INSTABRIGHT e-GAZETTE
ISSN: 2704-3010
Volume VIII, Issue II
November 2026
Available online at https://www.instabrightgazette.com

ADVERTISING APPROACHES OF LOCAL APPAREL SHOPS SELLING CASUAL WEAR IN BATANGAS FIRST DISTRICT: BASIS FOR A FASHION MARKETING STRATEGY

KATE CATHERINE D. RUIZ
Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.
kateziurruiz@gmail.com

ABSTRACT

This study entitled "Advertising Approaches of Local Apparel Shops Selling Casual Wear in Batangas First District: Basis for a Fashion Marketing Strategy" determined the respondents' perceptions regarding digital engagement strategies used by local apparel shops and the factors affecting the effectiveness of advertising approaches in promoting casual wear. Specifically, it examined the influence of influencer collaborations and user-generated content, the role of community-based storytelling and local influencer partnerships, and the effectiveness of immersive and experiential marketing tactics. It also assessed the trustworthiness and credibility of digital content and sources, the perceived authenticity and cultural relevance of advertising messages, and the impact of experiential marketing efforts on customer engagement and brand recall. The study utilized a quantitative descriptive-correlational research design. Data were gathered through a structured questionnaire administered to 79 respondents and analyzed using weighted mean, standard deviation, and Pearson Product-Moment Correlation Coefficient.

The findings revealed that respondents strongly agreed with all dimensions of digital engagement strategies and advertising effectiveness, particularly on the effectiveness of

Editorial Team
Editor-in-Chief: Alvin B. Punongbayan
Associate Editor: Andro M. Bautista
Managing Editor: Raymart O. Basco
Web Editor: Nikko C. Panotes
Manuscript Editors / Reviewers:
Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

INSTABRIGHT e-GAZETTE
ISSN: 2704-3010
Volume VIII, Issue II
November 2026
Available online at https://www.instabrightgazette.com

immersive and experiential marketing tactics (Composite Mean = 3.6177), the influence of influencer collaborations and user-generated content (Composite Mean = 3.5975), the role of community-based storytelling and local influencer partnerships (Composite Mean = 3.5848), trustworthiness and credibility of digital content and sources (Composite Mean = 3.5798), perceived authenticity and cultural relevance of advertising messages (Composite Mean = 3.5696), and the impact of experiential marketing efforts on customer engagement and brand recall (Composite Mean = 3.5519). Furthermore, the study established a high significant relationship between respondents' perceptions regarding digital engagement strategies and the factors affecting the effectiveness of advertising approaches ($r = 0.85$, $p = 0.02$). Based on the findings, a Fashion Marketing Strategy Framework (FMSF) was proposed to strengthen digital engagement, content credibility, cultural authenticity, experiential marketing, and customer engagement among local apparel shops selling casual wear in Batangas First District.

Keywords: *Influencer Collaborations, Community-Based Storytelling, Experiential Marketing, Digital Content Credibility, Advertising Effectiveness*

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan
Associate Editor: Andro M. Bautista
Managing Editor: Raymart O. Basco
Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza