

MARKETING CHALLENGES AMONG CLOTHING ENTERPRISES IN BAGONG SILANG CALOOCAN CITY: BASIS FOR MARKETING PROGRAM

ABSTRACT

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This study investigates the marketing challenges encountered by small clothing enterprises in Bagong Silang, Caloocan City, and evaluates strategies within the framework of the 4Ps of marketing—Product, Pricing, Place, and Promotion. The objective is to assess how these enterprises respond to common market issues and to provide a foundation for developing an effective marketing program tailored to their needs. The study employs a descriptive correlational research design. Data were gathered through purposive sampling of fifteen business owners using validated questionnaires. Statistical tools such as weighted mean and Pearson's r were applied to assess the extent of marketing challenges and the effectiveness of corresponding strategies. Findings indicate that product-related challenges were the most pressing, particularly due to rapidly shifting fashion trends and the proliferation of counterfeit goods online, as cited by 87% of respondents. Respondents agreed that these challenges were addressed through diversified product offerings and sustainability initiatives (mean = 3.44). Pricing strategies (mean = 3.17) focused on competitive pricing and discount schemes, although their impact on customer retention was limited. Place-related efforts (mean = 2.99) emphasized in-store design over digital integration, while promotion strategies (mean = 3.01) mainly involved social media marketing with limited use of influencer collaborations. The Pearson correlation coefficient ($r = 0.40$, $p = 0.14$) indicated a low positive correlation between marketing challenges and strategies, supporting the null hypothesis and suggesting limited alignment between problems and implemented solutions. Proposed interventions include product line expansion, adaptive pricing models, increased e-commerce utilization, and collaboration with micro-influencers. The study highlights the necessity of a structured marketing program that aligns the 4Ps strategies with the specific challenges faced by local enterprises. Emphasis is placed on digital adaptation, customer engagement, and market responsiveness. These recommendations aim to improve the competitiveness of small clothing businesses in densely populated urban areas by promoting a balance between physical retail presence and digital marketing initiatives.

RECOMMENDED CITATION

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