

EVALUATING MARKETING STRATEGY TOWARD CUSTOMER PREFERENCE OF DOING GOOD CLOTHING

ABSTRACT

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This study investigates the marketing strategies employed by Doing Good Clothing, a Caloocan City-based enterprise specializing in personalized apparel. Although the company utilizes a variety of promotional techniques, it continues to face difficulties in effectively connecting with its intended market. The research aims to assess consumer behavior and preferences to develop more targeted and impactful marketing efforts. By enhancing customer interaction, refining promotional approaches, and optimizing advertising channels, the study seeks to strengthen the brand's market presence and appeal to a broader and more diverse customer base. This study examines the influence of marketing strategies on consumer preferences for Doing Good Clothing, a brand committed to sustainability and ethical sourcing. Adopting a descriptive quantitative research approach, the study will utilize a structured survey questionnaire administered to 20 prospective customers. The gathered data will be analyzed through descriptive statistics to summarize consumer responses, while correlation and regression analyses will be employed to assess the strength and significance of relationships between marketing strategies and consumer preferences. The findings aim to provide actionable insights for enhancing the brand's market engagement and aligning its promotional efforts with customer values. The survey findings reveal that a majority of the respondents are young adults, with 70% aged between 18 and 25. Most are male and report making one to three purchases from Doing Good Clothing. Respondents commend the brand for its product quality and design, and they consider the pricing to be fair and competitive. However, significant concerns were raised regarding the company's promotional efforts. In particular, the brand's social media advertisements were perceived as unengaging and ineffective. Furthermore, the store's physical location received low satisfaction ratings, especially in terms of comfort, atmosphere, and accessibility. While customers expressed trust in the brand's transparency and responsiveness to their needs, the overall data indicates substantial opportunities for improvement in marketing communication, promotional reach, and in-store experience. The study indicates that a significant portion of respondents are young adults aged 18 to 25, with 55% identifying as male. While Doing Good Clothing is consistently rated highly for the quality of its products, respondents expressed lower levels of agreement concerning the brand's image, customer loyalty, and overall reputation. These findings suggest that, despite product satisfaction, the company faces challenges in cultivating a strong and trustworthy brand identity. To address this gap, strategic improvements in marketing communication, brand positioning, and trust-building initiatives are recommended.

RECOMMENDED CITATION

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