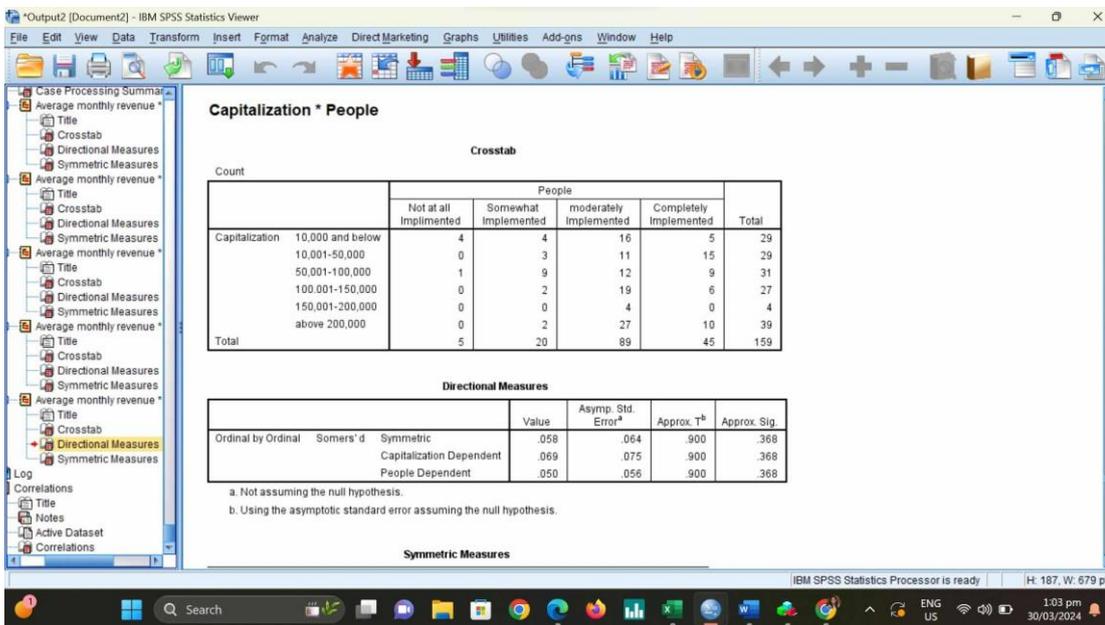
Years of Operation * Place



Capitalization * Product



Capitalization * Place



Capitalization * People

CURRICULUM VITAE



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EDUCATION:

Graduate School: Camarines Norte State College, Daet, Camarines Norte Master in Business Administration (2024)

Vocational: TESDA- Bookkeeping (NC III), Housekeeping (NC II)

Tertiary: Mabini Colleges Incorporation-BS in Accountancy

Secondary: Basud National High School

Elementary: Basud Elementary School

ELIGIBILITY:

Licensure Examination for Teachers (Secondary) (2015)

WORK EXPERIENCE:

Senior High Teacher- San Roque National High School (August 2016 –present)

Bookkeeper- Kaguruan Multi-Purpose Cooperative (June 2004- August 2016)

TRAININGS ATTENDED:

Human Trafficking Awareness and their Ammended Laws, Anti-Online Sexual Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Material (CSAEM)- October 2023

3-Day District and 2-Day School-Based In-Service Training 2023- Feb 2023

SRNHS Gender Sensitivity and Capacity Building- July 2022

Virtual In-Service Training for Public School Teachers- March 2021

Learning Delivery Modalities (LDM2) Course for LAC Leaders- February 2021

International Training on Teaching Strategies- December 2018