

Building Customer Loyalty: An Assessment of Subli-Nation Sportswear Shop's Marketing Strategy

Maricar Silva Peralta

Abstract

This study examined the correlation between Subli-Nation Sportswear Shop's marketing strategies namely the Product, Price, Place, and Promotion and Customer Loyalty in Ladder in Prospect, Customer, Client, Supporter, and Advocate stages, using a quantitative- correlational design with 80 respondents. This study found that product quality and store placement significantly drive loyalty. New customers perceive product quality as lower, and social media promotions require improvement. Enhancing social media presence, improving the onboarding process for new customers, and continuing to focus on product quality and strategic store placement are key priorities for Subli-Nation Sportswear Shop. This study shows that specific marketing approaches have a major effect on customer commitment in the local sportswear retail environment, offering useful advice for businesses wanting to keep more customers.

KEYWORDS: marketing strategy, 4Ps of marketing, product, price, place, promotion, customer loyalty, prospect, customer, client, supporter, advocate, customer loyalty ladder

Chapter 1

THE PROBLEM AND ITS BACKGROUND

Chapter One consists of seven parts: Introduction, Statement of the Problem, Null Hypotheses, Theoretical and Conceptual Framework, Significance of the Study, Scope and Limitation, and Definition of Terms.

Introduction

Sports in the Philippines are not just games but a powerful force that unites us, building a sense of national identity and pride (Pineda, 2024). For many Filipinos, sports are a central part of life, bringing communities together and naturally fueling a strong demand for sportswear however, their impact goes far beyond the field or court. Sports have a real, tangible effect on our economy, whether drawing in tourists, supporting local businesses, or creating jobs, the connection between sports and economic growth is undeniable (Zaldarriaga, 2023).

Maintaining current customers' loyalty is equally as important as attracting new ones in the competitive scene of today. Companies build long-term stability and growth when they prioritize customer loyalty. Satisfied customers who truly connect with a brand become repeat buyers and enthusiastic advocates. In addition to increasing sales, this improves the brand's standing and fosters trust (Indonesia, n.d.). Since loyal customers will shop in a company consistently over the long run, client loyalty is one of the key elements in the sportswear market.

Subli-Nation Sportswear Shop has become a familiar name in the local sportswear market in Aklan. In order to fulfill market needs, they have achieved great progress over the last five years, moving from

manual printing and outsourced items to producing own sportswear and improving their printing methods. However, with plenty of competition, Subli-Nation Sportswear Shop must find more effective marketing strategies to stand out and build lasting customer relationships.

This study aimed to evaluate how Subli-Nation Sportswear Shop's marketing strategies influence customer loyalty. While customer loyalty and marketing strategies are well-researched topics, limited research is specific to the sportswear retail sector, particularly focusing on Subli-Nation Sportswear Shop. By identifying the most successful strategies, this research hoped to help the business overcome competitive pressures, encourage repeat customers, and continue its growth. The findings can also provide valuable insights for other sportswear businesses in Aklan that are facing similar challenges.

Statement of the Problem

This study aimed to determine the relationship between the extent of Subli-Nation Sportswear Shop's marketing strategy, as perceived by the respondents, and their level of customer loyalty.

Specifically, it sought to answer the following:

1. What is the profile of respondents in terms of:
 - 1.1. age,
 - 1.2. sex,
 - 1.3. store branch, and
 - 1.4. type of customer?
2. What is the extent of marketing strategy of Subli-Nation Sportswear Shop as perceived by the respondents in terms of:
 - 2.1. product,
 - 2.2. price,
 - 2.3. place, and
 - 2.4. promotion?
3. What is the level of customer loyalty of the respondents in the following stages of the loyalty ladder:
 - 3.1. prospect,
 - 3.2. customer,
 - 3.3. client,
 - 3.4. supporter, and
 - 3.5. advocate?
4. Is there a significant difference on the extent of marketing strategy of Subli-Nation Sportswear Shop as perceived by the respondents when they are grouped according to their profile variables?
5. Is there a significant difference on the level of customer loyalty to Subli-Nation Sportswear Shop when they are grouped according to their profile variables?
6. Is there a significant relationship between the extent of marketing strategy of Subli-Nation Sportswear Shop as perceived by the respondents and the level of customer loyalty?
7. Based on the study's results, what marketing plan can be proposed to achieve customer loyalty?

Null Hypotheses

For the study, the following null hypotheses were advanced:

1. There is no significant difference in the extent of the marketing strategy of Subli-Nation Sportswear Shop as perceived by the respondents when they are grouped according to their profile variables.

2. There is no significant difference in customer loyalty to Subli-Nation Sportswear Shop when grouped according to their profile variables.
3. There is no significant relationship between the extent of marketing strategy of Subli-Nation Sportswear Shop as perceived by the respondents and the level of customer loyalty.

Theoretical Framework

This study employed the customer loyalty ladder and the four Ps of the marketing mix as its primary theoretical frameworks.

E. Jerome McCarthy initially introduced the marketing mix concept in his 1960 book, *Basic Marketing—A Managerial Approach*. Harvard professor Neil Borden then codified it as the "marketing mix" in his 1964 paper, "The Concept of the Marketing Mix." Borden attributed the original idea to his colleague James Culliton. Culliton compared successful marketers to chefs, emphasizing the necessity of a structured recipe and adaptable creativity. Borden further explained that several factors, including competition, customer buying habits, and government regulations, influence the composition of a marketing mix.

The Four 4 Ps framework (Product, Price, Place and Promotion) formed a fundamental component of marketing strategy. Companies used it to interact with their target audiences. Product encompasses the tangible or intangible offerings that meet customer needs, focusing on features, quality, and design. Price is the monetary value that companies strategically assign to a product, based on factors like perceived value, competition, and production costs. Place ensures efficient delivery by addressing the product's accessibility to customers and distribution channels. Finally, promotion includes various communication tactics, such as advertising and public relations, which educate and influence consumers. These four interconnected elements constitute the foundation of effective marketing plans (Investopedia, n.d.). Yasar (2022) confirms the enduring relevance of the Four Ps, noting their continued value despite the rise of digital marketing.

On the other hand, the Customer Loyalty Ladder, a model used in marketing and sales, categorized customers based on their loyalty and tenure. Its initial popularization stemmed from the increased emphasis on customer-centric strategies in the 1990s. This model systematically classified customers into five distinct categories based on their engagement with the organization, facilitating the identification of potential long-term and loyal customers.

The five categories of the Customer Loyalty Ladder represented the various stages of customer's relationship with a brand. Prospect (potential customer) is an individual or entity that has the potential to become a customer, aware of the brand but yet to make a purchase. A Customer (first-time buyer) has made their initial purchase, marking the beginning of their relationship. A Client (repeat buyer) is a customer who has made multiple purchases, demonstrating increased trust and loyalty. A Supporter (a satisfied customer who recommends the brand) is a customer who shares positive experiences with others. Finally, an Advocate (who actively promotes the brand) is a highly loyal customer who endorses the brand through various channels. Through their endorsements, advocates significantly impacted new customer acquisition and brand perception (Christopher et al., 2002)

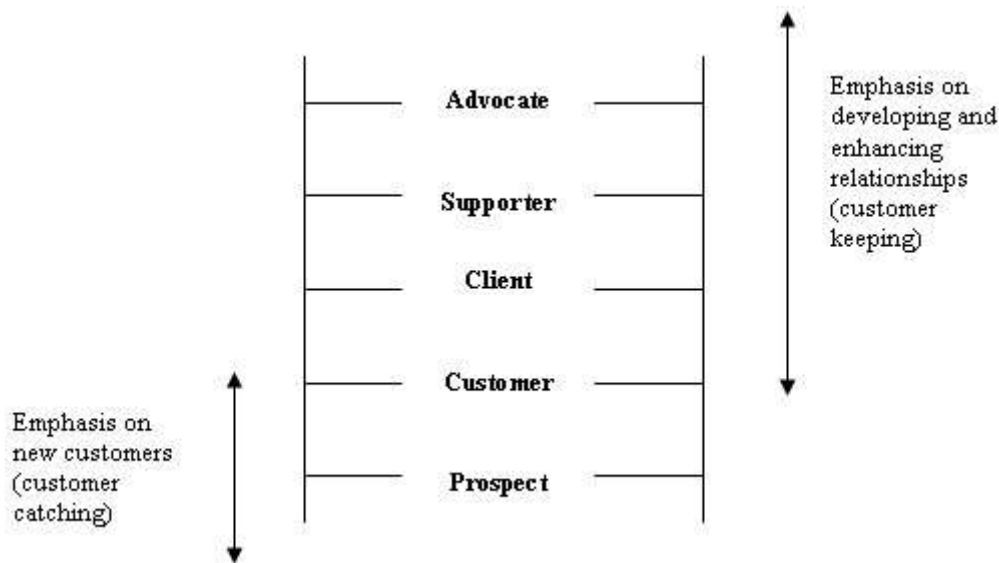


Figure 1. The Relationship Marketing Ladder of Customer Loyalty (Christopher, et al., 1991:22)

Conceptual Framework

The independent and dependent variable, the moderator variable, and the study's output form the four main pillars of this study's conceptual framework.

The independent variable, Extent of Marketing Strategy, was operationalized through the 4Ps framework, encompassing Product (quality, variety, appeal of sportswear), Price (affordability, fairness), Place (store location convenience), and Promotion (advertisements, discounts, loyalty programs). This variable examined the direct influence of these marketing elements on customer behavior.

This study assessed the dependent variable, Customer Loyalty level, by using the Customer Loyalty Ladder. This hierarchical model delineated five stages of customer engagement the Prospect, Customer, Client, Supporter, and Advocate. Thus, the ladder provided a measurable scale of customer loyalty.

This study acknowledged the potential influence of demographic factors in age, sex, store branch, and type of customer (new or existing)—on the relationship between marketing strategies and customer loyalty. Therefore, it used the Profile of the Respondents as a moderator variable.

Ultimately, this study aimed to produce a Marketing Plan as its output, which would provide actionable recommendations to enhance Subli-Nation Sportswear Shop's marketing strategies and cultivate stronger customer loyalty.

The framework suggested that effective implementation of the 4Ps could positively correlate with progression along the Customer Loyalty Ladder, from initial awareness to brand advocacy. It recognizes that the respondents' profiles may moderate this relationship, necessitating tailored marketing approaches. Figure 2 showed how marketing strategy affected customer loyalty. The better the marketing strategy, the more likely customers were to move through stages, such as being a prospect (someone who knows the brand) to an advocate (someone who strongly supports and recommends the brand).

The Profile of the Respondents (age, sex, store branch, and whether they were new or existing customers) can change how marketing strategies affect loyalty. For example, young customers might respond to promotions differently than older ones. Through the schematic diagram, the study's results may be justified and explained clearly, as presented below:

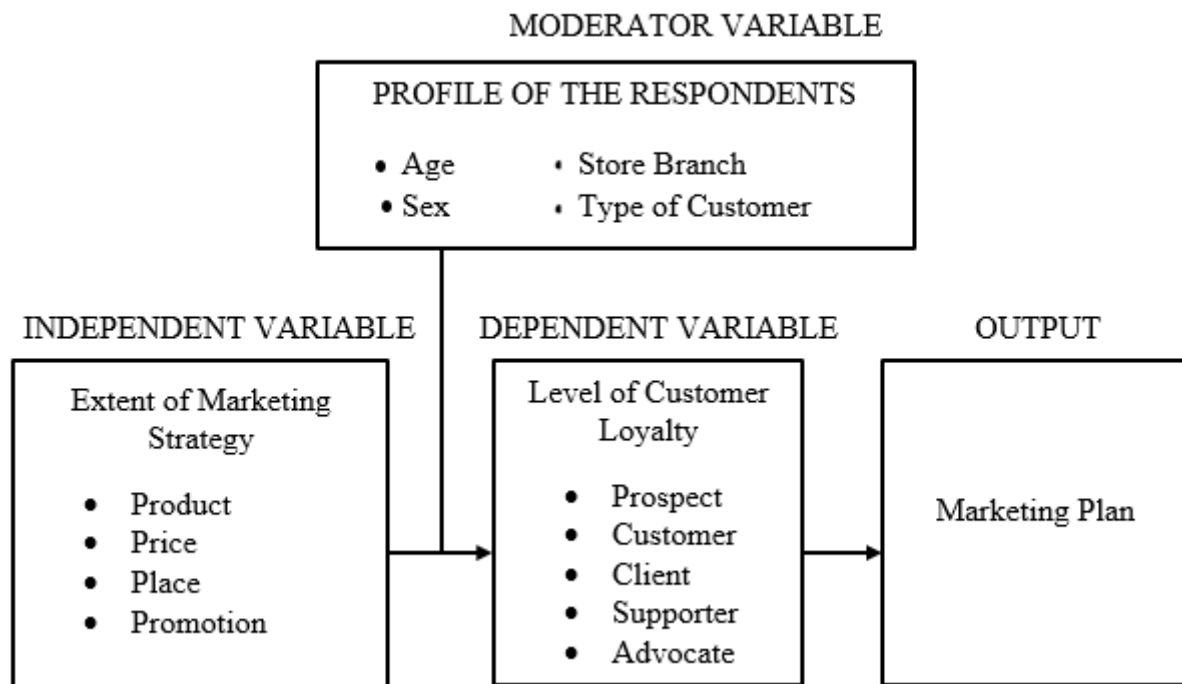


Figure 2. A Schematic Diagram showing the variables of the study

Significance of the Study

The results of this study were thought to be beneficial to the following:

Subli-Nation Sportswear Shop Management. The results of this study could give the shop valuable ideas on how to improve its marketing strategies to make customers loyal and keep them coming back. The shop should determine which of the 4Ps were most important to its customers. After determining these factors, Subli-Nation Sportswear Shop could adjust its business strategies to improve customer loyalty and facilitate long-term growth. Additionally, the study provided information that Subli-Nation Sportswear Shop could use to implement effective loyalty programs and gather customer feedback.

Potential Sportswear Shop Owners. This study could be an informative guide for individuals interested in venturing or already operating sportswear companies. The data collected on successful marketing strategies and customer loyalty could assist them in making wise choices. The business owners would be able to utilize the findings to gain leverage over the competition and develop marketing strategies that address what customers require and anticipate.

Customers. Subli-Nation Sportswear Shop could enhance its products and services by reading and studying negative and positive consumer feedback. This would ensure that customers feel more satisfied and get more value from their experience with the shop. Ultimately, customers would enjoy a store that always tries to meet their changing needs.

Researcher. This study would help the researcher understand how marketing strategies affect customer loyalty. It could give valuable ideas about how businesses can keep their customers returning. Doing this research could also improve the researcher's skills in analyzing information, solving problems, and making good decisions. These skills could be helpful in school and future jobs. The knowledge gained from this study could also prepare the researcher for more studies or careers in marketing and business.

Future Researchers. This study could be a helpful source for students and other researchers interested in

marketing and customer loyalty. It could provide a clear look at how customer satisfaction relates to loyalty and show which marketing strategies work best. Future researchers could use this study to get ideas, support their own work, or expand on these topics to learn more about keeping customers loyal.

Scope and Limitations of the Study

This study focused on the extent of the marketing strategy as perceived by the respondents and the building of customer loyalty at Subli-Nation Sportswear Shop. It specifically examined the four marketing strategies namely the product, price, place, and promotion, serving as criteria for assessment, and the customer ladder, namely prospect, customer, client, supporter, and advocate.

Methodologically, the research centered on customers of Subli-Nation Sportswear Shop from various towns in Aklan, Kalibo, and Ibajay, with research samples selected through purposive sampling.

The study's population included 80 customers of Subli-Nation Sportswear Shop, reflecting its average monthly customers, who were mostly repeat clients. A 60-40% distribution was applied: 60% from Kalibo (serving a more extensive base), 40% from Ibajay, 60% from repeat customers, and 40% from new ones. Using purposive sampling, respondents were categorized into 48 returning (29 from Kalibo, 19 from Ibajay) and 32 new customers (19 from Kalibo, 13 from Ibajay). Purposive sampling was used to ensure that repeat and new customers would meet the required 60-40 percentage. The primary characteristic of respondents was that they were customers who would purchase and who have already purchased products from Subli-Nation Sportswear Shop. A quantitative correlational research design was used together with ANOVA and t-tests. The data gathering was conducted from January to February 2025.

This study was limited to issues directly related to marketing strategy and customer loyalty and did not encompass other problems outside this scope. All respondents were provided with identical questionnaires for their responses. The findings of this study were relevant specifically to the Subli-Nation Sportswear Shop and should not be inferred when measuring customer loyalty in other shops. The primary data source for this study was the questionnaire which the researcher developed.

Definition of Terms

For the purposes of this research, the following terms were defined both conceptually and operationally to ensure clear understanding.

Age signifies the duration of existence, measuring the time from a beginning point up to any specific moment (Merriam-Webster, "age," n.d.).

In this study, the researcher calculated the respondents' present age in completed years. Respondents were asked to specify their precise age on the survey questionnaire.

Sex is the biological classification of individuals as male or female (Merriam-Webster, n.d.).

In this study, the researcher determined sex by the respondents' self-identification as either male or female. This information was collected in the demographic section of the questionnaire, where respondents selected their sex from the provided options (male or female).

Store Branch. In business, this refers to a local office or store that belongs to a larger company or organization and serves as a physical location for customers to interact with the business (AllBusiness.com, n.d.).

In this study, store branch referred to the location or area where the respondents made their purchases, whether at the Kalibo or the Ibajay branch. The researcher categorized purchases based on the specific geographical location and collected this information through the demographic section of the questionnaire

by asking respondents to select either Kalibo or Ibajay.

Type of Customer. This refers to the classification of customers based on their behavior, relationship with a business, or stage in the buying process. Common types include prospects, new customers, returning customers, loyal customers, and advocates, each reflecting varying levels of engagement and loyalty. Understanding these types helps businesses effectively tailor strategies to meet customer needs (Kotler & Keller, 2016).

This study's type of customers was classified as either new (first-time purchasers) or old (previous purchasers) at Subli-Nation Sportswear Shop, as indicated in the questionnaire.

Extent of Marketing Strategy. This refers to the scope and range of marketing activities a business uses to achieve its goals, from targeted actions to broader, more comprehensive efforts (Kotler & Keller, 2016). In this study, the researcher assessed the extent of the marketing strategy by asking respondents to rate how well Subli-Nation Sportswear Shop's marketing efforts in terms of the 4Ps- Product, Price, Place, and Promotion, met their expectations and influenced their loyalty. Respondents used a scale from Strongly Agree to Strongly Disagree to express their views on various statements related to each marketing aspect.

Product. This refers to something (such as a service) marketed or produced primarily for sale (Merriam-Webster, 'product,' n.d.).

In this study, product referred to the sportswear items and accessories available at Subli-Nation Sportswear Shop.

Price. This refers to the amount of money or equivalent for which something is offered for sale or sold (Merriam-Webster, 'price,' n.d.).

In this study, price pertained to the monetary value of its sportswear products and the pricing strategy employed to attract and retain customers.

Place defines where a business sells its product and how it delivers that product to the market (American Marketing Association, 2024).

In this study, place signified the physical stores of Subli-Nation Sportswear Shop, which makes sportswear products available to customers.

Promotion. This encompasses all of the public relations and advertising that go into your product's marketing plan (American Marketing Association, 2024).

In this study, promotion referred to the specific marketing communications and promotional activities undertaken by Subli-Nation Sportswear Shop to create brand awareness and build customer loyalty.

The **Level of Customer Loyalty** indicates how strongly a customer commits to a brand, spanning from initial interest to active advocacy, and reveals whether customers will return, repurchase, and recommend the brand to others (Kotler & Keller, 2016).

In this study, level of customer loyalty was evaluated by determining the respondents' loyalty level in the prospect (potential customer), customer (first-time buyer), client (repeat buyer), supporter (satisfied, recommends the brand), and advocate (actively promotes the brand) stages based on their purchasing behavior and brand engagement.

A **prospect** refers to an individual or organization that has the potential to become a customer. They have shown interest in a company's products or services but have not yet made a purchase. Essentially, they are potential customers who are being targeted (Kotler & Armstrong, 2018).

In this study, the researcher defined a prospect as an individual who had interacted with Subli-Nation Sportswear Shop in some way (e.g., visiting the store, inquiring about products, or following on social

media) but had not yet made a purchase. The survey identified prospects based on their responses about interest in the shop's offerings.

A **customer** refers to an individual or organization that has made a purchase from a company. They have engaged in a transaction and are considered to be in an active buyer-seller relationship with the company (Buttle & Maklan, 2019).

For this study, a customer was defined as someone who has completed a minimum of one purchase at Subli-Nation Sportswear Shop, encompassing recent buyers of their products or services.

A **client** often denotes a deeper, more ongoing relationship than a customer. Clients typically receive personalized services, and there is a higher level of trust and interaction. This term is often used in professional service industries, such as law, consulting, or finance (Payne & Frow, 2017).

In this study, the researcher defined a client as an individual who had an ongoing relationship with Subli-Nation Sportswear Shop through repeat purchases, membership in a loyalty program, or regular interactions for customized services. The researcher identified clients through the frequency of their purchases and engagement with the shop's services.

A **supporter** refers to a customer or client who not only makes purchases but also actively expresses their satisfaction and positive opinions about the company. They may provide positive feedback, write reviews, or share their experiences with others (Reichheld, 2003).

In this study, a supporter was defined as a customer who has shown positive feelings towards Subli-Nation Sportswear Shop, such as sharing positive reviews, recommending the store to others, or showing satisfaction through surveys. Supporters are not yet advocating but are loyal to the brand.

An **advocate** refers to a customer or client who goes beyond being a supporter. They actively promote the company to others, acting as a brand ambassador. They recommend the company's products or services, speak highly of it, and influence others to become customers (Keller, 2016).

In this study, the researcher defined an advocate as a highly loyal and enthusiastic customer who actively promoted Subli-Nation Sportswear Shop to others through word-of-mouth, social media sharing, or direct recommendations. The survey identified advocates through responses indicating their tendency to recommend the shop and defend its products.

Chapter 2

REVIEW OF RELATED LITERATURE

This chapter reviews relevant literature from the Philippines and abroad, and it presents concepts, facts, and discussions regarding marketing strategy's influence on building customer loyalty.

Marketing Strategy

Businesses use marketing to get ahead of other companies by really figuring out what their customers want, and then showing them how they are the best choice. Brone (2023) explains that marketing tools, no matter what they are, are considered successful when they effectively tell customers what the company values.

Kotler and Armstrong (2018) assert that a marketing strategy plans and implements actions that steer an organization toward its objectives, thereby achieving organizational goals and sustaining a competitive advantage. If a company wants a good marketing plan, they have to break down their customers into groups, choose who they are going to focus on, and make sure their brand has a clear place in the market. Porter's Generic Strategies (Porter, 1980) categorize marketing strategies into cost leadership, differentiation, and focus. These approaches guide businesses in choosing a clear direction to outperform

competitors and establish a sustainable market position.

Application of these strategic concepts allows Subli-Nation Sportswear Shop to enhance its competitive edge and build long-term customer loyalty. Proper knowledge of customers' needs allows the shop to apply targeted marketing strategies, such as customized sportswear products, carefully, thought-out social media marketing, and price competitions strategies.

4 Ps of Marketing

Kotler et al. (2009) state that the 4 Ps of marketing namely the Product, Price, Place, and Promotion give businesses the basic tools they need to manage their marketing.

Each element contributes to the overall marketing strategy; they must integrate harmoniously for success. Subli-Nation Sportswear Shop designs, features, and ensures the quality of its products to meet customer needs and create value. They must set the right price by considering costs, competitor pricing, and perceived value, which influences consumer perception and purchasing decisions. To get more customers, Subli-Nation Sportswear Shop needs to advertise, offer sales promotions, and use public relations to tell people about their brand.

The dynamics between these components are susceptible to change, and changes in one area can affect the others. Modern marketing practices, frequently involve extra Ps, including People, Processes, and Physical evidence, which take into consideration the dynamic nature of consumerism and marketplace forces. For Subli-Nation Sportswear Shop, the addition of these extra factors could maximize its marketing efficiency. Chasing excellence among well-trained staff, perfecting operating practices, and creating a sound reputation as a good brand through concrete attributes like store atmosphere and packaging design can help make the marketing effort more unified and competitive.

Xia precisely states in 2023 that product strategy must be clear initially in understanding customer needs and also accordingly for business goals. Product attributes, for example, difference in their design, quality and branding are only some of the key things to help marketing offerings in a competitive market. By analyzing different brands, Xia illustrated how products meeting customer preferences combined with market trends will usually result in improved customer satisfaction and even loyalty. Moreover, the study posits that continuous innovation coupled with customer responsiveness is of importance to the relevance and competitiveness of the industry. A study conducted in 2023 was done to test the effectiveness of 4Ps marketing mix strategy on the profitability of petroleum companies in Afghanistan.

Results indicated that pricing strategies greatly influence the consumer purchasing decisions and therefore the profitability of the firms. Competitive prices consistent with the perceived value of product and market condition were cited as main drivers for sales momentum and market share. Recommendation made to petroleum companies was to use dynamic pricing that takes into consideration cost, competition, and demand of the consumers á to create a profit-maximizing scenario. Place it in marketing definition under Distribution channels: getting the product to the target consumers is never an appropriate distributing channel. According to a 2023 article, the said effective placement strategies feature the understanding of consumption behavior and preference that justifies putting products in terms of new location. The study found that an online and physical distribution system can widen market access and enhance customer satisfaction. It is highly suggested for companies to revise their distribution strategy to better cope with adaptable practices to the market environment and from the introduction of technological changes.

Audly, Susanti, and Hermayanti (2022) conducted a study that linked the 4Ps marketing mix to nursing students' purchasing decisions regarding Virtual Reality (VR) learning tools at Universitas Padjadjaran.

Their study revealed that price significantly influences students' decisions, suggesting that affordable pricing enhances the perceived value of VR learning tools. They recommend that educational institutions and developers adopt positioning strategies that inspire student acceptance of innovative learning technologies. Furthermore, Coca-Cola's 2025 marketing mix analysis demonstrates that its extensive distribution system contributes to its global success. Coca-Cola achieves widespread product availability through strategic product placement in various channels, including retail outlets, restaurants, and vending machines, thereby satisfying consumers worldwide. This example highlights how strategic placement and distribution ensure product availability and market presence, leading to customer satisfaction

Tay, Chan, and Mohamad (2025) surveyed the 4Ps marketing mix strategies in relation to travel fears and intentions post-COVID-19 restriction lifting. The study established that product-related strategies, which include enhancing the experience travel and safety measures, reduce those fears about travel and increase travel intentions, while promotion-related strategies increase those fears. This research indicates that perhaps traditional promotion strategies will be reevaluated in the light of a pandemic to address if consumers' fears have to be on their concern.

Sasmita's study in 2021 concerned that the Place part of the 4 Ps marketing mix as a confronting factor impinging on the consumer behavior relating to the procurement of fast-moving consumer goods. It is clear from the research that place or distribution strategy is no longer confined to logistics but has become an important competitive differentiator in today's marketing according to Sasmita (2021). It makes understanding that good placement strategies such as merging online into physical retail stores boost product accessibility and customer satisfaction directly (Sasmita, 2021).

According to Sasmita, contemporary customers look for convenience, immediacy, and availability, which compels a strategic distribution decision for companies so as to meet what customers want (2021). The study looked at how companies that would optimize their supply chains, put in e-commerce facilities, and maintain uniformity in several sales channels would perform better than those with conventional distribution channels (Sasmita, 2021). In addition, she elaborated that results would show that consumers are more likely to buy again when products are easily accessible, especially with very fast and reliable delivery.

Buying decisions can be greatly affected by immediacy and importance concepts such as place-based marketing and proximity marketing strategies like pop-up stores and localized delivery hubs, according to one other significant finding (Sasmita, 2021). Indeed, those retailers who have understood regional shopping behavior and included place strategies would stand to penetrate the market and enhances customer loyalty.

Sasmita also emphasized the growing importance of omnichannel strategies, adding that the ability to toggle seamlessly between online and offline shopping channels has become a baseline expectation rather than an added convenience (2021). Thus, her findings show that Place is no longer a secondary consideration but a major component in developing customer experience design and overall marketing effectiveness.

Assessing Marketing Strategies and Effectiveness

Numerous studies have explored methods for evaluating the effectiveness of marketing strategies. Common indicators include metrics like customer satisfaction, brand perception, and repeat purchase behavior (Rust & Zahorik, 1993). Because of better data analysis, researchers can now use more complex statistics to figure out how marketing campaigns build customer loyalty (Ambler, 2003). These evaluation

methods are essential in determining the effectiveness of its marketing strategies. By analyzing customer feedback, brand perception, and purchasing patterns, the Subli-Nation Sportswear Shop can gain valuable insights into consumer behavior, allowing for data-driven adjustments to enhance retention and long-term brand loyalty.

Berry (1995) proposes that relationship marketing prioritizes building strong, long-term customer relationships. Loyalty programs, personalized communication, and consistent service quality foster that customer loyalty. This is in line with Garcia (2023), who underlined that social media plays a part in meaningful connections between consumers and companies, letting them maintain relevance in competitive markets

Customer Loyalty

Reichheld & Sasser (1990) and Oliver (1999) argue that customer loyalty significantly impacts corporate performance, driving profitability and long-term sustainability.

When customers stick with a business, it leads to more sales, they buy things again and again, and they tell other people good things about it. If a business wants to beat its competitors, it needs to figure out what makes customers stay loyal. Quitoriano, Echavez, and Dagang (2024) assert that businesses must understand customer satisfaction and loyalty. Doing so allows them to improve services and build lasting customer relationships, which ensures long-term success.

Subli-Nation Sportswear Shop needs to nurture customer loyalty to preserve its market position and achieve long-term growth. The shop can devise targeted strategies to reinforce customer relationships by identifying the key factors that drive customer loyalty: product quality, pricing, customer engagement, and brand trust. Furthermore, the shop can secure its continued success by prioritizing customer satisfaction through personalized services and loyalty programs, which retain customers, stimulate repeat purchases, and encourage positive word-of-mouth.

Effective marketing strategies produce customer loyalty as a key result. Oliver (1999) explains that customer loyalty means people will keep buying the same product or service they like, even if other things try to make them change their minds. As markets saturate and consumers face numerous options, businesses aiming for long-term success must understand the dynamics and importance of customer loyalty.

Purwanti (2018) argues that customer loyalty constitutes a company's most vital asset. It generates benefits like repeat purchases and third-party recommendations, driving companies to continuously seek methods for maintaining it.

Consistent satisfactory experiences produce customer loyalty, leading customers to prefer one brand over others.

Because of an emotional bond, loyal consumers frequently stick with a brand. Usually, these clients buy high-margin goods and services (Pecb, n.d.). Loyal customers help a business stay ahead of its rivals and succeed over time. When a shop in a busy market keeps its customers loyal, those customers buy things again and tell their friends about the shop.

Chaudhuri and Holbrook (2001) found that feelings about a brand can make customers more loyal. Subli-Nation can gain by creating ads and events that make customers feel connected, because emotional ties can make people more loyal.

Bennett and Rundle-Thiele (2005) showed that getting customers involved builds loyalty. They said businesses should use marketing that lets customers interact. Subli-Nation can improve its advertising by

making fun events, like contests or social media challenges, where customers share their sports stories. This makes customers feel like they belong and know the brand.

Keller (2001) found that a powerful brand leads to loyal customers. He stated that customers become more loyal and prepared to spend more when a brand is strong. Subli-Nation can foster a strong brand by consistently delivering high-quality products, employing distinctive branding, and maintaining clear communication. These actions will keep customers loyal for a long time.

Retailers everywhere work hard to make customers loyal, and research shows what works. Oliver (1999) created a model that shows how happy and trusting customers become loyal customers. Subli-Nation Sportswear Shop can use this model to create a marketing plan that prioritizes meeting customer needs with good products and great service.

The Customer Loyalty Ladder

In today's market, where competition is fierce and marketing changes quickly, keeping customers loyal is a very important, though unseen, asset for any business plan.

Also, brand loyalty, which is part of what a brand is worth, has been studied a lot by marketing experts in recent years (Moisescu, 2015).

Vu & Moisesco (n.d.) say that marketing experts have spent a lot of time studying brand loyalty. Besides the things the brand owns, things like how well-known it is, how good people think it is, and what people connect with it, all add up to what a brand is worth. Most importantly, brand loyalty is the most valuable part of a brand.

Chakiso's (2015) research shows that businesses that want to keep customers loyal must earn their trust. Trust is key to customer loyalty. Also, like trust, commitment is often talked about in studies about customer relationships. It is seen as a vital part of building long-term relationships between customers and a sign that the relationship is working well (Abdullah & Kanyan, 2013).

The Customer Loyalty Ladder model, originally developed by Christopher, Payne, and Ballantyne (2002), illustrates customer loyalty as a progression through five stages- Prospect, Customer, Client, Supporter, and Advocate. Each stage represents a deeper level of engagement, allowing businesses to tailor their marketing strategies to foster loyalty effectively. At the Prospect stage, individuals have yet to engage with the brand but may find it relevant to their needs. To convert prospects into customers, businesses must create awareness and generate interest in their offerings. Christopher et al. (1991) say good ads, social media, and personalized messages grab people's attention. Subli-Nation Sportswear can use targeted ads to show off its unique, high-quality products and bring in new customers.

A first purchase makes someone a customer. The 4Ps of marketing help businesses keep those customers. Kotler and Keller (2016) discovered that customers return when they encounter quality products, reasonable prices, convenient locations, and attractive promotions.

Repeat customers are clients. Lovelock and Wirtz (2011) say building relationships is key at this stage. Clients expect the same good quality and service every time. Loyalty programs, like discounts for buying multiple times, personalized offers, and special perks, help keep clients happy and loyal.

Supporters are customers who love the brand and tell others about it. Morgan and Hunt's (1994) Relationship Marketing Theory says trust and commitment turn clients into supporters. If a brand earns customers' trust and aligns with their beliefs, those customers will likely suggest it to others.

Advocates are the most loyal customers. They always promote the brand. Heskett et al. (1997) say they buy often and tell everyone how great the brand is. This matches Oliver's (1999) idea of "action loyalty,"

where customers feel strongly about a brand and always choose it over others.

Subli-Nation can make customers buy again by selling good products at good prices and making them easy to buy online and in stores. These actions can build emotional loyalty, making clients more committed. To turn clients into fans, Subli-Nation can ask for customer reviews, hold events, or start a referral program where clients get rewards for bringing in new customers.

Challenges in Building Customer Loyalty

Watson, Beck, Henderson, and Palmatier (2015) point out that while every marketing team wants loyal customers, creating and keeping that loyalty is a constant struggle.

Although customer loyalty is greatly valued, businesses frequently face difficulties in keeping it. Factors like shifting consumer preferences, fierce competition, and the changing digital marketing landscape present ongoing challenges for companies trying to develop and maintain customer loyalty (Lemon & Verhoef, 2016).

Building and keeping customer loyalty is an important goal for companies that want to succeed over the long term. However, creating this loyalty can be tough due to changing customer expectations, strong competition, and new technology. Building customer loyalty is not easy, and several challenges can arise. Failing to deliver on promises or meet customer expectations can damage trust and confidence. It is important to be honest about what can be offered and ensure delivery on time, within budget, and with quality. Ignoring or neglecting customers can lead to a loss of interest, while complacency or arrogance can result in a lack of respect. Consistency and coherence in brand identity, message, and value proposition are essential for maintaining customer attention and loyalty. Having a strong brand that reflects its mission, vision, and values, and communicating it consistently across all channels and touchpoints, is crucial (Sales & Marketing Leadership, 2023).

Sports Retail and Customer Loyalty

In the context of sports retail, previous research has explored the unique challenges and opportunities in building customer loyalty. Retailers in this sector often face the need to balance product quality, brand image, and the overall shopping experience to retain customers (Gladden & Funk, 2001). Understanding the specific dynamics of customer loyalty in sportswear retail is crucial for businesses like Subli-Nation Sportswear Shop.

Most loyalty programs in Russia target middle to upper-middle-class clients, as this demographic is broad, financially capable, and responsive to material incentives like bonuses and discounts. These customers appreciate various discount structures, and the loyalty card discount encourages regular use of the card for purchases. However, a limitation of these programs is their uniformity, with most focusing primarily on offering discounts and bonuses. Research shows that for customers, the discount's size is often more important than its availability (Berezka, 2009).

Philippine businesses find customer loyalty vital; it actively increases revenue, lowers marketing costs, and strengthens brand reputation. The Philippine Marketing Association (2016) discovered that Filipino customers stick with brands that offer great service, good prices, and a strong brand. The study also showed that building trust and strong connections with customers really matters, as these things greatly influence their loyalty. This suggests that businesses in the Philippines should prioritize positive customer experiences, develop strong brand connections, and implement effective loyalty programs to maintain a loyal customer base.

Marketing Strategy and Customer Loyalty

Today, businesses understand that good marketing and loyal customers go hand-in-hand for lasting success and to stay ahead of the competition. As businesses adapt to changing customer behavior and fast-paced market conditions, understanding how marketing efforts impact customer loyalty is essential.

Ellitan (2021) argues that to build customer loyalty, companies must develop a strong marketing strategy. This strategy acts as a key tool for reaching business goals by creating advantages that help them serve the market. Marketers need to build a strategy that works, and to do that, they must first understand the type of business they run, since selling services differs from selling goods.

In the competitive landscape of sportswear retail, building customer loyalty is paramount. According to Garcia (2021), effective marketing strategies that resonate with customers can significantly enhance loyalty. Subli-Nation Sportswear Shop has adopted a multifaceted approach, leveraging both traditional and digital marketing to engage customers and foster long-term relationships. Businesses must build and keep customer loyalty to succeed today, as Reichheld & Sasser (1990) and Oliver (1999) have shown. Loyal customers buy again and tell others, which helps businesses grow.

Companies need a clear marketing plan to build loyal customers. Kotler and Armstrong (2018) found that good marketing meets customer needs, creates a unique brand, and builds emotional connections, which all lead to lasting loyalty. Kumar & Reinartz (2016) showed that product placement, brand image, pricing, and ads all affect how customers think and act.

Even though customer loyalty is important, businesses struggle to achieve and maintain it. Rust et al. (2000) mention tough competition. Uncles et al. (2003) point to changing customer tastes. Verhoef et al. (2015) add that things like the economy and technology also play a part.

Businesses must understand customer behavior to build loyalty. Gupta and Zeithaml (2006) found that perceived value, brand image, customer service, and product quality all affect loyalty.

Pine and Gilmore (1999) showed that emotional connections between a brand and its customers boost loyalty. Subli-Nation Sportswear Shop can use special events and experiences to make customers feel more connected. A strong marketing plan, focusing on the 4Ps, and prioritizing customer loyalty helps businesses succeed.

Ortega (2022) says personalized ads work well. Subli-Nation Sportswear Shop uses customer preferences to create personalized promotions, which bring in new customers and keep old ones. By looking at purchase data and reviews, they can create targeted ads that make customers feel valued. Dela Cruz (2023) adds that community involvement builds loyalty. Subli-Nation Sportswear Shop sponsors local sports events, which appeal to the community. This makes customers choose them over others and builds a sense of community.

Garcia (2023) emphasizes social media for building customer relationships. Subli-Nation uses Facebook to connect with customers, share reviews, and show off new products. This builds an online community and increases loyalty. Ramos (2022) agrees, saying social media helps build loyalty. Subli-Nation Sportswear Shop uses Facebook to share product info, reviews, and events. This builds an online community and drives customers to the store.

Santos (2021) says good customer service builds loyalty. Subli-Nation trains its staff to provide excellent service, which leads to referrals and recommendations.

López (2023) says these strategies help businesses compete. Building a loyal customer base is key, especially in the sportswear industry. Dela Cruz (2021) adds that local marketing strategies increase

loyalty. Subli-Nation Sportswear Shop uses community-focused marketing, like sponsoring local sports, to appeal to its target audience.

Santos (2022) highlights personalized customer experiences. Subli-Nation Sportswear Shop uses customer data to create personalized ads and promotions. Understanding customer preferences increases customer satisfaction and repeat business, which build long-term relationships.

Dick and Basu (1994) emphasize relationship marketing. They believe lasting connections with customers increase loyalty. Subli-Nation can use loyalty programs to encourage repeat business and brand engagement.

Gummesson (2002) stresses that good service makes customers loyal. Good service standards are a must in the competitive clothing industry. With the implementation of these foreign literature results, Subli-Nation Sportswear Shop can improve its marketing strategies to better establish and maintain customer loyalty.

Gaps and Opportunities

Though much has been written about marketing strategy and customer loyalty, there exists a large knowledge deficiency in the studies that focus on the sportswear retailing industry, particularly those that have been conducted on Subli-Nation Sportswear Shop. This study will explain how Subli-Nation's marketing strategy affects customer loyalty by using a qualitative approach.

In general, the literature shows that customer loyalty is a crucial aspect for business success, marketing practices in influencing customers' attitudes, and the need for customized strategies in the sportswear market. The research study on the market strategy of Subli-Nation Sportswear Shop and its influence on customer loyalty adds to this literature with industry-specific information.

Most customer loyalty studies tend to emphasize Western economies and thus might be missing cultural elements specific to consumers in other regions. It is necessary to conduct empirical studies on the local sportswear retail loyalty dependence on consumers' cultural values and norms in different regions and their influence, including those relevant in Subli-Nation Sportswear Shop.

Even though online marketing helps build customer loyalty, we don't know much about how well small, local businesses like Subli-Nation Sportswear Shop use specific online methods. More research could look at how things like social media posts, email campaigns, and online deals affect customer loyalty in the sportswear industry.

Also, most studies only look at customer loyalty at one moment. We need studies that follow customer loyalty over a longer period, especially to see how it changes when Subli-Nation Sportswear Shop uses different marketing tactics. Knowing how loyalty changes as customers' tastes and the market change could give us a better understanding.

While many studies address customer satisfaction, fewer examine the specific elements of customer experience that contribute to loyalty in sportswear retail. Research could investigate how factors such as in-store experience, customer service, and post-purchase support influence loyalty at Subli-Nation Sportswear Shop.

Although loyalty programs are widely discussed, there is insufficient research on how effectively Subli-Nation Sportswear Shop's specific loyalty programs are integrated with overall marketing strategies. Future studies could evaluate the design and execution of these programs and their direct impact on customer loyalty.

Most existing literature examines loyalty through the lens of transactional behavior. There is a gap in understanding the emotional and psychological factors that drive loyalty in sportswear consumers. Research could focus on how brand storytelling, community involvement, and emotional connections influence customer loyalty at Subli-Nation Sportswear Shop.

Synthesis

Researchers emphasize the importance of brand trust, emotional connection, and consumer happiness, revealing the complex nature of customer loyalty. Subli-Nation Sportswear Shop can increase customer loyalty by implementing customized marketing techniques. These include storytelling, tailored promotions, and participation in community events. Studies further support the significance of digital marketing, demonstrating that social media and online interaction build community and brand loyalty. Loyalty programs, when integrated with marketing initiatives, can encourage repeat purchases.

Chapter 3

METHODOLOGY

This chapter details the methodology employed to assess the relationship between marketing strategies and customer loyalty, encompassing the Research Design, Locale of the Study, Population and Sampling Techniques, Data Gathering Instrument, Content Validity, Reliability, Data Gathering Procedure, Data Analysis, Statistical Treatment, and Ethical Consideration.

Research Design

This study employed a quantitative- correlational research approach to evaluate respondents' perceptions of extent of marketing strategy and customer loyalty levels. The researcher chose this approach because it facilitates a systematic and objective examination of relationships between measurable variables. Specifically, it allowed the researcher to analyze the perceived extent of Subli-Nation Sportswear Shop's marketing strategies and the customer loyalty levels among its customers. This design identified patterns and determined the relationship between marketing strategies (independent variables) and customer loyalty (dependent variable).

Locale of the Study

This research was conducted in two Subli-Nation Sportswear Shop branches- Kalibo and Ibajay, Aklan. Kalibo Branch opened in 2019 and has been in the sportswear industry for 5 years. The owners at first operated the business as freelancers, doing shirt printing manually, then opened their shop, where they switched to digital printing and sublimation methods. At first, Subli-Nation Sportswear Shop only provided printing services, but they soon recognized the advantages of establishing their jersey production team. The business became a full sportswear shop offering printing and jersey manufacturing as demand grew. Due to high demand from areas outside Kalibo, Subli-Nation Sportswear Shop expanded and opened a second branch in the municipality of Ibajay.

The choice of Kalibo and Ibajay as the study locations was intentional, as these municipalities are home to the branches of Subli-Nation Sportswear Shop. Kalibo, being the capital, represented the business's core operations, while Ibajay, as an additional location, offered insights into the dynamics of a branch in a different setting. This dual-site approach provided a versed in understanding of the business within diverse local contexts, adding valuable perspectives to the study.



Figure 3.
Subli-Nation Sportswear Shop- Kalibo

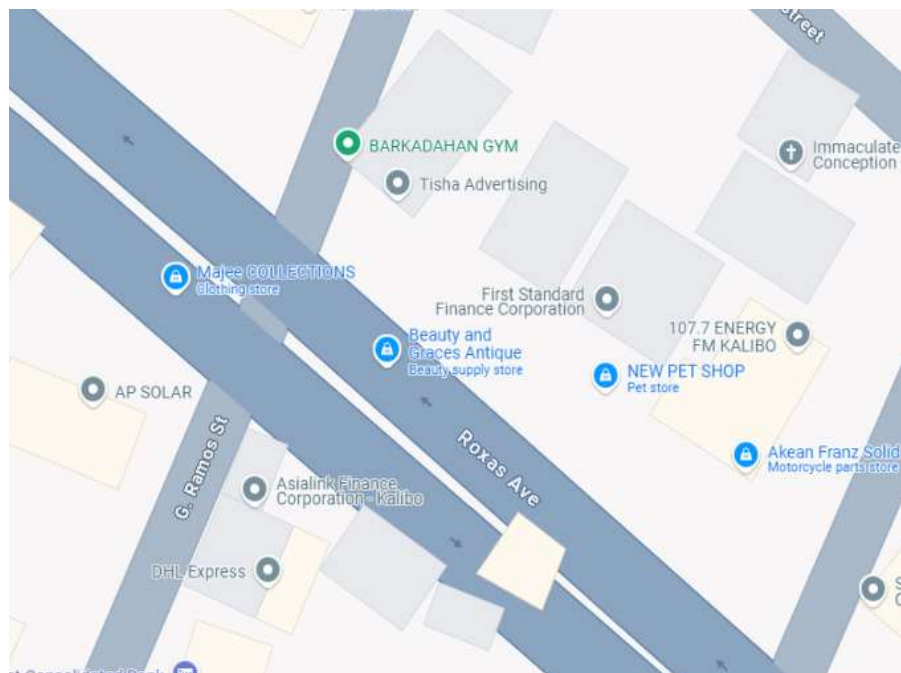


Figure 4.
Showing the map of Subli-Nation Sportswear Shop- Kalibo, located at Roxas Avenue, Kalibo, Aklan



Figure 5.
Subli-Nation Sportswear Shop- Ibajay

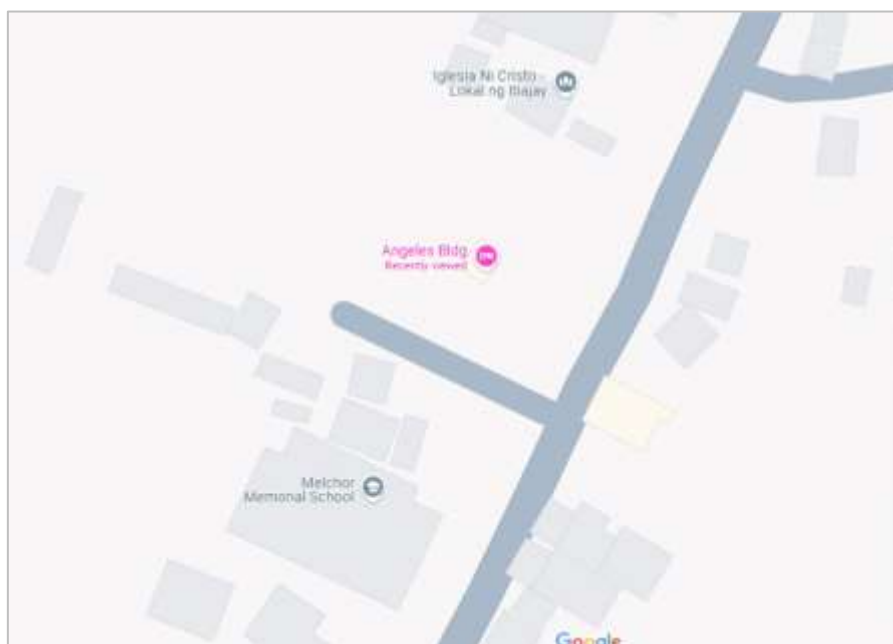


Figure 6.

Showing the map of Subli-Nation-Ibajay, located at Angeles Building, Laguinbanua Ibajay, Aklan

Population and Sampling Techniques

The study's population was composed of 80 customers of Subli-Nation Sportswear Shop, representing the shop's average monthly clients, the majority of whom were repeat customers. Most orders come from the main branch in Kalibo, which serves a more extensive customer base than the Ibajay branch. A 60-40% distribution was applied to reflect this, with 60% of respondents selected from Kalibo, 40% from Ibajay, and 60-40% for repeat and new customers, respectively. Using purposive sampling, respondents were chosen based on specific criteria to ensure the relevance of their responses. These criteria included having

recently purchased at Subli-Nation Sportswear Shop or demonstrating a potential to purchase. They were categorized as either new customers who recently started purchasing (32 respondents) or returning customers who maintain long-term buying relationships (48 respondents).

Among returning customers, 60% (29 respondents) were from Kalibo, and 40% (19 respondents) were from Ibajay. Similarly, among new customers, 60% (19 respondents) were from Kalibo, and 40% (13 respondents) were from Ibajay. This proportional distribution ensures a balanced representation of customer demographics while accurately reflecting the client base across branches for analyzing customer loyalty and marketing effectiveness.

	Kalibo	Ibajay	Total
Repeat (60%)	29	19	48
New (40%)	19	13	32
Total number of Respondents			80

Data Gathering Instrument

The researcher utilized a 45-item questionnaire to gather data for this study. The questionnaire addressed the research problems and contained three sections. Section I collected respondent profile data, including age, store branch, sex, and customer type. Section II evaluated the respondents' perceived extent of marketing strategies regarding product, price, place, and promotion, based on their answers to 20 questions. Section III assessed customer loyalty levels, considering prospect, customer, client, supporter, and advocate, using 25 questions. Both Sections II and III employed a specific scaling method.

Scale	Description
4	Strongly Agree
3	Agree
2	Disagree
1	Strongly Disagree

Content Validity

Three (3) subject matter experts were consulted to establish content validity. These experts were both experts in business-related subjects to ensure that the instrument aligns with the study. They carefully evaluated and rated the survey items based on their relevance, clarity, and alignment with the study's predetermined variables. The experts received a structured evaluation form to assess whether the questionnaires were appropriately worded and covered all critical aspects.

Feedback from the experts was used to improve the questionnaire. Some items were rephrased to ensure they were clear and easily understood by the respondents to minimize the risk of misinterpretation. The revisions enhanced the accuracy of the responses.

After finalizing the questionnaire, it was reproduced and distributed to the selected respondents through online survey forms and physical survey questionnaires. During these processes, respondents were encouraged to seek clarification about the unclear part of the survey. This step ensured all respondents had a complete and accurate understanding of the survey content before providing their answers. This interaction minimized potential misunderstandings and collected reliable, valid data for the study.

Reliability

While evaluating reliability, both external and internal consistency were assessed. Internal consistency was assessed to ensure the survey items generated consistent replies within the same test. The test-retest

procedure was used to assess external consistency, which involved giving the identical set of questions to the same group of respondents again within a week between assessments. This gap kept response circumstances constant while reducing recollection bias.

A pilot study was conducted with 15 respondents, consisting of 9 repeat customers (5 from Kalibo and four from Ibajay) and 6 new customers (4 from Kalibo and two from Ibajay). The sample was proportionally divided, with 60% from Kalibo and 40% from Ibajay, mirroring the composition of the primary study sample. These respondents were selected using purposive sampling but excluded from the main study.

The researcher used the Statistical Package for the Social Sciences (SPSS) to determine the questionnaire's internal consistency via Cronbach's Alpha (α).

The result yielded an $\alpha = 1.00$, which indicated excellent reliability among the scale items for the pilot test of Marketing Strategies, and .909 for the retest, which also indicates excellent reliability. On the other hand, reliability yielded $\alpha = .909$, showing excellent reliability among the scale items for the pilot test of Customer Loyalty and 1.000 for the retest, indicating excellent reliability.

Data Gathering Procedure

The researcher obtained permission from the Dean of the Faculty of Business and Management Education before starting the research. Following the Dean's approval, an adviser was assigned. The researcher then acquired and presented a letter of permission to conduct the study to the owner of Subli-Nation Sportswear Shop; upon management's approval, the researcher began the study.

After confirming the research tool's validity and reliability, the researcher reproduced the questionnaires and initiated data collection. The researcher distributed the structured questionnaires to selected respondents, explaining the study's purpose and the significance of their responses, and encouraged honest and detailed answers.

The researcher sent the online survey questionnaire link to the identified respondents. They assured both in-person and online respondents that their information would remain confidential.

Upon completion, the questionnaires were collected and checked for completeness and clarity. The gathered data were then entered into a secure electronic system using SPSS software for analysis. The data were then organized, counted, analyzed, and presented in transparent tables. The results were then interpreted according to the research goals.

Data Analysis

This study utilized quantitative methods and purposive sampling to evaluate the relationship between marketing strategy extent and customer loyalty among Subli-Nation Sportswear Shop customers. The 4Ps of marketing and the Customer Loyalty Ladder guided the analysis. A structured questionnaire, employing a Likert scale ranging from Strongly Agree to Strongly Disagree, was used to collect data. Correlational analysis was performed to examine the relationships between identified factors, such as determining if increased customer satisfaction with offered products correlated with advancement through the Customer Loyalty Ladder stages.

Statistical Treatment

The researcher applied descriptive and inferential statistics to the study's statistical tool, using a 95% confidence level and a significance level (p-value) of 0.05 for inferential tests.

Descriptive statistics, including frequency, percentage, and mean, analyzed the respondents' profiles regarding age, sex, store branch, and customer type.

ANOVA and t-tests determined the differences in marketing strategy extent and customer loyalty levels when grouping respondents by their profile variables.

Finally, the researcher used Pearson's r to determine the significant correlation between marketing strategy extent and customer loyalty levels.

To determine the extent of the marketing strategy, the following scale was utilized:

Mean Range	Description
3.50 – 4.00	Highly Extensive
2.50 – 3.49	Extensive
1.50 – 2.49	Slightly Extensive
1.00 – 1.49	Not Extensive

To determine the level of customer loyalty, the following scale was utilized:

Mean Range	Description
3.50 – 4.00	Very High Level
2.50 – 3.49	High Level
1.50 – 2.49	Low Level
1.00 – 1.49	Very Low Level

The absolute value of Pearson r using the scale below was used to interpret the strength of the correlation between the extent of marketing strategy and the level of customer loyalty.

Pearson r value	Interpretation
0.90 – 1.00	Very Strong Correlation
0.70 – 0.89	Strong Correlation
0.40 – 0.69	Moderate Correlation
0.10 – 0.39	Weak Correlation
0.00 – 0.09	Negligible Correlation

Ethical Consideration

The researcher followed ethical guidelines while conducting the study. Before requesting respondents to complete a survey, the study purpose and planned use of collected data were revealed to respondents. Participation was entirely voluntary and without coercion in any form. Respondents were informed adequately regarding the right to discontinue participation at any time if they wished to withdraw.

Before engaging in the research, respondents were given consent forms to sign, signifying their agreement to participate. Measures were implemented to guarantee the utmost confidentiality in handling all data provided by respondents. Confidentiality and anonymity of their responses were assured.

Chapter 4

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents and interprets the gathered data, organized into the following sections: respondent

profiles; marketing strategy extent; customer loyalty levels; differences in perceived marketing strategy extent based on respondent profiles; differences in stages of customer loyalty levels based on respondent profiles; and the significant relationship between perceived marketing strategy extent and customer loyalty levels.

I. Profile of the Respondents

The data in Table 1 indicate that 67% of the respondents, specifically 54 individuals, were aged 21–30. This correlated with the assertion by Dinh and Huu (2021) that the market would be more receptive to digital and product-based marketing strategies if targeted towards younger demographics. Fourteen percent (11) from 31-40 years old, 8% (6) from 51 years old and above, 6% (5) from 20 years old and below and the lowest, 5% (4) from 41-50 age group bracket.

Generally, it can be inferred from this that sex distribution showed minor dominance of female (44 respondents or 55%) indicating that the brand also caters, not only to men but to female customers. According to Ahmed et al. (2022), integrating gender considerations into branding strategies could enhance how consumers perceived a brand and its overall equity.

Geographically, more of the surveyed respondents (60% or 48 respondents) came from the Kalibo branch, with a bigger market share from that area as compared to the Ibajay branch with only 40%.

Further, majority which constituted 60 percent of the respondents were identified as repeat customers. This finding was in support of the argument by Sharma and Sharma (2020) where brand loyalty was mostly brought about by the repeated product performance and good experience that customer makes, especially in the sportswear business.

Table. 1.
Distribution of Respondents by Profile Variables

Profile Variables	f	%
Age		
20 years old and below	5	6
21–30 years old	54	67
31–40 years old	11	14
41–50 years old	4	5
51 years old and above	6	8
Sex		
Female	44	55
Male	36	45
Store Branch		
Ibajay	32	40
Kalibo	48	60
Type of Customer		
New Customer	32	40
Repeat Customer	48	60
Total	80	100

II. Extent of Marketing Strategies of Subli-Nation Sportswear Shop as Perceived by the Respondents

Table 2 presents the extent of marketing strategies employed by Subli-Nation Sportswear Shop, detailing the respondents' perceptions across product, price, place, and promotion. The data revealed that respondents rate the product strategy highest, with a mean of 3.70, followed closely by price at 3.60, and place at 3.51. These figures indicated that respondents perceived all three – product, price, and place – as Highly Extensive. Promotion, though still considered Extensive, scored the lowest mean of 3.45. This suggests that Subli-Nation Sportswear Shop achieved positive results with its marketing efforts, but could further enhance its promotion strategy.

Table 2.

Extent of Marketing Strategies of Subli-Nation Sportswear Shop as Perceived by the Respondents

Marketing Strategy	\bar{x}	Rank	Verbal Interpretation
Product	3.70	1	Highly Extensive
Price	3.60	2	Highly Extensive
Place	3.51	3	Highly Extensive
Promotion	3.45	4	Extensive

A. Extent of Marketing Strategy in terms of Product

Subli-Nation Sportswear Shop's product strategy was rated as Highly Extensive by respondents with an overall mean of 3.70. This could be interpreted to mean that consumers were very satisfied with product quality and customization.

Quality was the standout with the highest rating ($M = 3.80$, $SD = 0.43$), indicating that the visual and tactile quality of products greatly lifts the brand's perception. This was also consistent with the work of Park and Lee (2021), who emphasized that aesthetics of high quality greatly enhances the potential for consumer trust and purchase decisions in any fashion-related product.

The customization options ($M = 3.76$) and material quality ($M = 3.72$) scored highly extensive as did their fit and sizing within the apparel system ($M = 3.71$). Lin and Wang (2020) pointed to the key issues of personalization and comfort as very vital in maintaining customer satisfaction and brand loyalty in apparel marketing.

Product variety, while still encouragingly rated highly extensive ($M = 3.60$), received the lowest rating, indicating that it was an area that can possibly be improved to cater to several consumer preferences.

The findings indicated that marketing focused on the product was quite effective in Subli-Nation Sportswear Shop, especially in terms of quality, customization, and personalization, all of which were said to be crucial in today's retail environment according to recent analyses, (Park & Lee, 2021; Lin & Wang, 2020.)

Table 3. Extent of Marketing Strategy in terms of Product of the Subli-Nation Sportswear Shop as Perceived by the Respondents

	\bar{x}	Rank	SD	Verbal Interpretation
1. Subli-Nation Sportswear Shop uses high-quality materials in their products, ensuring durability and customer satisfaction.	3.72	3	0.50	Highly Extensive
2. The sportswear offered by Subli-Nation features high-quality prints that enhance the overall aesthetic appeal and brand identity of the products.	3.80	1	0.43	Highly Extensive
3. Subli-Nation provides a wide range of customization options for their products, allowing me to personalize my sportswear to meet my preferences and styles.	3.76	2	0.48	Highly Extensive
4. The fit and sizing options available for Subli-Nation products are designed to cater to different body types, ensuring comfort.	3.71	4	0.48	Highly Extensive
5. Subli-Nation Sportswear Shop offers an extensive variety of products, appealing to my needs and preferences, which enhances my overall shopping experience.	3.60	5	0.49	Highly Extensive
Grand Mean	3.70			Highly Extensive
1.00 – 1.49	1.50 - 2.49	2.50 - 3.49	3.50 - 4.00	
Not Extensive	Slightly Extensive	Extensive	Highly Extensive	

B. Extent of Marketing Strategy in Terms of Price

The data in table 4 show a total average mean score of 3.60 falling in the Highly Extensive category, the customers view the pricing strategy of Subli-Nation Sportswear Shop as being extensive indeed. Customers felt favorably toward the shop's pricing strategy. Fairness of pricing concerning quality was rated the highest, scoring the mean of 3.72 (SD = 0.50). In other words, customers felt that they were paying for value-for-money products; research showed that the fair pricing perceptions of customers are key determining factors of customer satisfaction and loyalty (Dizon & Velasco, 2023).

The second-highest score was given for value for money, with a mean of 3.68 (SD = 0.46), clarifying that they were indeed satisfied with the quality and features for the price being asked. Bargain pricing attracted customers back to the shop, as found by a mean rating of 3.65 (SD = 0.50). Score as close as 3.52 (SD = 0.63) on affordability for customers' budget meant the products in the shop, which also lend themselves to being targets for improvement, could be accessible by a wide-range audience. The store was rated the lowest overall mean score, which was 3.42 about price competitiveness relative to other brands. The number still falls under Extensive but points to possible improvements.

Therefore, most importantly, Subli-Nation Sportswear Shop's pricing strategy has proved effective in fairness, good value, and affordability. Nevertheless, enhancing customer perceptions and leveraging the market may stem from the increase in competitiveness. This corresponds to findings that competitive

pricing set the hair across consumer decision-making in the fashion and retail market (GlobalWebIndex, 2023).

Table 4. Extent of Marketing Strategy in terms of Price of the Subli-Nation Sportswear Shop as Perceived by the Respondents

	\bar{x}	Rank	SD	Verbal Interpretation
1. I believe that the products offered by Subli-Nation Sportswear Shop provide excellent value for the price I pay, reflecting their quality and features.	3.68	2	0.46	Highly Extensive
2. Subli-Nation sportswear is affordable for my budget.	3.52	4	0.63	Highly Extensive
3. I appreciate the discounts provided by Subli-Nation, as they make my shopping experience more enjoyable and allow me to purchase more products.	3.65	3	0.50	Highly Extensive
4. Subli-Nation's prices are fair for the quality I receive.	3.72	1	0.50	Highly Extensive
5. Subli-Nation's prices are competitive with other stores.	3.42	5	0.63	Extensive
Grand Mean	3.60			Highly Extensive
1.00 – 1.49	1.50 - 2.49	2.50 – 3.49	3.50 - 4.00	
Not Extensive	Slightly Extensive	Extensive	Highly Extensive	

C. Extent of Marketing Strategy in Terms of Place

The data in Table 5 show that customers generally perceived Subli-Nation Sportswear Shop's place strategy as highly extensive, with an overall average mean of 3.51. This placed the shop within the Highly Extensive range, indicating positive customer sentiment regarding its location and store environment.

Specifically, customers found Subli-Nation Sportswear Shop easily accessible in terms of location, scoring this aspect the highest at a mean of 3.63 (SD=0.53). This high rating reflected the shop's strategic placement in areas convenient for its target demographic, minimizing travel time and maximizing accessibility as both shops from Kalibo and Ibajay were situated in the commercial center of each town.

The shop's location was also perceived as convenient for shopping needs, scoring a mean of 3.53 (SD=0.59). The availability of products in Subli-Nation Sportswear Shop's physical stores added value to the shopping experience, with a mean of 3.51 (SD=0.59). This indicated that customers appreciate the convenience of in-store purchases and product availability. While still within the Extensive range, the store environment being welcoming scores slightly lower at a mean of 3.45 (SD=0.65), and the atmosphere of the store scored the lowest at a mean of 3.43 (SD=0.63).

In summary, Subli-Nation Sportswear Shop effectively implemented its place strategy, particularly in terms of accessibility and convenient location. However, the shop could potentially focus on enhancing

the store's atmosphere and creating a more welcoming environment to further improve customer perceptions.

Table 5. Extent of Marketing Strategy in terms of Place of the Subli-Nation Sportswear Shop as Perceived by the Respondents

	\bar{x}	Rank	SD	Verbal Interpretation
1. I find Subli-Nation Sportswear Shop easily accessible in terms of location.	3.63	1	0.53	Highly Extensive
2. The atmosphere of the store makes my shopping experience better.	3.43	5	0.63	Extensive
3. The availability of products in Subli-Nation's physical stores adds value to my shopping experience.	3.51	3	0.59	Highly Extensive
4. Subli-Nation's location is convenient for my shopping needs.	3.53	2	0.59	Highly Extensive
5. The store environment at Subli-Nation Sportswear Shop is welcoming.	3.45	4	0.65	Extensive
Grand Mean	3.51			Highly Extensive
1.00 – 1.49	1.50 - 2.49	2.50 – 3.49	3.50 - 4.00	
Not Extensive	Slightly Extensive	Extensive	Highly Extensive	

D. Extent of Marketing Strategy in Terms of Promotion

Table 6 shows that customers generally find Subli-Nation Sportswear Shop's promotional strategies to be extensive, with an overall mean score of 3.45. This placed the shop firmly within the Extensive range. Specifically, customers believed that the promotions offered by Subli-Nation Sportswear Shop provided genuine value for the products, with a mean of 3.58 (SD=0.61). This high rating reflected customers' perception that the promotions offer tangible benefits, such as discounts or added value, that justify their engagement, which respondents already experienced from the shop.

Subli-Nation Sportswear Shop effectively communicated its promotions and discounts clearly, with a mean score of 3.45 (SD=0.65). The shop's social media promotions also influenced customer buying decisions, with a mean score of 3.46 (SD=0.52). However, customer recognition of Subli-Nation Sportswear Shop's promotions on social media is slightly lower. While still within the Extensive range, customers only score their regular notice of promotions at a mean of 3.38 (SD=0.64), and their general notice of promotions on social media at a mean of 3.36 (SD=0.64). This suggested that while promotions were perceived as valuable and influential, the visibility of these promotions on social media could be improved.

In summary, Subli-Nation Sportswear Shop's promotional strategy was generally perceived positively, with customers recognizing the value and clarity of the promotions. However, the shop could potentially enhance the visibility of its social media promotions to further strengthen its marketing efforts.

Table 6. Extent of Marketing Strategy in terms of Promotion of the Subli-Nation Sportswear Shop as Perceived by the Respondents

	\bar{x}	Rank	SD	Verbal Interpretation
1. I regularly notice the promotions that Subli-Nation offers which are posted in social media.	3.38	4	0.64	Extensive
2. Subli-Nation communicates its promotions and discounts clearly.	3.45	3	0.65	Extensive
3. The promotions offered by Subli-Nation provide genuine value for its products.	3.58	1	0.61	Highly Extensive
4. Subli-Nation's social media promotions influence my buying decisions.	3.46	2	0.52	Extensive
5. I often notice Subli-Nation's promotions on social media.	3.36	5	0.64	Extensive
Grand Mean	3.45			Extensive
1.00 – 1.49	1.50 - 2.49	2.50 – 3.49	3.50 - 4.00	
Not Extensive	Slightly Extensive	Extensive	Highly Extensive	

III. Level of Customer Loyalty to Subli-Nation Sportswear Shop of the Respondents in different stages of the Loyalty Ladder

The data in Table 7 illustrates the respondents' loyalty level in every stage of the Customer Loyalty Ladder. The data indicated that Subli-Nation Sportswear Shop successfully converted prospects ($M = 3.58$) into customers ($M = 3.64$) and clients ($M = 3.58$), achieving a Very High Level in these categories. However, the shop reached only a High Level in converting clients into supporters ($M = 3.45$) and advocates ($M = 3.48$). This suggested that while Subli-Nation Sportswear Shop effectively attracts and retains customers, it needed to intensify its marketing efforts to cultivate stronger loyalty and transform clients into enthusiastic supporters and advocates.

Table 7. Level of Customer Loyalty to Subli-Nation Sportswear Shop in different stages of the Loyalty Ladder

Stages	\bar{x}	Rank	Verbal Interpretation
Prospect	3.58	2	Very High Level
Customer	3.64	1	Very High Level
Client	3.58	2	Very High Level
Supporter	3.45	4	High Level
Advocate	3.48	3	High Level

A. Level of Customer Loyalty in Prospect Stage

The data in Table 8 shows that Subli-Nation Sportswear Shop's customers demonstrated a strong presence in the market effectively establishing itself in the Prospect stage of the loyalty ladder. The overall grand mean of 3.58 indicates a Very High Level of potential customer engagement, suggesting that Subli-Nation

Sportswear Shop successfully captured the attention of individuals who were likely to become future customers.

Specifically, respondents perceived that Subli-Nation Sportswear Shop offered products that aligned with their sportswear needs and expectations, evidenced by the highest mean score of 3.62 (SD = 0.51). This high rating reflected Subli-Nation Sportswear Shop's ability to accurately identify and cater to the specific needs of its target market, creating a strong sense of relevance and value.

Moreover, the strong likelihood of respondents to visit Subli-Nation Sportswear Shop in the future, with mean of 3.60 (SD = 0.58) highlighted the brand's ability to convert initial interest into tangible action. The appealing variety of products offered by Subli-Nation Sportswear Shop, with mean of 3.58 (SD = 0.49) further reinforced the brand's attractiveness to potential customers. Respondents reported a high level of familiarity with Subli-Nation Sportswear Shop's product, with a mean of 3.57 (SD = 0.52). This indicated that the brand has achieved significant recognition within the community. However, while still within the Very High Level range, the effectiveness of Subli-Nation Sportswear Shop's advertising and promotions in capturing customer attention was slightly lower mean of 3.51 (SD = 0.52). This suggested that while Subli-Nation Sportswear Shop has successfully established a strong foundation in the Prospect stage, there was an opportunity to enhance the impact of its advertising and promotional efforts to further stimulate initial interest and drive potential customers towards the next stages of the loyalty ladder.

Essentially, Subli-Nation Sportswear Shop has effectively positioned itself as a viable option for sportswear needs, demonstrating a strong ability to attract potential customers. While the brand excels in product familiarity, meeting customer needs, and offering product variety, it should focus on refining its advertising and promotional strategies to maximize its reach and convert prospects into loyal customers.

Table 8. Level of Customer Loyalty to Subli-Nation Sportswear Shop in Prospect Stage

	\bar{x}	Rank	SD	Verbal Interpretation
1. I am familiar with the products offered by Subli-Nation Sportswear Shop.	3.57	4	0.52	Very High Level
2. Subli-Nation Sportswear Shop's advertising and promotions captures my attention.	3.51	5	0.52	Very High Level
3. Subli-Nation Sportswear Shop offers products that meet my sportswear needs and expectations.	3.62	1	0.51	Very High Level
4. I am likely to visit Subli-Nation Sportswear Shop in the future.	3.60	2	0.58	Very High Level
5. I find the variety of products at Subli-Nation appealing.	3.58	3	0.49	Very High Level
Grand Mean	3.58			Very High Level
1.00 – 1.49	1.50 - 2.49	2.50 – 3.49	3.50 - 4.00	
Very Low Level	Low Level	High Level	Very High Level	

B. Level of Customer Loyalty in Customer Stage

The data in Table 9 shows that Subli-Nation Sportswear Shop demonstrated a strong ability to retain customers, effectively solidifying its position in the Customer stage of the loyalty ladder. The overall grand mean of 3.64 indicated a Very High Level of customer loyalty, suggesting that Subli-Nation Sportswear Shop successfully met the expectations of those who have made a purchase.

Specifically, respondents reported a highest level of satisfaction with the quality of the products they purchased ($M = 3.78$, $SD = 0.44$). This indicated that Subli-Nation Sportswear Shop delivered on its promise of providing high-quality sportswear. Furthermore, customers perceived that the prices at Subli-Nation Sportswear Shop were fair for the quality they receive, evidenced by the mean of 3.72 ($SD = 0.44$). This suggested that Subli-Nation Sportswear Shop effectively balances product quality and affordability. Moreover, the strong likelihood of respondents to consider purchasing from Subli-Nation Sportswear Shop again ($M = 3.62$, $SD = 0.48$) highlighted the brand's ability to foster repeat business. The perception that Subli-Nation Sportswear Shop's products were just as good as other sportswear brands ($M = 3.58$, $SD = 0.52$) further reinforced the brand's competitive standing.

However, while still within the Very High Level range, the shopping experience at Subli-Nation Sportswear Shop met customer expectations to a slightly lower level ($M = 3.55$, $SD = 0.54$). This suggested that while Subli-Nation Sportswear Shop has successfully established a strong foundation in the Customer stage, there was an opportunity to enhance the overall shopping experience to further solidify customer loyalty.

Essentially, Subli-Nation Sportswear Shop's has effectively satisfied its customers through high-quality products and fair pricing, demonstrating a strong ability to retain them. While the brand excelled in product quality, pricing, and fostering repeat purchases, it should focus on refining the overall shopping experience to maximize customer satisfaction and solidify loyalty.

Table 9. Level of Customer Loyalty to Subli-Nation Sportswear Shop in Customer Stage

	\bar{x}	Rank	SD	Verbal Interpretation
1. I am satisfied with the quality of the product I purchased from Subli-Nation Sportswear Shop.	3.78	1	0.44	Very High Level
2. My shopping experience at Subli-Nation Sportswear Shop met my expectations.	3.55	5	0.54	Very High Level
3. I would consider purchasing from Subli-Nation Sportswear Shop again.	3.62	3	0.48	Very High Level
4. The prices at Subli-Nation are fair for the quality I receive.	3.72	2	0.44	Very High Level
5. The products of Subli-Nation Sportswear Shop are just as good as other sportswear brands.	3.58	4	0.52	Very High Level
Grand Mean	3.64			Very High Level
1.00 – 1.49	1.50 - 2.49	2.50 – 3.49	3.50 - 4.00	
Very Low Level	Low Level	High Level	Very High Level	

C. Level of Customer Loyalty in Client Stage

The data in Table 10 show that Subli-Nation Sportswear Shop demonstrated a strong ability to build lasting relationships with its customers, effectively solidifying its position in the Client stage of the loyalty ladder. The overall grand mean of 3.58 indicates a Very High Level of customer satisfaction, suggesting that Subli-Nation Sportswear Shop successfully cultivated long-term relationships with its regular patrons.

Specifically, respondents reported a highest level of satisfaction with the product consistency and quality of Subli-Nation Sportswear Shop ($M = 3.65$, $SD = 0.50$). This high rating reflected Subli-Nation Sportswear Shop's commitment to maintaining consistent product standards, building trust and reliability with repeat customers. Subli-Nation Sportswear Shop focused on retaining its product manufacturing to maintain production consistency.

Furthermore, customers expressed a willingness to recommend Subli-Nation Sportswear Shop to others based on their experiences, evidenced by the mean of 3.62 ($SD = 0.51$). This suggested that Subli-Nation Sportswear Shop fostered positive word-of-mouth referrals. Moreover, the preference for Subli-Nation Sportswear Shop over other sportswear shops ($M = 3.56$, $SD = 0.52$) highlighted the brand's ability to differentiate itself and build customer preference. The consistent delivery of excellent customer service ($M = 3.53$, $SD = 0.61$) further reinforced the brand's commitment to customer satisfaction. However, while still within the Very High Level range, the regularity of purchases from Subli-Nation Sportswear Shop is slightly lower ($M = 3.52$, $SD = 0.67$). This suggested that while Subli-Nation Sportswear Shop has successfully established a strong foundation in the Client stage, there is an opportunity to explore strategies to further encourage regular and consistent purchases from its client base.

In essence, Subli-Nation Sportswear Shop has effectively built strong relationships with its clients through reliable product standards, superior client support, and favorable customer referrals. While the brand excelled in these areas, it should focus on implementing strategies to further encourage regular purchases and maximize client retention.

Table 10. Level of Customer Loyalty to Subli-Nation Sportswear Shop in the Client Stage

	\bar{x}	Rank	SD	Verbal Interpretation
1. I regularly purchase sportswear from Subli-Nation Sportswear Shop.	3.52	5	0.67	Very High Level
2. I am satisfied with the product consistency and quality of Subli-Nation Sportswear Shop.	3.65	1	0.50	Very High Level
3. I have always received excellent customer service at Subli-Nation.	3.53	4	0.61	Very High Level
4. I prefer Subli-Nation Sportswear Shop over other sportswear shops I have visited.	3.56	3	0.52	Very High Level
5. I would recommend Subli-Nation Sportswear Shop to others based on my experiences.	3.62	2	0.51	Very High Level
Grand Mean	3.58			Very High Level
1.00 – 1.49	1.50 - 2.49	2.50 – 3.49	3.50 - 4.00	
Very Low Level	Low Level	High Level	Very High Level	

D. Level of Customer Loyalty in Supporter Stage

The data in Table 11 shows Subli-Nation Sportswear Shop demonstrated a strong ability to build a community of supporters, effectively solidifying its position in the Supporter stage of the loyalty ladder. The overall grand mean of 3.45 indicated a High Level of customer loyalty suggesting that Subli-Nation Sportswear Shop successfully cultivated a customer base that actively supported the brand beyond mere transactions, but a step lower compared to Very High Level in Prospect, Customer and Client Stages.

Specifically, respondents reported that they believed Subli-Nation Sportswear Shop represented values that resonate with them ($M = 3.55$, $SD = 0.54$). This high rating reflected Subli-Nation Sportswear Shop's ability to establish a strong brand identity and communicate values that align with its customers' personal beliefs, fostering a deeper emotional connection.

The strong sense of loyalty customers feel towards Subli-Nation Sportswear Shop ($M = 3.51$, $SD = 0.57$) further reinforced the brand's ability to cultivate a devoted customer base. Furthermore, customers often share positive feedback and experiences about Subli-Nation Sportswear Shop with friends and family ($M = 3.48$, $SD = 0.61$). This suggested that Subli-Nation Sportswear Shop's successfully generated positive word-of-mouth referrals.

Respondents reported a high level of engagement with Subli-Nation Sportswear Shop on social media ($M = 3.40$, $SD = 0.66$). This indicated that Subli-Nation Sportswear Shop has effectively built an online community, reaching its customers where they spend time digitally. However, while still within the High Level range, the participation in promotions or events hosted by Subli-Nation Sportswear Shop was slightly lower ($M = 3.31$, $SD = 0.77$). This lower score, compared to the higher scores in product satisfaction and social media engagement, suggested that while Subli-Nation Sportswear Shop excelled at building an online community and fostering word-of-mouth, its physical or event-based initiatives may not be as effectively reaching or appealing to its supporters. This could be due to factors such as event timing, location, perceived relevance, or promotional strategies specific to these events.

In essence, Subli-Nation Sportswear Shop has effectively built a community of supporters through strong social media engagement, positive word-of-mouth, and shared values. While the brand excelled in these areas, it should focus on increasing participation in its promotions and events to further solidify customer advocacy, addressing the potential disconnect between its online success and event engagement.

Table 11. Level of Customer Loyalty to Subli-Nation Sportswear Shop in Supporter Stage

	\bar{x}	Rank	SD	Verbal Interpretation
1. I actively follow Subli-Nation Sportswear Shop on their social media accounts.	3.40	4	0.66	High Level
2. I often share positive feedback and experience about Subli-Nation Sportswear Shop with friends or family.	3.48	3	0.61	High Level
3. I believe that Subli-Nation Sportswear Shop represents values that resonate with me.	3.55	1	0.54	Very High Level
4. I participate in promotions or events hosted by Subli-Nation Sportswear Shop.	3.31	5	0.77	High Level

5. I feel a sense of loyalty to Subli-Nation Sportswear Shop. 3.51 2 0.57 Very High Level

Grand Mean 3.45 High Level

1.00 – 1.49	1.50-2.49	2.50 – 3.49	3.50-4.00
Very Low Level	Low Level	High Level	Very High Level

E. Level of Customer Loyalty in Advocate Stage

Subli-Nation Sportswear Shop demonstrated a strong ability to cultivate brand advocates, effectively solidifying its position in the Advocate stage of the loyalty ladder. The overall grand mean of 3.48 indicated a High Level of customer advocacy, suggesting that Subli-Nation Sportswear Shop successfully fostered a customer base that actively promotes the brand, but a step lower compared to Very High Level in Prospect, Customer and Client Stages.

Specifically, respondents reported a highest level of willingness to recommend Subli-Nation Sportswear Shop to others, with mean of 3.62 (SD=0.48). This indicated that Subli-Nation Sportswear Shop created positive experiences that customers were eager to share.

Furthermore, customers reported encouraging others to choose Subli-Nation Sportswear Shop for their sportswear needs, with mean of 3.68 (SD=0.49). Customers also feel proud to wear Subli-Nation Sportswear Shop's products in public (M = 3.65, SD=0.50). This suggests that Subli-Nation Sportswear Shop has built a brand identity that customers are proud to associate with. However, while still within the High Level range, the active defense of Subli-Nation Sportswear Shop against negative feedback was comparatively lower (M = 3.33, SD=0.65). Additionally, the active promotion of Subli-Nation Sportswear Shop's products on social media was the lowest (M = 3.13, SD=0.75). This suggested that while Subli-Nation Sportswear Shop has successfully built a foundation of advocacy, there is an opportunity to encourage more active online promotion and defense of the brand.

Table 12. Level of Customer Loyalty to Subli-Nation Sportswear Shop in Client Stage

	\bar{x}	Rank	SD	Verbal Interpretation
1. I highly recommend Subli-Nation Sportswear Shop to others.	3.62	3	0.48	Very High Level
2. I feel proud to wear Subli-Nation Sportswear Shop's products in public.	3.65	2	0.50	Very High Level
3. I actively promote Subli-Nation Sportswear Shop's products on my social media account/s.	3.13	5	0.75	Very High Level
4. I defend Subli-Nation Sportswear Shop if I hear or read any negative feedback from others.	3.33	4	0.65	High Level
5. I encourage others to choose Subli-Nation for their sportswear needs.	3.68	1	0.49	Very High Level
Grand Mean	3.48			High Level

1.00 – 1.49	1.50-2.49	2.50 – 3.49	3.50-4.00
Very Low Level	Low Level	High Level	Very High Level

IV. Significant difference on the Extent of Marketing Strategies as perceived by the respondents when grouped according to their Profile Variables

The data in Table 13 show that when respondents were grouped according to age, there is a significant difference on the extent of marketing strategies as perceived by the respondents in terms of product ($F = 5.04$, $p = 0.00$), price ($F = 3.48$, $p = 0.01$), place ($F = 3.20$, $p = 0.01$) and promotion ($F = 2.61$, $p = 0.04$), with all p values lower than 0.05. This means that perception of Subli-Nation Sportswear Shop's marketing strategies varies differently as to age.

Post Hoc analysis examined age group differences across respondents' perceptions on Product, Price, Place and Promotion marketing strategies. For product, the test found no significant differences between the 20 and below group and any other age groups. Similarly, the 21-30 group showed no significant differences compared to other ages. However, the 31-40 group differed significantly from both the 41-50 and 51 and above groups. In short, the 31-40 age group perceived the product differently than the 41-50 and 51 and above age groups. Regarding Price, the test found no significant differences between the 20 and below group and any other age group. However, the 51 and above group perceived Price differently than both the 21- 30 and 31- 40 age groups. In essence, 51 and above age group had significantly different views on the Price aspect of the business than the 21-30 and 31- 40 age groups. Regarding Place, the test found no significant differences between the 20 and below group and any other age group. Similarly, the 21-30 group showed no significant differences compared to other ages. The 31-40 group, however, perceived Place differently than the 41-50 and 51 and above groups. In summary, the 31-40 age group viewed the Place aspect of the business differently than the 41-50 and 51 and above age groups. For Promotion, the test found no significant differences between the 20 and below group and any other age group. Similarly, the 21-30 group showed no significant differences when compared to other ages. However, the 31-40 group perceived Promotion differently than the 41-50 group. No other age group comparisons show significant differences. In essence, only the 31-40 and 41-50 age groups have significantly different views on the Promotion aspect of the business.

Table 13. Significance of Difference on the Extent of Marketing Strategy of Subli-Nation Sportswear Shop as perceived by the Respondents when grouped according to their Age

	Product			Price		
	\bar{x}	F	p	\bar{x}	F	p
Age						
20 years old and below	3.80			3.80		
21 – 30 years old	3.73			3.62		
31 – 40 years old	3.94	5.04	0.00*	3.76	3.48	0.01*
41 – 50 years old	3.30			3.30		
51 years old and above	3.36			3.10		
	Place			Promotion		
	\bar{x}	F	p	\bar{x}	F	p
20 years old and below	3.72			3.68		

21 – 30 years old	3.54			3.46		
31 – 40 years old	3.69	3.20	0.01*	3.65	2.61	0.04*
41 – 50 years old	3.00			2.95		
51 years old and above	3.10			3.06		

*Significant at $p \leq 0.05$

The data in Table 14 show customers' perceptions of Subli-Nation Sportswear's marketing strategies vary across different groupings. Product evaluation between new and repeat customers showed a statistically significant difference, $t=-2.02$, $p=0.04$ however no significant differences were observed across sex ($t=-1.36$, $p=0.17$) and store branch ($t=-1.33$, $p=0.18$).

Price perceptions showed no significant variations based on sex ($t=-0.96$, $p=0.33$), store branch ($t=-1.07$, $p=0.28$) and type of customer ($t=-1.44$, $p=0.15$).

Similarly, place evaluations do not yield significant differences based on sex ($t=-1.56$, $p=0.12$), store branch ($t=-0.98$, $p=0.28$) and type of customer ($t=-0.50$, $p=0.61$).

Finally, promotion ratings also showed no statistically significant variations in terms of sex ($t=-1.29$, $p=0.19$), store branch ($t=-0.61$, $p=0.54$) and type of customer ($t=-1.32$, $p=0.19$).

In summary, the analysis revealed that type of customer, specifically being a new versus repeat customer, significantly influenced the perception of Subli-Nation Sportswear Shop's product. This is because customers perceived the products of Subli-Nation Sportswear Shop more favorably. However, sex and store branch do not significantly affect customer perceptions across product, price, place, and promotion. This indicated that while Subli-Nation Sportswear Shop effectively catered to its repeat customers regarding product quality, it maintained a generally consistent perception across different customer groups concerning price, location, and promotional efforts.

Table 14. Significance of Difference on the Extent of Marketing Strategy of Subli-Nation Sportswear Shop as perceived by the Respondents when grouped according to their Sex, Store Branch and Type of Customer

	Product			Price		
	\bar{x}	t	p	\bar{x}	t	p
Sex						
Male	3.66	-1.36	0.17	3.55	-0.96	0.33
Female	3.76			3.64		
Store Branch						
Ibajay	3.65	-1.33	0.18	3.53	-1.07	0.28
Kalibo	3.76			3.64		
Type of Customer						
New Customer	3.61	-2.02	0.04*	3.51	-1.44	0.15
Repeat Customer	3.78			3.66		
	Place			Promotion		
	\bar{x}	t	p	\bar{x}	t	p
Sex						

Male	3.42	-1.56	0.12	3.36	-1.29	0.19
Female	3.59			3.51		
Store Branch						
Ibajay	3.45	-0.98	0.28	3.40	-0.61	0.54
Kalibo	3.55			3.47		
Type of Customer						
New Customer	3.48	-0.50	0.61	3.35	-1.32	0.19
Repeat Customer	3.53			3.51		

*Significant at $p \leq 0.05$

V. Significant difference on the level of Customer Loyalty to Subli-Nation Sportswear Shop when respondents are grouped according to their Profile Variables

The data in Table 15 shows that when grouped as to age, respondents' level of customer loyalty shows significant difference in Prospect ($F=2.63$, $p=0.04$), Customer ($F=2.68$, $p=0.03$), Supporter ($F=3.29$, $p=0.01$), and Advocate ($F=2.53$, $p=0.04$). However, no significant difference in Client Stage ($F=2.00$, $p=0.10$) was found.

Post hoc analysis shows that for Prospect and Customer Stage, the test finds no significant differences between any age groups. Essentially, age does not influence respondents' loyalty level in these initial stages of customer engagement. However, the test reveals differences in how age groups perceive in Supporter and Advocate stages. Specifically, people aged 21-30 rated both in Supporter and Advocate stages differently than people aged 51 and above. Similarly, people aged 31-40 rated both in Supporter and Advocate stages differently than those 51 years and older. In summary, while age does not affect respondents' loyalty level in Prospect and Customer stages, it does significantly influence customer loyalty level in Supporter and Advocate stages, with the 51 and above age group showing distinct views compared to the 21-30 and 31-40 age groups.

Table 15. Significance of Difference on the Level of Customer Loyalty to Subli-Nation Sportswear Shop when respondents are grouped according to their Age

	Prospect			Customer			Client		
	\bar{x}	F	p	\bar{x}	F	p	\bar{x}	F	p
Age									
20 years old and below	3.68			3.76			3.52		
21 – 30 years old	3.60			3.67			3.62		
31 – 40 years old	3.72	2.63	0.04*	3.78	2.68	0.03*	3.67	2.00	0.10
41 – 50 years old	3.25			3.20			3.25		
51 years old and above	3.20			3.33			3.23		
	Supporter			Advocate					

	\bar{x}	F	p	\bar{x}	F	p
20 years old and below	3.20			3.56		
21 – 30 years old	3.52			3.53		
31 – 40 years old	3.61	3.29	0.01*	3.74	2.53	0.04*
41 – 50 years old	3.10			3.35		
51 years old and above	2.90			3.06		

*Significant at $p \leq 0.05$

The data in Table 16 illustrates distinctions in customer loyalty to Subli-Nation Sportswear Shop across different demographic groups.

Respondents' level of Customer Loyalty in Customer Stage between new and repeat customers show a statistically significant difference, $t = -1.93$, $p = 0.05$ however, no significant differences were observed across sex ($t = -1.77$, $p = 0.08$) and store branch ($t = -1.12$, $p = 0.26$).

Respondents' level of Customer Loyalty in Prospect Stage shows no significant variations based on sex ($t = -1.59$, $p = 0.11$), store branch ($t = -1.43$, $p = 0.15$) and type of customer ($t = -1.43$, $p = 0.15$).

On respondents' level of Customer Loyalty in Client Stage shows no significant variations based on sex ($t = -1.63$, $p = 0.10$), store branch ($t = -1.26$, $p = 0.21$) and type of customer ($t = -1.81$, $p = 0.07$).

Similarly, respondents' level of Customer Loyalty in Supporter Stage shows no significant variations based on sex ($t = -1.32$, $p = 0.18$), store branch ($t = -0.81$, $p = 0.41$) and type of customer ($t = -1.34$, $p = 0.18$).

Finally, respondents' level of Customer Loyalty in Advocate Stage shows no significant variations based on sex ($t = -1.50$, $p = 0.13$), store branch ($t = -0.66$, $p = 0.50$) and type of customer ($t = -1.58$, $p = 0.11$).

Overall, the data shows that while there are numerical differences in loyalty scores based on sex, store branch, and type of customer, only the difference between new and repeat customers at the Customer stage is statistically significant. This highlights the importance of building loyalty early in the customer journey to convert new customers into repeat customers, particularly in the context of Subli-Nation Sportswear Shop's operations.

Table 16. Significant Difference on the Level of Customer Loyalty to Subli-Nation Sportswear Shop when respondents are grouped according to their Sex, Store Branch, and Type of Customer

	Prospect			Customer			Client		
	\bar{x}	F	p	\bar{x}	F	p	\bar{x}	F	p
Sex									
Male	3.50	-1.59	0.11	3.55	-1.77	0.08	3.49	-1.63	0.10
Female	3.64			3.71			3.65		
Store Branch									
Ibajay	3.50	-1.43	0.15	3.58	-1.12	0.26	3.50	-1.26	0.21

Kalibo	3.63			3.68			3.62		
Type of Customer									
New Customer	3.50	-1.43	0.15	3.53	-1.93	0.05	3.47	-1.81	0.07
Repeat Customer	3.63			3.71			3.65		
	Supporter			Advocate					
	\bar{x}	F	p	\bar{x}	F	p			
Sex									
Male	3.36	-1.32	0.18	3.43	-1.50	0.13			
Female	3.52			3.59					
Store Branch									
Ibajay	3.39	-0.81	0.41	3.48	-0.66	0.50			
Kalibo	3.49			3.55					
Type of Customer									
New Customer	3.35	-1.34	0.18	3.42	-1.58	0.11			
Repeat Customer	3.51			3.58					

*Significant at $p \leq 0.05$

VI. Significant Relationship between the Extent of the Marketing Strategy of Subli- Nation Sportswear Shop as perceived by the respondents and their Level of Customer Loyalty in each Stage of the Loyalty Ladder

Table 17 reveals how Subli-Nation Sportswear Shop's marketing mix actively influenced customer loyalty across different stages. Subli-Nation Sportswear Shop attracts Prospects strongly correlated with this initial stage in Place ($r=.759$), but moderate in Product ($r=.683$), Promotion ($r=.679$), and the lowest in Price ($r=.677$).

The shop retained Customers through having consistently strong positive correlation in all experiences with Place ($r=.782$), followed by Product ($r=.762$), Promotion ($r=.744$) and Price ($r=.711$).

Subli-Nation Sportswear Shop showed strong correlation on Clients, by effectively focusing on Promotions ($r=.746$), Place ($r=.722$), and Product ($r=.696$), but moderate in Price ($r=.633$).

The shop found that Supporters have a strong correlation with Promotion ($r=.696$), while moderate correlation in Product ($r=.656$), Place ($r=.607$), and Price ($r=.421$).

Finally, Subli-Nation Sportswear Shop fostered advocates through strong products and impactful promotions, as both Product and Promotion ($r=.732$) showed strong correlation, followed by moderate correlation in both Place ($r=.691$) and Price ($r=.544$).

Overall, Subli-Nation Sportswear Shop's marketing strategies actively shape customer loyalty. The data clearly showed that Subli-Nation Sportswear Shop builds strong customer relationships by actively managing Promotion, Place, and Product, while recognizing that Price played a comparatively smaller role in customer loyalty.

Table 17. Significant Relationship between the Extent of Marketing Strategy of Subli-Nation Sportswear Shop as perceived by the respondents and their Level of Customer Loyalty in each stage of the Customer Loyalty Ladder.

	Product		Price		Place		Promotion	
	r	p	r	p	r	p	r	p
Prospect	.683*	.000	.677*	.000	.759**	.000	.679*	.000
Customer	.762**	.000	.711**	.000	.782**	.000	.744**	.000
Client	.696**	.000	.633*	.000	.722**	.000	.746**	.000
Supporter	.656*	.000	.421*	.000	.607*	.000	.696**	.000
Advocate	.732**	.000	.544*	.000	.691*	.000	.732**	.000

Significant at $p \leq 0.05$

* Moderate Correlation (.40 - .69)

** Strong Correlation (.70 - .89)

Chapter 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter presents the summary of findings, conclusions, and recommendation of the study.

Summary

This study was anchored on the 4Ps of Marketing and the Customer Loyalty Ladder.

A descriptive-correlational research method was employed. The respondents consisted of 80 customers of Subli-Nation Sportswear Shop. A researcher- made questionnaire, comprising 45 items was used to gather the necessary data. The data were analyzed using statistical tools such as frequency counts, percentages, weighted means, t-tests, ANOVA, and Pearson's r. All computations and analyses were then performed using the Statistical Package for the Social Sciences (SPSS).

Findings

Based on the results, the following findings were formulated:

1. The analysis of these findings indicated a variety and diversity of demographic attributes among customers at Subli-Nation Sportswear Shop. Majority of profiled respondents were typically within the 21 to 30 years old age bracket, totaling 67% of the sample population. Fourteen percent or 11 respondents were 31 to 40 years old. Eight percent or six respondents are 51 years old and below, another 8% or six respondents were 51 years old and above, and the smallest group, 6% or five respondents were 20 years old and below.

In terms of sex, there were a slightly greater number of respondents who were female compared to male, at 55% to 45%, respectively.

Respondents of the study in terms of branches where they were collected include 60% who were from Kalibo branch and 40% coming from Ibajay.

Finally, this showed that Subli-Nation Sportswear Shop has a stable and extensive customer base, with 60% of the respondents being repeat customers and 40%, new ones.

2. This study revealed that the extent of marketing strategies of Subli-Nation Sportswear Shop was rated Highly Extensive on three out of four marketing mix elements namely Product ($M = 3.70$), Price ($M = 3.60$), and Place ($M = 3.51$), while extensive only in Promotion ($M = 3.45$).

Product. The main approval of respondents was in regards to the shop products: variant, quality, and design of sportswear. This means that the shop was already on its way to hitting its target market preference and expectation about the product line.

Price. The pricing strategy was also positively noted by the respondents, implying that for them, the products were reasonably price worthy considering their perceived value. It may raise the probability of repurchasing as well as satisfaction level.

Place. The location of stores was positively remarked by customers because they find it easy to locate the stores: within the community, suitable for fast and easy shopping experience.

Promotion. However, the promotion methodology was rated as Extensive only ($M = 3.45$), comparatively lower than the other elements. Customers emphasized more with regard to the modality on promotions and advertising, especially in digital markets and presence on social networks.

3. The Very High Level in Loyalty Ladder were for the Prospect ($M = 3.58$), Customer ($M = 3.64$), and Client ($M = 3.58$) stages. This implied that Subli-Nation Sportswear Shop does a good job in bringing in new customers, bringing them back through repeated visits and bringing them back into the cycle of being satisfied returning clients. The Very High ratings meant that customers believed very strongly in the brand and were willing to trust its offerings enough to buy from it again.

Supporter ($M = 3.45$), and Advocate ($M = 3.48$), coming in as High in loyalty, a stepped lower compared to others customer loyalty ladder stages. This still retained a good level of loyalty, but it implied that it has fewer customers who have gone extra lengths to promote the brand to or defend it in public.

4. Profile variables significantly influenced how customers perceive Subli-Nation Sportswear Shop's marketing strategies.

The data clearly showed that Subli-Nation Sportswear Shop's marketing strategies do not impact all customer groups equally. Customer type ($t = -2.02$, $p = 0.04$) strongly influences how people see the product. New customers gave the product lower ratings than repeat customers, which means Subli-Nation Sportswear Shop must improve how they present their product to new buyers. They should focus on clear product descriptions, good customer service for first-time buyers, or offering special incentives to motivate initial transactions.

The study found significant differences in marketing strategy perceptions across age groups, primarily involving the 31-40 demographic. This group consistently perceived Product, Price, Place, and Promotion differently than the 41-50 and 51 years old and above age groups. Specifically, the 31-40 group differed from older groups in their views on Product and Place, and also showed distinct perceptions of Price and Promotion. Younger groups (20 and below, 21-30) displayed no significant differences in their marketing strategy perceptions.

5. The data demonstrated that customer loyalty to Subli-Nation Sportswear Shop changes significantly based on certain profile of the respondents.

A statistically significant difference was observed on the type of customer- between new types versus repeat customers, especially at the Customer stage ($t = -1.93$, $p = 0.05$). Repeat buyers tended to show greater loyalty; thus, a positive purchasing experience tend to increase customer loyalty. This means first-time buyers should be nurtured with very good service and personalized follow-up to encourage repeat visits.

On the other hand, age made a major impact on loyalty at the Supporter ($F = 3.29$, $p = 0.01$) and Advocate ($F = 2.53$, $p = 0.04$) stages. Customers aged 21-30 and 31-40 showed different loyalty patterns compared to older customers 51 up. This suggests a possibility that the younger customers may be interacting

differently in their purchasing behavior on the marketing mix, more influenced by digital promotions and brand image statements, while older customers may be relying on their long-standing trust or referrals more.

Conversely, sex and store branch were considered variables that do not exert a major effect on customer loyalty, thereby implying that marketing campaigns and customers' experiences were uniformly made in services offered across sex and store locations. Such a finding is encouraging and affirmed operational standardization.

6. Subli-Nation Sportswear Shop's marketing strategies strongly correlated with customer loyalty. Respondents who perceived the shop's product, place, and promotion strategies as extensive exhibit significantly higher levels of loyalty. Specifically, strong product quality, strategic store placement, and effective promotions actively drive customer loyalty. Price, while still influential, played a less significant role in building loyalty compared to these other marketing elements.

Conclusion

This study examined how Subli-Nation Sportswear Shop built customer loyalty through its marketing strategy. The research discovered 21-30 years old, predominantly female customer base in Kalibo, largely comprised of repeat buyers, demonstrating strong initial customer retention. Customers rate Subli-Nation Sportswear Shop's product, price, and place highly, but see room for improvement in social media promotions. While early loyalty stages (Prospect, Customer and Client) showed high loyalty level, Supporter and Advocate stages indicated a need for enhanced engagement strategies.

Customer demographics significantly impacted marketing perceptions and loyalty. New customers rate Product lower than repeat buyers, suggesting a need for targeted onboarding. The 31-40 age group viewed marketing strategies differently compared to 41-50 and 50 years old and above age groups, in Product and Place strategies, requiring tailored approaches. Repeat customers displayed higher loyalty in all stages of customer loyalty in Prospect, Customer, Client, Supporter and Advocate, than new customers, emphasizing the importance of relationship building.

Marketing strategies, particularly product quality, store placement, and promotions, strongly correlated with customer loyalty. Subli-Nation Sportswear Shop actively shapes loyalty across different stages by focusing on these core elements. Price, while relevant, plays a less significant role in driving loyalty.

Recommendation

Based on the findings, Subli-Nation Sportswear Shop should implement several key recommendations to actively strengthen customer loyalty.

First, Subli-Nation Sportswear Shop must actively enhance their social media strategies to better connect with customers, creating engaging content and running targeted campaigns to boost promotional efforts. Second, Subli-Nation Sportswear Shop needs to improve how they present products to new customers, providing clear product information, excellent customer service for first-time buyers, and introductory deals to encourage initial purchases and build loyalty.

Third, Subli-Nation Sportswear Shop should actively engage customers at the Supporter and Advocate stages, increasing customer engagement on social media, encouraging participation in promotions and events, and fostering positive feedback sharing, focusing on creating brand advocates.

Fourth, Subli-Nation Sportswear Shop should conduct further research to understand the specific needs of the 31-40 and 41-50 age group and adjust their product, price, place, and promotion strategies accordingly, given their distinct preferences.

Fifth, Subli-Nation Sportswear Shop should maintain consistent customer service and loyalty programs for all sexes and store locations, as these factors do not significantly impact loyalty.

Sixth, Subli-Nation Sportswear Shop must prioritize delivering high-quality products, maintaining strategic store locations, and implementing effective promotions, as these elements directly drive customer loyalty.

Seventh, while price matters, Subli-Nation Sportswear Shop should focus on enhancing other marketing elements to build loyalty, strategically managing price in conjunction with these other efforts, while actively working to turn new customers into repeat buyers by improving initial customer experiences, offering loyalty programs, and providing consistent quality. By implementing these recommendations, Subli-Nation Sportswear Shop will actively strengthen customer loyalty, build stronger brand advocates, and maximize customer retention across all stages.

Finally, considering the researcher's proposed marketing plan is crucial because it offers a comprehensive, data-driven approach to cultivating lasting customer relationships. By strategically focusing on engagement, new customer experiences, and core value propositions like product quality and location, Subli-Nation Sportswear Shop can move beyond transactional interactions to build a loyal customer base that actively supports and advocates for the brand, ultimately leading to sustainable growth and increased profitability.

Building Customer Loyalty through Marketing Strategies

A Proposed Marketing Plan for Subli-Nation Sportswear Shop

This marketing plan specifically designs strategies and tactics for Subli-Nation Sportswear Shop. Its primary goal is to build stronger customer loyalty. The plan applies to all current and potential customer segments. It focuses on marketing activities that enhance customer engagement, improve the customer journey, and foster brand advocacy. The plan does not delve into operational aspects beyond their direct impact on customer.

I. Objective

To actively strengthen customer loyalty, build brand advocates, and maximize customer retention across all stages of the customer journey.

II. Strategies & Tactics

A. Enhance Social Media Engagement

Strategy: Create engaging, relevant content and run targeted campaigns to improve social media presence and boost promotional effectiveness.

Tactics:

Develop a content calendar with diverse content (product showcases, behind-the-scenes, customer testimonials, interactive polls, contests).

Run targeted advertising on platforms like Facebook to reach specific demographics.

Actively respond to customer comments and messages.

B. Improve New Customer Onboarding

Strategy: Provide clear product information, excellent customer service, and introductory offers to convert new customers into loyal buyers.

Tactics:

Develop detailed product descriptions and high-quality images for online and in-store displays.

Train staff to provide personalized and attentive customer service to first-time buyers.

Offer welcome discounts or bundles for new customers.

C. Enhance Supporter and Advocate Stages

Strategy: Increase customer engagement and foster brand advocacy through interactive promotions and positive feedback sharing.

Tactics:

Run exclusive promotions and events for loyal customers.

Create a customer loyalty program with tiered rewards and benefits.

Encourage customer reviews and testimonials on social media and review platforms.

Implement a system for sharing positive customer experiences and addressing negative feedback promptly.

Create incentives for customers to advocate for Subli-Nation Sportswear Shop on their own social media.

D. Tailor Strategies for the 31-40 Age Group

Strategy: Conduct further market research to understand the specific needs of this demographic and adjust marketing strategies accordingly.

Tactics:

Conduct surveys and focus groups to gather insights on product preferences, pricing sensitivity, and preferred communication channels.

Develop targeted marketing campaigns and product offerings tailored to this age group.

Adjust store layout and ambiance to appeal to this demographic.

E. Maintain Consistency

Strategy: Ensure consistent customer service and loyalty programs across all sexes and store locations.

Tactics:

Regularly train staff to provide consistent and high-quality customer service.

Standardize loyalty program benefits and communication across all locations.

Conduct regular audits to ensure consistency in customer experience.

F. Prioritize Product, Place, and Promotion

Strategy: Consistently deliver high-quality products, maintain strategic store locations, and implement effective promotions.

Tactics:

Implement rigorous quality control measures for all products.

Conduct regular location analysis to ensure optimal store placement.

Develop a comprehensive promotional calendar with diverse campaigns.

G. Strategically Manage Price

Strategy: Recognize price as a secondary factor in loyalty building and focus on enhancing other marketing elements.

Tactics:

Conduct competitive pricing analysis to ensure fair pricing.

Offer value-added services and benefits to justify price points.

Focus on communicating the value proposition of Subli-Nation Sportswear Shop's products and services.

H. Focus on Repeat Customers

Strategy: Actively work to turn new customers into repeat buyers.

Tactics:

Track customer interactions and their preferences.

Send personalized offers or recommendations to repeat customers.

Create exclusive events and promotions for loyal customers.

III. Measurement & Evaluation

Proactively monitor key customer loyalty rates, customer worth over time, social media engagement, and positive customer feedback scores.

Regularly conduct customer surveys and feedback sessions.

Analyze sales data and customer purchase patterns.

Utilize analytics tools to track website and social media performance.

IV. Budget & Timeline:

Develop a detailed budget for each marketing initiative.

Create a timeline for implementation and track progress regularly.

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