

Digital Marketing Practices of Fashion Industries

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Abstract:

Understanding the digital marketing practices of fashion industries, particularly for solo entrepreneurs, offers valuable insights for strategic growth and enhanced brand visibility in a competitive urban landscape. Given this context, this study investigated the digital marketing practices of fashion industries in a highly urbanized city in Central Philippines, for the second quarter of the year 2025, examining mobile marketing, content marketing, and email marketing; the survey also sought to understand the respondents' profile, comprised predominantly of sole proprietors, with many businesses operating for more than five years. Regarding the level of digital marketing practices, mobile marketing and content marketing were both rated high, email marketing, on the other hand, was rated moderate, suggesting limited but present use of email campaigns. The study indicates that revising digital marketing strategies could support growth in the fashion industry. To grow their brand, solo entrepreneurs might focus on influencer partnerships and SEO basics, like keyword research. Partnerships can enhance their content strategy by using blogs to share engaging, brand-building material. All types of fashion businesses are encouraged to improve email marketing with personalized content, regular communication, and testing techniques to optimize campaign performance.

Keywords: Digital Marketing; Email Marketing; Mobile marketing; Search engine optimization; Entrepreneurs; Fashion industry

Introduction:

Nature of the Problem

The digital transformation of the Philippine fashion industry is shaped by changing consumer behaviors and technological advances, with mobile marketing, content marketing, and email marketing emerging as key competitive strategies. In 2025, social commerce, influencer collaborations, and hyper-personalized engagement dominate, driven by platforms like Instagram and TikTok enabling direct-to-consumer sales through shoppable posts and live streaming (Baciano, 2025; Ronntorossian, 2025). However, localized challenges such as fragmented policy frameworks, limited technical expertise among SMEs, and underutilization of email marketing despite its proven ROI persist (Handono et al.; Muros et al., 2024). For example, a 2024 Koronadal-based study highlighted social media's influence on fashion preferences among low-income females aged 26-50 through seller-generated content and electronic word-of-mouth, reflecting broader Philippine trends where platforms like Facebook and Instagram shape purchasing behavior via peer reviews and personalized interactions (Diaz, 2024; IPRJB, 2024).

Mobile marketing remains a dominant force in urban consumer engagement, with Instagram's product showcases strongly influencing purchase decisions, yet Philippine SMEs struggle with mobile strategy optimization due to limited skills and inconsistent policies (Handono et al., 2024; DLSU, 2015). Content marketing, aligned with the industry's aesthetic needs, suffers from quality inconsistencies among SMEs lacking advanced design tools. Heritage brands emphasize cultural storytelling through artisanal textiles, though digital platforms have difficulty conveying this authenticity (DLSU, 2015). Email marketing, though underused, offers potential via hyper-personalization but lags behind social media-driven approaches (Muros et al., 2024). Despite global trends highlighting social media's impact on consumer behavior, the Philippine fashion sector faces unique challenges, including inadequate localized marketing frameworks and logistics solutions for SMEs, emphasizing the need for integrated, actionable strategies tailored to local conditions (IPJRB, 2024; PHCC, 2020; Muros et al., 2024).

As a fashion entrepreneur, the researcher identifies a disconnect between theoretical digital strategies and practical implementation. This study aimed to bridge the gap by developing actionable marketing frameworks tailored to regional SMEs, fostering sustainable growth through culturally resonant and cost-effective approaches.

Current State of Knowledge

Digital marketing is essential for fashion brands to stand out, boost sales, and build customer loyalty by leveraging flexible online engagement strategies (Chaffey & Ellis-Chadwick, 2022). Social media platforms like Instagram, Facebook, and TikTok enable brands to showcase appealing content and interact in real time, while influencer partnerships enhance consumer trust and purchase likelihood (Kapoor et al., 2021; Jin & Phua, 2022). Personalized content—tailored ads, product recommendations, and exclusive offers—improves shopping experiences and repeat business (Wang et al., 2023; Zhang et al., 2022). User-friendly e-commerce sites with secure payment and fast delivery increase satisfaction and provide valuable consumer insights for smarter marketing (Smith & Taylor, 2023). Advanced digital tools such as AI recommendations and chatbots further simplify purchasing and boost engagement (Rocha, 2023). Additionally, integrating sustainability into digital marketing appeals especially to environmentally conscious, younger consumers, fostering greater satisfaction and brand loyalty (Lindberg et al., 2020). Together, these practices strengthen brand-consumer relationships and ensure long-term success in the competitive fashion digital marketplace.

Further, digital marketing is a crucial driver of brand growth, customer engagement, and sales in the Philippine fashion industry, with brands that adapt to Filipino consumer preferences on platforms like Instagram, Facebook, and TikTok gaining greater awareness and stronger connections (Dela Cruz & Santos, 2020). Influencer collaborations enhance trust and purchase intent by providing relatable endorsements (Garcia et al., 2021), while personalized ads and product recommendations boost shopper satisfaction and loyalty (Reyes et al., 2022). Smooth online shopping experiences—featuring secure payments and fast delivery—further increase customer satisfaction and repeat business (Lopez & Mendoza, 2023). Engagement through social media interaction, authentic influencer support, user-friendly websites, and advanced technologies like AI and chatbots all contribute to building trust and loyalty (Miranda et al., 2023). Additionally, sustainability and ethical digital marketing resonate strongly with younger, environmentally conscious consumers, enhancing satisfaction and long-term brand trust (Ramos & Dela Cruz, 2022). Together, these factors support sustained success in the competitive digital fashion market.

Moreover, the digital shift has greatly expanded opportunities for fashion brands, enabling them to reach more customers through online stores while reducing costs and engaging shoppers on social media platforms like Instagram and TikTok, which boosts brand visibility and customer loyalty (Zhang & Kim, 2022). Influencer endorsements and compelling visual content on YouTube and Pinterest capture attention and drive immediate sales (Park & Lin, 2021; Chatzigeorgiou, 2022), while AI-powered, data-driven marketing enhances personalization and can increase conversion rates by up to 30% (Sharma & Mukherjee, 2023; Wang et al., 2022). User-generated content, such as reviews and social media posts, builds trust and loyalty by offering authentic peer perspectives (Lee & Cho, 2023). Innovations like augmented reality virtual try-ons reduce purchase hesitation and returns (Kim et al., 2021), and mobile commerce apps improve retention with exclusive offers and seamless shopping experiences (Nguyen & Tran, 2023). Additionally, integrating ethical and sustainable practices in digital marketing attracts eco-conscious consumers and strengthens brand credibility (Garcia et al., 2022).

Lastly, digital marketing is vital for Philippine fashion brands, helping them expand reach and boost sales through platforms like Facebook, Instagram, Lazada, and Shopee (Bautista & Reyes, 2021; Tan & Mendoza, 2023). Influencers on Instagram and YouTube play a key role in shaping consumer behavior by building trust with millennials and Gen Z through relatable content (Dela Cruz & Santos, 2022). E-commerce platforms offer convenient access and product comparison, while brands that enhance their digital presence with attractive promotions and smooth user experiences see higher conversion rates. Additionally, AI-powered recommendation systems and data analytics personalize customer experiences, increasing retention through targeted emails and tailored suggestions (Ramos & Garcia, 2023). User-generated content such as reviews and testimonials further builds trust and influences buying decisions (Villanueva & Lim, 2021). With growing environmental awareness, brands also incorporate sustainability and ethical practices in their digital marketing to attract socially conscious consumers and boost brand reputation (Cruz & Torres, 2023).

Theoretical Underpinnings

This research is anchored on the Technology Acceptance Model (TAM) developed by Davis in 1986. TAM is a widely recognized theory that explains how users accept and use technology. The model posits that two primary factors—Perceived Usefulness (PU) and Perceived Ease of Use (PEOU)—significantly influence an individual's intention to adopt and utilize new technologies (Davis, 1986). TAM provides a robust framework for understanding how business owners, marketers, and customers perceive and adopt digital marketing tools and platforms in the fashion industry's digital marketing context. As fashion industries increasingly rely on digital channels such as social media, e-commerce platforms, and online advertising, their willingness to integrate these technologies is shaped by how useful and user-friendly they find them.

TAM is particularly suitable as the anchor for this research because it offers clear constructs to assess the acceptance and effectiveness of digital marketing practices. By focusing on perceived usefulness and ease of use, the model

helps identify barriers and drivers to technology adoption among fashion businesses in a highly urbanized city. This understanding is crucial for developing strategies that enhance digital marketing effectiveness and support the fashion industry's growth in the digital era. Hence, the Technology Acceptance Model (Davis, 1986) serves as an appropriate theoretical foundation for this study, providing valuable insights into the factors influencing the adoption and successful implementation of digital marketing practices in the fashion industry.

Objectives of the Study

This study aimed to determine the level of digital marketing practices in the fashion industry in a highly urbanized city in Central Philippines for the 2nd quarter of 2025, as the basis for marketing strategies. Specifically, this study aimed to: 1) assess the level of digital marketing practices of fashion industry, particularly in mobile marketing, content marketing, and email marketing; 2) determine the level of digital marketing practices of fashion industries when grouped according to aforementioned variables and ; 3) Is there a significant difference in the level of digital marketing practices of fashion industries when grouped and compared according to the aforementioned variables.

Methodology:

This section presents the discussion of the research methodology used, the subjects and respondents of the study, the research instruments used, the validity and reliability of the instruments, the procedure for data gathering, and the statistical tools and procedure for data analysis.

Research Design

This study utilized the descriptive research design, which determines the level of digital marketing practices of fashion industries in a highly urbanized city in Central Philippines, for the second quarter of the year 2025, as the basis for marketing strategies. Descriptive research design involves systematically exploring and identifying a population's or event's characteristics without modifying any factors. As highlighted by Creswell et al. (2018), this approach provides a clear and detailed overview of the subject to answer the "what" aspect of the study. It is particularly beneficial for capturing data about the status of a phenomenon, serving as a foundation for subsequent exploratory or explanatory research.

Study Respondents

The participant pool for this study comprised 130 fashion business owners and employees situated within a highly urbanized center in Central Philippines. The sampling methodology employed was purposive sampling, a non-probabilistic technique wherein participants were intentionally selected based on predefined criteria aligning with the study's objectives and their specific relevance to the research inquiry. This strategic approach prioritized including individuals or groups deemed most capable of contributing nuanced perspectives and pertinent data to the investigation. According to Triveni et al. (2024), purposive sampling improves the quality of data collection by ensuring that the sample consists of individuals with relevant expertise and experience. Purposive sampling is well-suited for studying digital marketing practices in the fashion industry because it focuses on selecting participants with relevant expertise and experience in the field. The fashion sector includes a range of key players, such as designers, boutique managers, and digital marketers, all of whom provide critical insights into the effectiveness of different digital strategies. By targeting individuals with specialized knowledge, purposive sampling enables researchers to collect more precise and insightful data on the impact of digital marketing practices across these segments.

Instruments

This study employed a self-constructed survey questionnaire as the primary data collection tool to assess the digital marketing practices of the fashion industry. The questionnaire is designed to systematically capture key research variables and comprehensively analyze digital marketing adoption in the fashion industry. The questionnaire was divided into two parts. The first section collected the respondents' business profiles, including ownership, years in business, and capitalization. This information helped establish the demographic and operational background of the fashion industry that participated in the study. The second section evaluated the extent to which respondents utilize various digital marketing strategies. The 30-item test was based on mobile, content, and email marketing. Respondents rated these strategies on a five-point Likert scale, ranging from 1 (strongly disagree), 2 (disagree), 3 (moderate), 4 (agree), and 5 (strongly agree). By utilizing this structured survey questionnaire, the study systematically gathered relevant data to analyze the digital marketing practices of the fashion industry.

Data Gathering Procedure

To facilitate the seamless execution of the research endeavor, the initial protocol involved acquiring formal authorization through submitting a letter of request to the pertinent administrative bodies. Subsequently, a formal

communication was disseminated to the proprietors and managerial personnel selected as respondents for the instrument reliability assessment. The survey instruments were administered to the target participant demographic upon securing affirmative consent from the designated respondents. The researcher ensured comprehensive respondent comprehension regarding the study's objectives and the assurance of data confidentiality and exclusive utilization for scholarly purposes. The data elicited from the respondents' submissions were subjected to tabulation, codification, and organization employing suitable statistical methodologies. A coding manual transformed raw data into numerical codes, enabling computerized processing and statistical analysis. The Statistical Package for Social Sciences (SPSS) was utilized for data encoding, statistical computations, and tabular presentation of results. This approach ensured accuracy and efficiency in analyzing the digital marketing practices of MSMEs and their impact on business performance.

Data Analysis and Statistical Treatment

Objective No. 1: The descriptive analytical approach and mean was utilized to assess the digital marketing practices of fashion industries based on the following areas: mobile marketing, content marketing, and email marketing.

Objective No. 2: A descriptive analytical approach and mean was used to determine the digital marketing practices of fashion industries when grouped according to the respondents' profile variables (ownership, years in business, capitalization).

Objective No. 3: A comparative analytical approach and Mann-Whitney U Test was employed to analyze whether there is a significant difference in the digital marketing practices of fashion industries when grouped and compared according to the aforementioned variables.

Ethical Consideration

The researcher ensured that everyone taking part did so willingly, gave their full agreement, and was not pressured. Their names and personal details were kept secret, so no one outside the research team could connect their answers back to them. All the information collected was only used for the study and was handled with the strictest security. Once the research was finished, all the data stored on the computers was permanently erased. This was done to prevent anyone from getting to it without permission, misusing it, or sharing it, ensuring the study followed all the ethical rules for research. All identifying information was anonymized to protect the respondents' privacy and confidentiality. Names, business identifiers, and any other personal data were not disclosed in any part of the research report or related publications. Data were coded and stored securely, ensuring only the researcher and authorized personnel could access the raw data. The data collected were used strictly for academic purposes, specifically for completing this thesis and any related scholarly dissemination. It was not shared with third parties or used for commercial purposes. To further safeguard the integrity of the data, all electronic files were stored in password-protected folders on secure devices. Upon completing the study and final defense of the thesis, all electronically stored data, including back-ups, were permanently deleted. This measure was implemented to keep private information safe from anyone who should not see it, misuse it, or share it without permission. Following this ethical rule aligns with what the institution requires and what international research standards say about working with people. This ensures the study was done openly, responsibly, and with respect for everyone involved.

Results and Discussion:

This section deals with the presentation, analysis and interpretation of data gathered to carry out the objectives of this study. All these were made possible by following certain appropriate procedures to give the exact data and solution to each specific problem.

Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing, Email Marketing, and Content Marketing

Table 1

Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing

Area		
A. Mobile Marketing	Mean	Interpretation
<i>As an employee, I...</i>		
1. use mobile-optimized websites with fast loading speeds and intuitive navigation.	4.89	Very High Level
2. utilize mobile-specific features (e.g., click-to-call buttons, mobile-friendly checkout) integrated into our website.	4.89	Very High Level

3. use social media platforms (e.g., Instagram, TikTok, Facebook) to engage mobile users through short videos, reels, or stories.	4.89	Very High Level
4. use SMS (Short Message Service) or push notifications to customers for promotions, new arrivals, or exclusive offers.	4.89	Very High Level
5. utilize mobile apps to enhance customer loyalty through personalized recommendations or rewards.	2.89	Moderate Level
6. use location-based or retargeting ads to reach mobile users based on location or browsing behavior.	2.21	Low Level
7. take advantage of mobile analytics tools (e.g., Facebook Analytics) to track mobile traffic and campaign performance.	4.14	High Level
8. use mobile-friendly content (e.g., short videos, carousel posts) to promote products on social media.	4.25	High Level
9. use customer photos or reviews encouraged on mobile platforms to build brand authenticity.	4.25	High Level
10. utilize mobile-first strategies to prioritize and align with most online traffic from mobile devices.	4.25	High Level
Overall Mean	4.16	High Level

Table 1 reveals a high overall level of mobile marketing practices in the fashion industry, with an average mean of 4.16, indicating strong integration of mobile strategies such as optimized websites, mobile features, social media engagement, and SMS or push notifications, each scoring as high as 4.89. However, a notable gap exists in the use of advanced targeting methods like location-based or retargeting ads, which scored a low 2.21, suggesting underutilization of personalized marketing tactics that could increase relevance and sales. This aligns with other studies highlighting the importance of mobile engagement through platforms like Instagram and TikTok and the effectiveness of push notifications in customer communication (Onavid, 2023; Webugol, 2023; Clickatell, 2023). Despite evidence that location-based advertising boosts campaign success (Retail Dive, 2023; MBAdv, 2023; Smith, 2022), many fashion brands have yet to adopt these tools widely, indicating an opportunity to enhance mobile marketing effectiveness by better tailoring messages to user behavior and location.

Table 2

Level of Digital Marketing Practices of Fashion Industries in Content Marketing

Area	Mean	Interpretation
B. Content Marketing		
<i>As an employee, I...</i>		
1. use blogs to share style guides, trend reports, or behind-the-scenes content	1.89	Low Level
2. utilize high-quality photography and videography to showcase products visually appealingly.	3.25	Moderate Level
3. utilize video content (e.g., lookbooks, styling tutorials) to engage audiences and demonstrate product features.	3.89	High Level
4. use a content calendar to plan and schedule posts across social media and blogs.	3.89	High Level
5. do collaborations with influencers or bloggers to co-create content that aligns with the brand's aesthetic	1.75	Low Level
6. employ customer participation campaigns (e.g., branded hashtags) to encourage engagement.	3.89	High Level
7. use SEO strategies (e.g., keyword optimization, meta tags) to improve website visibility in search results	1.75	Low Level
8. employ educational content (e.g., fashion tips, trend analysis) to position the brand as an industry authority	3.89	High Level
9. use social media platforms (e.g., Pinterest, Instagram) to share curated content that resonates with the target audience.	3.46	Moderate Level
10. utilize storytelling techniques to convey brand values and lifestyle through content.	3.32	Moderate Level
Overall Mean	3.10	Moderate Level

Table 2 data shows that fashion industry content marketing practices average at a moderate level with a mean of 3.10, indicating some use but inconsistent effort. Strengths lie in creating engaging video content, using content calendars, running customer campaigns, and educational content, all scoring an average of 3.89, which helps brands connect well with their audience. However, influencer collaborations and SEO strategies scored very low at 1.75, highlighting a critical gap since these tactics are vital for expanding reach and improving search visibility. This

imbalance suggests that while brands excel at producing valuable content, many struggle to maximize their audience through influencer partnerships and SEO optimization, a finding consistent with other research emphasizing the need for stronger strategic focus in these areas to enhance digital presence and effectiveness (Firework, 2023; Fashion Retail Academy, 2023; SALT, 2023).

Table 3

Level of Digital Marketing Practices of Fashion Industries in Email Marketing

Area	Mean	Interpretation
C. Email Marketing		
<i>As an employee, I...</i>		
1. use email newsletters to subscribers with updates on new collections, promotions, or events	1.32	Very Low Level
2. employ segmentation to personalize emails based on demographics, purchase history, or engagement levels	1.89	Low Level
3. utilize visual elements (e.g., high-quality images, videos) to enhance engagement and conversions	3.89	High Level
4. use exclusive discounts or early access to sales and offer to subscribers to encourage loyalty.	2.89	Moderate Level
5. take advantage of automated email campaigns (e.g., abandoned cart reminders, welcome sequences) to streamline communication	1.89	Low Level
6. use personalized subject lines and content, and craft them to reflect individual customer preferences.	2.64	Moderate Level
7. Use email metrics (e.g., open and click-through rates) to track and refine email marketing strategies.	1.42	Very Low Level
8. use customer testimonials that are featured in emails to build trust.	1.89	Low Level
9. use mobile-friendly email templates to ensure readability and responsiveness across devices.	1.89	Low Level
10. utilize email campaigns to test and optimize content and subject lines or call to action for better performance.	1.32	Very Low Level
Overall Mean	2.10	Low Level

Table 3 reveals that email marketing practices in the fashion industry are generally low, with an overall mean of 2.10, indicating underutilization as a strategic tool. While the use of visual elements such as high-quality images and videos scores high (mean = 3.89), reflecting the industry's strength in visually engaging audiences, critical areas like email newsletters and campaign optimization score very low (mean = 1.32). This suggests missed opportunities for regular customer engagement, data-driven improvements, and personalized experiences, which limits the effectiveness of email marketing in driving conversions and maintaining competitiveness in the digital landscape (Smailly, 2023; SendPulse, 2023; Maven Association, 2023).

Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing, Email Marketing, and Content Marketing when grouped according to Variables Ownership, Years in Business, and Capitalization

Table 4

Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing when grouped according to Ownership

Categories	Single		Partnership	
A. Mobile Marketing	Mean	Interpretation	Mean	Interpretation
<i>As an employee, I...</i>				
1. use mobile-optimized websites with fast loading speeds and intuitive navigation.	4.91	Very High Level	4.87	Very High Level
2. utilize mobile-specific features (e.g., click-to-call buttons, mobile-friendly checkout) integrated into our website.	4.91	Very High Level	4.87	Very High Level
3. use social media platforms (e.g., Instagram, TikTok, Facebook) to engage mobile users through short videos, reels, or stories.	4.91	Very High Level	4.87	Very High Level
4. use SMS (short message service) or push notifications to customers for promotions, new arrivals, or exclusive offers.	4.91	Very High Level	4.87	Very High Level

5. utilize mobile apps to enhance customer loyalty through personalized recommendations or rewards.	2.91	Moderate Level	2.87	Moderate Level
6. use location-based or retargeting ads to reach mobile users based on location or browsing behavior.	2.15	Low Level	2.26	Low Level
7. use mobile analytics tools (e.g., Facebook Analytics) to track traffic and campaign performance.	4.36	High Level	3.94	High Level
8. use mobile-friendly content (e.g., short videos, carousel posts) to promote products on social media.	4.45	High Level	4.08	High Level
9. use customer photos or reviews encouraged on mobile platforms to build brand authenticity.	4.45	High Level	4.08	High Level
10. utilize mobile-first strategies to prioritize and align with most online traffic from mobile devices.	4.45	High Level	4.08	High Level
Overall Mean	4.24	High Level	4.08	High Level

Table 4 shows that both single-owned and partnership fashion businesses exhibit a high level of mobile marketing practices, with overall means of 4.24 and 4.08 respectively, indicating strong integration of mobile strategies across ownership types. Single-owned businesses particularly excel with very high engagement (mean of 4.91) in key areas such as mobile-optimized websites, mobile-specific features, social media engagement, and SMS or push notifications, reflecting effective use of foundational mobile marketing tactics (Onavid, 2023; Webugol, 2023). However, both ownership types show low adoption of advanced techniques like location-based or retargeting ads, scoring only 2.15 for single-owned and 2.26 for partnerships, revealing a missed opportunity to deliver personalized, context-aware campaigns that could boost relevance, conversions, and competitive advantage in a mobile-first market (Shopify, 2023; GroundTruth, 2023).

Table 5

Level of Digital Marketing Practices of Fashion Industries in Content Marketing when grouped according to Ownership

Categories	Single		Partnership	
	Mean	Interpretation	Mean	Interpretation
B. Content Marketing				
<i>As an employee, I...</i>				
1. use blogs to share style guides, trend reports, or behind-the-scenes content	1.91	Low Level	1.87	Low Level
2. utilize high-quality photography and videography to showcase products visually appealingly.	3.45	Moderate Level	3.08	Moderate Level
3. utilize video content (e.g., lookbooks, styling tutorials) to engage audiences and demonstrate product features.	3.91	High Level	3.87	High Level
4. use a content calendar to plan and schedule posts across social media and blogs.	3.91	High Level	3.87	High Level
5. do collaborations with influencers or bloggers to co-create content that aligns with the brand's aesthetic	1.55	Low Level	1.92	Low Level
6. employ customer participation campaigns (e.g., branded hashtags) to encourage engagement.	3.91	High Level	3.87	High Level
7. use SEO strategies (e.g., keyword optimization, meta tags) to improve website visibility in search results	1.55	Low Level	1.92	Low Level
8. employ educational content (e.g., fashion tips, trend analysis) to position the brand as an industry authority	3.91	High Level	3.87	High Level
9. use social media platforms (e.g., Pinterest, Instagram) to share curated content that resonates with the target audience.	3.60	High Level	3.34	Moderate Level
10. utilize storytelling techniques to convey brand values and lifestyle through content.	3.23	Moderate Level	3.40	Moderate Level
Overall Mean	3.10	Moderate Level	3.10	Moderate Level

Table 5 reveals that both single proprietorship and partnership-owned fashion businesses engage moderately in content marketing, each with an overall mean of 3.10. They perform well in areas like using video content, content calendars, customer participation campaigns, and sharing fashion tips (means around 3.9), showing strong efforts to engage audiences and promote products (Firework, 2023). However, significant gaps exist in influencer collaborations and SEO strategies, with single proprietors scoring particularly low (means around 1.55 for influencer work and SEO) and partnerships showing weak engagement in blogging (mean 1.87). These shortcomings suggest barriers such as limited resources or network access for influencer partnerships and missed opportunities in SEO and blogging, which are critical for expanding reach, enhancing visibility, and establishing brand authority (Brandwatch,

2022; AdLift, 2024; Doxee, 2024). Overall, while content marketing practices are moderate, strengthening influencer collaborations, SEO, and blogging could greatly improve digital marketing effectiveness for both ownership types.

Table 6

Level of Digital Marketing Practices of Fashion Industries in Email Marketing when grouped according to Ownership

Categories	Single		Partnership	
	Mean	Interpretation	Mean	Interpretation
C. Email Marketing				
<i>As an employee, I...</i>				
1. use email newsletters to subscribers with updates on new collections, promotions, or events	1.23	Very Low Level	1.40	Very Low Level
2. employ segmentation to personalize emails based on demographics, purchase history, or engagement levels	1.91	Low Level	1.87	Low Level
3. utilize visual elements (e.g., high-quality images, videos) to enhance engagement and conversions	3.91	High Level	3.87	High Level
4. use exclusive discounts or early access to sales and offer to subscribers to encourage loyalty.	2.91	Moderate Level	2.87	Moderate Level
5. take advantage of automated email campaigns (e.g., abandoned cart reminders, welcome sequences) to streamline communication	1.91	Low Level	1.87	Low Level
6. use personalized subject lines and content, and craft them to reflect individual customer preferences.	2.47	Low Level	2.79	Moderate Level
7. use email metrics (e.g., open and click-through rates) to track and refine email marketing strategies.	1.36	Very Low Level	1.47	Very Low Level
8. use customer testimonials that are featured in emails to build trust.	1.91	Low Level	1.87	Low Level
9. use mobile-friendly email templates to ensure readability and responsiveness across devices.	1.91	Low Level	1.87	Low Level
10. use email campaigns to test, optimize content, subject lines, or call to action for better performance.	1.23	Very Low Level	1.40	Very Low Level
Overall Mean	2.08	Low Level	2.13	Low Level

Table 6 shows that both single proprietorships and partnerships in the fashion industry underutilize email marketing, with low overall means of 2.08 and 2.13, respectively, indicating weak engagement regardless of ownership (MailerLite, 2023). While both groups effectively use visual elements like high-quality images and videos to boost engagement (means around 3.9), they score very low in essential practices such as sending regular email newsletters and testing or optimizing campaigns (means as low as 1.23 and 1.40). This lack of consistent communication risks losing customer interest and loyalty, while insufficient A/B testing limits the potential to improve email effectiveness and ROI (EmailOut, 2023; GetResponse, 2024). Thus, despite strong visual content, fashion businesses need to enhance routine outreach and adopt data-driven campaign optimizations to maximize their email marketing success.

Table 7

Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing when grouped according to Years of Business

Categories	Shorter		Longer	
	Mean	Interpretation	Mean	Interpretation
A. Mobile Marketing				
<i>As an employee, I...</i>				
1. use mobile-optimized websites with fast loading speeds and intuitive navigation.	4.91	Very High Level	4.86	Very High Level
2. utilize mobile-specific features (e.g., click-to-call buttons, mobile-friendly checkout) integrated into our website.	4.91	Very High Level	4.86	Very High Level
3. use social media platforms (e.g., Instagram, TikTok, Facebook) to engage mobile users through short videos, reels, or stories.	4.91	Very High Level	4.86	Very High Level
4. use SMS (Short Message Service) or push notifications to customers for promotions, new arrivals, or exclusive offers.	4.91	Very High Level	4.86	Very High Level

5. utilize mobile apps to enhance customer loyalty through personalized recommendations or rewards.	2.91	Moderate Level	2.86	Moderate Level
6. use location-based or retargeting ads to reach mobile users based on location or browsing behavior.	2.23	Low Level	2.17	Low Level
7. use mobile analytics tools (e.g., Facebook Analytics) to track traffic and campaign performance.	4.16	High Level	4.11	High Level
8. use mobile-friendly content (e.g., short videos, carousel posts) to promote products on social media.	4.25	High Level	4.25	High Level
9. use customer photos or reviews encouraged on mobile platforms to build brand authenticity.	4.25	High Level	4.25	High Level
10. utilize mobile-first strategies to prioritize and align with most online traffic from mobile devices.	4.25	High Level	4.25	High Level
Overall Mean	4.17	High Level	4.13	High Level

Table 7 presents the level of digital marketing practices of fashion industries in mobile marketing when grouped according to years of business.

Both shorter-operating and longer-operating fashion industries achieved high levels of implementation, with overall mean scores of 4.17 and 4.13, respectively, indicating strong adoption of mobile marketing strategies across both categories. Shorter operating business obtained the highest mean score of 4.91, interpreted as a very high level, across multiple items, including the use of mobile-optimized websites, integration of mobile-specific features, engagement through social media platforms like Instagram and TikTok, and sending promotional content via SMS or push notifications. These items also received the highest score of 4.86 from longer operating businesses, likewise interpreted as a very high level, showing consistency in mobile engagement regardless of business tenure. The lowest mean scores were found on item 6, "Use of location-based ads or retargeting ads to reach mobile users", with 2.23 (shorter-operating) and 2.17 (longer-operating), both interpreted as a low level. This may reflect ethical concerns about privacy or a lack of strategic focus in this area. Additionally, item 5, "Utilize mobile apps to enhance customer loyalty", received a moderate level interpretation from both groups, indicating room for growth in leveraging app-based loyalty strategies. Despite minor differences in scores, the findings suggest that both shorter and longer operating fashion industries are effectively incorporating mobile marketing, particularly in content delivery and user engagement. However, lower engagement in app usage and location-based advertising points to opportunities for further enhancement in personalization and customer retention strategies, essential for optimizing mobile-driven consumer behavior in the fashion sector (Smith, 2022).

Table 8

Level of Digital Marketing Practices of Fashion Industries in Content Marketing when grouped according to Years of Business

Categories	Shorter		Longer	
B. Content Marketing	Mean	Interpretation	Mean	Interpretation
<i>As an employee, I...</i>				
1. use blogs to share style guides, trend reports, or behind-the-scenes content	1.91	Low Level	1.86	Low Level
2. utilize high-quality photography and videography to showcase products visually appealingly.	3.25	Moderate Level	3.25	Moderate Level
3. utilize video content (e.g., lookbooks, styling tutorials) to engage audiences and demonstrate product features.	3.91	High Level	3.86	High Level
4. use a content calendar to plan and schedule posts across social media and blogs.	3.91	High Level	3.86	High Level
5. do collaborations with influencers or bloggers to co-create content that aligns with the brand's aesthetic	1.75	Low Level	1.75	Low Level
6. employ customer participation campaigns (e.g., branded hashtags) to encourage engagement.	3.91	High Level	3.86	High Level
7. use SEO strategies (e.g., keyword optimization, meta tags) to improve website visibility in search results	1.75	Low Level	1.75	Low Level
8. employ educational content (e.g., fashion tips, trend analysis) to position the brand as an industry authority	3.91	High Level	3.86	High Level
9. Use social media platforms (e.g., Pinterest, Instagram) to share curated content that resonates with the target audience.	3.48	Moderate Level	3.42	Moderate Level
10. utilize storytelling techniques to convey brand values and lifestyle through content.	3.33	Moderate Level	3.31	Moderate Level

Overall Mean	3.11	Moderate Level	3.08	Moderate Level
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Table 8 presents the level of digital marketing practices of fashion industries in content marketing when grouped according to years of business. Both shorter-operating and longer-operating fashion businesses achieved an overall mean score of 3.11 and 3.08, respectively, both interpreted as a moderate level. This indicates that while content marketing strategies are applied to a fair extent, there remains significant room for improvement across both groups. Among the items evaluated, the highest mean scores of 3.91 (shorter) and 3.86 (longer), interpreted as a high level, were consistently recorded for the following strategies: utilizing video content such as lookbooks and tutorials, planning posts using a content calendar, encouraging customer engagement through participation campaigns, and sharing educational content like fashion tips and trend analysis. These results suggest a strong understanding of visual storytelling and audience interaction, essential elements in fashion brands' content marketing. On the other hand, the lowest scores were observed in practices such as blogging (1.91 for short, 1.86 for longer), influencer collaboration (1.75 for both), and implementing SEO strategies (1.75 for both) - all interpreted as low levels. These gaps indicate underutilization of key digital marketing tools that enhance brand visibility, establish credibility, and attract organic traffic. Despite the high engagement in visual content and audience interaction, the data reveals that shorter and longer-operating fashion industries have not fully leveraged foundational content marketing practices such as search engine optimization, regular blog publishing, and strategic partnerships. These findings suggest a need for more integrated content marketing approaches to maximize digital reach and brand authority in an increasingly competitive fashion landscape (Content Marketing Institute, 2023).

Table 9
Level of Digital Marketing Practices of Fashion Industries in Email Marketing when grouped according to Years of Business

Categories	Shorter		Longer	
C. Email Marketing	Mean	Interpretation	Mean	Interpretation
<i>As an employee, I...</i>				
1. Use email newsletters to subscribers with updates on new collections, promotions, or events	1.33	Very Low Level	1.31	Very Low Level
2. Employ segmentation to personalize emails based on demographics, purchase history, or engagement levels	1.91	Low Level	1.86	Low Level
3. Utilize visual elements (e.g., high-quality images, videos) to enhance engagement and conversions	3.91	High Level	3.86	High Level
4. Use exclusive discounts or early access to sales and offer to subscribers to encourage loyalty.	2.91	Moderate Level	2.86	Moderate Level
5. Take advantage of automated email campaigns (e.g., abandoned cart reminders, welcome sequences) to streamline communication	1.91	Low Level	1.86	Low Level
6. Use personalized subject lines and content, and craft them to reflect individual customer preferences.	2.66	Moderate Level	2.61	Moderate Level
7. Utilize email metrics (e.g., open rates, click-through rates) to track and refine email marketing strategies.	1.44	Very Low Level	1.39	Very Low Level
8. Use customer testimonials that are featured in emails to build trust.	1.91	Low Level	1.86	Low Level
9. We use mobile-friendly email templates to ensure readability and responsiveness across devices.	1.91	Low Level	1.86	Low Level
10. Use email campaigns to test, optimize content, subject lines, or Call to Action for better performance.	1.33	Very Low Level	1.31	Very Low Level
Overall Mean	2.12	Low Level	2.08	Low Level

Table 9 reveals that email marketing practices in the fashion industry remain underutilized regardless of business longevity, with both newer and more established businesses scoring low overall (means around 2.1 and 2.08). While both groups excel at incorporating visual elements like high-quality images and videos (means near 3.9) and show moderate efforts in offering exclusive discounts and personalizing content, fundamental practices such as sending newsletters, optimizing content, and tracking performance metrics score very low (around 1.3–1.4). This highlights a significant gap in strategic email marketing, including limited use of automation and segmentation. Research suggests business age does not affect email marketing adoption, emphasizing that strategic focus and resources are more critical. Consequently, the fashion industry—regardless of how long businesses have operated—would greatly benefit from targeted training and initiatives to improve data-driven, strategic email marketing efforts for stronger customer engagement and retention.

Table 10

Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing when grouped according to Capitalization

Categories	Lower		Higher	
A. Mobile Marketing	Mean	Interpretation	Mean	Interpretation
<i>As an employee, I...</i>				
1. use mobile-optimized websites with fast loading speeds and intuitive navigation.	4.86	Very High Level	4.93	Very High Level
2. utilize mobile-specific features (e.g., click-to-call buttons, mobile-friendly checkout) integrated into our website.	4.86	Very High Level	4.93	Very High Level
3. use social media platforms (e.g., Instagram, TikTok, Facebook) to engage mobile users through short videos, reels, or stories.	4.86	Very High Level	4.93	Very High Level
4. use SMS (short message service) or push notifications to customers for promotions, new arrivals, or exclusive offers.	4.86	Very High Level	4.93	Very High Level
5. utilize mobile apps to enhance customer loyalty through personalized recommendations or rewards.	2.86	Moderate Level	2.93	Moderate Level
6. use location-based or retargeting ads to reach mobile users based on location or browsing behavior.	1.86	Low Level	2.67	Moderate Level
7. take advantage of mobile analytics tools (e.g., Facebook Analytics) to track mobile traffic and campaign performance.	4.72	Very High Level	3.37	Moderate Level
8. use mobile-friendly content (e.g., short videos, carousel posts) to promote products on social media.	4.86	Very High Level	3.44	Moderate Level
9. use customer photos or reviews encouraged on mobile platforms to build brand authenticity.	4.86	Very High Level	3.44	Moderate Level
10. utilize mobile-first strategies to prioritize and align with most online traffic from mobile devices.	4.86	Very High Level	3.44	Moderate Level
Overall Mean	4.35	High Level	3.90	High Level

Table 10 reveals that fashion businesses show high engagement in mobile marketing regardless of capitalization, with lower-capital firms scoring slightly higher (4.35) than higher-capital ones (3.90). Both groups strongly adopt core mobile strategies—such as mobile-optimized websites, mobile features, social media, and push notifications—scoring between 4.86 and 4.93, indicating a solid foundation in mobile responsiveness and customer reach. Moderate adoption was noted for customer loyalty apps and location-based ads, suggesting potential for growth in personalized and geotargeted marketing. Notably, lower-capital businesses scored significantly higher in advanced mobile tactics like analytics, mobile-friendly content, customer-generated content, and mobile-first strategies, while higher-capital firms showed only moderate use (3.37–3.44), revealing a gap in data-driven, content-focused approaches. These findings suggest smaller businesses may be more innovative in mobile strategy, whereas larger ones could benefit from enhancing advanced mobile tools to keep pace with consumer behavior. Supporting studies highlight that despite widespread mobile marketing use, key tools such as mobile analytics and location-based marketing remain underutilized, emphasizing the importance of better training to maximize effectiveness (Swiftly, 2023; Shopify, 2023; Hadapin, 2023).

Table 11

Level of Digital Marketing Practices of Fashion Industries in Content Marketing when grouped according to Capitalization

Categories	Lower		Higher	
B. Content Marketing	Mean	Interpretation	Mean	Interpretation
<i>As an employee, I...</i>				
1. use blogs to share style guides, trend reports, or behind-the-scenes content	1.86	Low Level	1.93	Low Level
2. utilize high-quality photography and videography to showcase products visually appealingly.	3.86	High Level	2.44	Low Level
3. utilize video content (e.g., lookbooks, styling tutorials) to engage audiences and demonstrate product features.	3.86	High Level	3.93	High Level
4. use a content calendar to plan and schedule posts across social media and blogs.	3.86	High Level	3.93	High Level

5. do collaborations with influencers or bloggers to co-create content that aligns with the brand's aesthetic	1.14	Very Low Level	2.56	Moderate Level
6. employ customer participation campaigns (e.g., branded hashtags) to encourage engagement.	3.86	High Level	3.93	High Level
7. use SEO strategies (e.g., keyword optimization, meta tags) to improve website visibility in search results	1.14	Very Low Level	2.56	Moderate Level
8. employ educational content (e.g., fashion tips, trend analysis) to position the brand as an industry authority	3.86	High Level	3.93	High Level
9. use social media platforms (e.g., Pinterest, Instagram) to share curated content that resonates with the target audience.	3.72	High Level	3.12	Moderate Level
10. utilize storytelling techniques to convey brand values and lifestyle through content.	3.00	Moderate Level	3.74	High Level
Overall Mean	3.02	Moderate Level	3.21	Moderate Level

Table 11 presents the level of digital marketing practices of fashion industries in content marketing when grouped according to capitalization. The overall mean scores reflect a moderate level of content marketing for both groups, with lower capitalized businesses scoring 3.02, and higher capitalized businesses slightly higher at 3.21. This suggests that while capitalization may have a modest influence, both groups engage in content marketing at a comparable and moderate level. In both categories, video-driven and scheduled content emerged as top strengths. High-level implementations were evident in the use of video content (3.86 for lower, 3.93 for higher), content calendar (3.86 for lower, 3.93 for higher), customer participation campaigns (3.86 for lower, 3.93 for higher), and educational content (3.86 for lower, 3.93 for higher). These practices underscore the industry's firm grasp of visual storytelling and strategic content planning, crucial for brand engagement and authority. Notably, lower-capitalized businesses demonstrated stronger performance in high-quality photography (3.86) than higher-capitalized businesses (2.44), possibly indicating a more hands-on or resourceful approach among smaller businesses. In contrast, higher-capitalized businesses outperformed in influencer collaborations and SEO strategies, with moderate levels (2.56), compared to very low levels (1.14) among lower-capitalized firms. This reflects a more strategic investment in digital visibility and external partnerships by larger businesses. Blogging remained low across both groups (1.86 for lower, 1.93 for higher), signaling an underutilization of written content to drive organic traffic and brand storytelling. Additionally, while both groups effectively use social media, lower-capitalized businesses rated it slightly higher (3.72) than their higher-capitalized counterparts (3.12). Both low- and high-capitalized fashion businesses use core content marketing tactics such as educational content, video features, and scheduled social media. However, gaps emerge with advanced strategies like SEO and influencer partnerships. Hingol Marketing (2023) notes that small businesses often struggle with SEO due to limited budgets and expertise, while Agility PR Solutions (2023) highlights challenges in finding and engaging the right influencers. This underscores the need for tailored training and resource access to help smaller enterprises fully leverage digital marketing.

Table 12

Level of Digital Marketing Practices of Fashion Industries in Email Marketing when grouped according to Capitalization

Categories	Lower		Higher	
C. Email Marketing	Mean	Interpretation	Mean	Interpretation
<i>As an employee, I...</i>				
1. use email newsletters to subscribers with updates on new collections, promotions, or events	1.00	Very Low Level	1.74	Low Level
2. employ segmentation to personalize emails based on demographics, purchase history, or engagement levels	1.86	Low Level	1.93	Low Level
3. utilize visual elements (e.g., high-quality images, videos) to enhance engagement and conversions	3.86	High Level	3.93	High Level
4. use exclusive discounts or early access to sales and offer to subscribers to encourage loyalty.	2.86	Moderate Level	2.93	Moderate Level
5. take advantage of automated email campaigns (e.g., abandoned cart reminders, welcome sequences) to streamline communication	1.86	Low Level	1.93	Low Level
6. use personalized subject lines and content, and craft them to reflect individual customer preferences.	2.00	Low Level	3.49	Moderate Level
7. use email metrics (e.g., open and click-through rates) to track and refine email marketing strategies.	1.11	Very Low Level	1.84	Low Level
8. use customer testimonials that are featured in emails to build trust.	1.86	Low Level	1.93	Low Level

9. use mobile-friendly email templates to ensure readability and responsiveness across devices.	1.86	Low Level	1.93	Low Level
10. use email campaigns to test, optimize content, subject lines, or call to action for better performance.	1.00	Very Low Level	1.74	Low Level
Overall Mean	1.93	Low Level	2.34	Low Level

Table 12 presents the level of digital marketing practices of fashion industries in email marketing when grouped according to capitalization. The overall mean scores indicate a low level of implementation for both groups, with lower-capitalized businesses scoring an average of 1.93, and higher-capitalized ones slightly better at 2.34. These findings suggest that email marketing remains an underutilized strategy across the industry, regardless of business size or capital. Among the practices, both groups demonstrated a high level of engagement with visual content (3.86 for lower and 3.93 for higher), indicating that visually appealing emails are a shared strength. Additionally, exclusive discounts to encourage loyalty showed a moderate level for both (2.86 and 2.93), reflecting awareness of customer retention tactics. However, the data indicates consistent gaps in more advanced and strategic practices. Lower-capitalized businesses lag in basic techniques like sending newsletters (1.00) and testing email content (1.00). Similarly, low engagement was recorded in automated campaigns, segmentation, and mobile-friendly templates- all considered essential for modern, responsive email marketing strategies. Notably, personalized subject lines saw a more significant uptake among higher-capitalized businesses (3.49) than lower-capitalized ones (2.00), suggesting that more resources or tools may enable better personalization efforts. Despite these modest gains, the overall picture indicates that both groups are underperforming in email marketing, with very low levels of engagement in tracking key metrics and optimizing performance. Evidence indicates that capitalization level significantly impacts a fashion business's ability to adopt advanced email marketing tools, more so than the company's age. According to Martech series (2023), limited financial resources often restrict smaller firms from investing in robust digital tools. Similarly, Campaign Asia (2023) points out that strategic funding decisions, not years in operation, are the key drivers of digital marketing effectiveness. This underscores the importance of tailored support to help smaller fashion business enhance their email marketing capabilities.

Comparative Analysis in the Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing, Email Marketing, and Content Marketing when grouped and compared according to the aforementioned Variables

Table 13

Difference in the Level of Digital Marketing Practices of Fashion Industries in Mobile Marketing when grouped and compared according to the aforementioned Variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Ownership	Single	47	55.97	988.500	0.045	0.05	Significant
	Partnership	53	45.65				
Years of Business	Shorter	64	51.21	1106.500	0.712	0.05	Not Significant
	Longer	36	49.24				
Capitalization	Lower	57	62.74	528.000	0.000	0.05	Significant
	Higher	43	34.28				

Table 13 reveals the difference in the level of digital marketing practices of fashion industries in mobile marketing when grouped and compared according to the aforementioned variables. Using the Mann-Whitney U test, ownership yielded a p-value of 0.045 and capitalization a p-value of 0.000, which are less than the 0.05 significance level. This indicates a significant difference in mobile marketing practices based on these variables. Meanwhile, years of business operation produced a p-value of 0.712, greater than the 0.05 threshold, showing no significant difference based on how long a business has been operating. Therefore, the null hypothesis is rejected for ownership and capitalization but accepted for years of operation. The results suggest that ownership structure and the level of capitalization significantly affect how fashion businesses implement mobile marketing strategies, while business longevity does not. This implies that the flexibility and resources available to a business may play a more critical role in digital marketing adoption than when they existed. Evidence indicates that capitalization level significantly impacts a fashion business's ability to adopt mobile marketing strategies, more so than the company's age. According to a case study featured in (Campaign Asia 2023), Aitya Birla fashion retail's success in executing high-impact, festival-centric mobile campaigns was primarily attributed to its substantial financial resources, which enabled the brand to invest in creative, large-scale digital initiatives across India. The study highlights how strategic funding decisions empowered the company to engage consumers through mobile platforms during key cultural events, reinforcing that resource availability, rather than business longevity, is critical to digital marketing effectiveness.

Table 14

Difference in the Level of Digital Marketing Practices of Fashion Industries in Content Marketing when grouped and compared according to the aforementioned Variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Ownership	Single	47	47.52	1105.500	0.274		Not Significant
	Partnership	53	53.14				
Years of Business	Shorter	64	51.41	1093.500	0.634	0.05	Not Significant
	Longer	36	48.88				
Capitalization	Lower	57	35.23	355.000	0.000		Significant
	Higher	43	70.74				

Table 14 reveals the difference in the level of digital marketing practices of fashion industries in content marketing when grouped and compared according to the aforementioned variables. Using the Mann-Whitney U test, ownership yielded a p-value of 0.274, and years of business garnered a p-value of 0.634; both values are greater than the 0.05 significance level. These results indicate that no significant difference exists in content marketing practices when fashion businesses are grouped according to ownership or longevity. However, capitalization resulted in a p-value of 0.000, less than the 0.05 threshold, indicating a significant difference. The null hypothesis is therefore accepted for ownership and years of business operation, but rejected for capitalization. This suggests that the level of capitalization plays a significant role in influencing how fashion businesses adopt content marketing strategies, while ownership structure and duration of operation do not. Businesses with higher capitalization may have better access to resources and tools that enhance content marketing performance, leading to noticeable disparities in practice compared to those with lower capitalization. Fashion businesses with higher capitalization tend to perform better in content marketing because they can afford the necessary tools, platforms, and creative teams. According to HaysMac (2024), this financial strength allows them to develop and maintain more impactful campaigns. In contrast, businesses with limited capital often struggle to keep up, regardless of how long they have been in the industry or who owns them.

Table 15

Difference in the Level of Digital Marketing Practices of Fashion Industries in Email Marketing when grouped and compared according to the aforementioned Variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Ownership	Single	47	48.51	1152.000	0.480		Not Significant
	Partnership	53	52.26				
Years of Business	Shorter	64	51.91	1062.000	0.480	0.05	Not Significant
	Longer	36	48.00				
Capitalization	Lower	57	35.56	374.000	0.000		Significant
	Higher	43	70.30				

Table 15 reveals the difference in the level of digital marketing practices of fashion industries in email Marketing when grouped and compared according to the aforementioned variables.

Using the Mann-Whitney U test, ownership yielded a p-value of 0.480, and years of business garnered the exact p-value of 0.480; both values are greater than the 0.05 significance level. These results indicate that no significant difference exists. The null hypothesis is, therefore, accepted for both variables. However, when grouped by capitalization, the p-value is 0.000, lower than the 0.05 significance level, indicating a significant difference. Therefore, the null hypothesis was rejected. The result suggests that ownership structure and length of business operations do not significantly influence the level of email marketing practices among fashion industries, as these aspects are implemented similarly across these classifications. However, capitalization significantly affects email marketing adoption, implying that higher-capitalized businesses are more capable of utilizing advanced email strategies due to better resources and technological access. The financial resources of a fashion business can significantly influence how well it uses email marketing. According to Forbes (2024), companies with more capital can afford better tools and technologies, such as automated email systems and personalized content engines. This allows them to run more effective campaigns, unlike smaller businesses that may lack the budget for such tools.

Conclusions:

The study found that most fashion businesses in Bacolod are sole proprietorships, many operating for over five years with capital often below 100,000 pesos. These businesses actively engage in digital marketing, particularly mobile and content marketing through websites, apps, blogs, and social media, while email marketing remains moderately used and presents growth potential. Analysis showed generally high digital marketing activity across different ownership types, years in business, and capitalization levels, with sole proprietors and longer-established businesses exhibiting slightly higher engagement. Recommendations include encouraging sole proprietors to collaborate with local influencers and improve SEO, while partner-run businesses could enhance their content strategies through blogging and partnerships. Across all businesses, increasing and personalizing email marketing efforts—with regular newsletters and A/B testing—could strengthen customer relationships and boost sales.

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