

PROMOTIONAL STRATEGIES: BRAND AWARENESS IN APPAREL RETAIL AMONG ABM LEARNERS IN BESTLINK COLLEGE OF THE PHILIPPINES-BULACAN INC.

ABSTRACT

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The apparel retail industry is rapidly evolving due to changing consumer preferences, technological progress, and intense market competition. In this environment, strategic marketing has become essential for retailers to strengthen brand visibility and drive sales. Brand awareness is a key factor in achieving business success; however, retailers often face challenges in building and maintaining it. Among the common obstacles in promoting apparel brands are the implementation of effective discounts and promotional campaigns, the use of appropriate online marketing techniques, selecting the right influencers, and managing public perception of the brand. This study used a descriptive research design to explore effective promotional strategies that Accountancy, Business, and Management (ABM) students can apply in the apparel retail industry. The research also aims to guide consumers in making well-informed decisions when choosing clothing brands. Using purposive sampling, the researchers selected 30 ABM students as participants. Data collection was conducted through survey questionnaires administered to the chosen respondents. The findings indicated that promotional offers, particularly discounts such as “Buy 1, Get 1 Free,” have a strong influence on customer purchasing behavior, receiving a weighted mean of 3.73. However, in the area of online marketing, trust remains a major concern. Many customers are hesitant due to the inability to meet sellers in person, making it difficult to verify product authenticity; this concern garnered a weighted mean of 3.2. These Results highlighted the need for apparel brands to capitalize on their strengths, address weaknesses like trust in e-commerce, embrace opportunities such as digital trends and influencer marketing, and navigate competitive threats in the market. This study underscores the importance of identifying and understanding the target audience to develop effective promotional strategies. By gaining insights into customer needs and preferences, businesses can craft marketing efforts that align with their audience’s expectations. This targeted approach enhances engagement, boosts brand visibility, and increases the likelihood of customer retention and sales.

RECOMMENDED CITATION

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