JGB 1642

An Analysis of the Marketing Mix on the Clothing Line Industry and Purchase Intention of Capampangan Shoppers Using the Theory of Planned Behavior

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Abstract

The clothing line industry has increased significantly over the years since the Covid-19 pandemic occurred, and as a result, consumer attitudes and behavior toward clothing lines are developing. This study aims to find out whether the marketing mix elements, such as product, price, place, promotion, people, and process, have an impact on attitudes, subjective norms, and perceived behavioral control in the clothing industry and if they have a significant impact on Capampangan consumers' purchase intentions during the COVID-19 pandemic. In this study, the theory of planned behavior served as the conceptual framework. A structured 37-item questionnaire was utilized to collect 168 responses from Pampanga residents, and the Raosoft Sample Calculator was applied to test the hypothesis. The results showed that the marketing mix has a significant effect on the subjective norm and perceived behavioral control except for attitude, which has a weak significant effect on the marketing mix. In addition, it was also found that purchase intention significantly affects attitude, subjective norms, and perceived behavioral

control. However, the study recommends that SMEs, particularly those in the clothing industry, and marketers identify which marketing mix elements significantly affect customers' online buying preferences, especially in light of the COVID-19 pandemic.

Keywords: *clothing line industry, theory of planned behavior, marketing mix, attitude, subjective norms, perceived behavioral control, purchase intentions*

Introduction

The COVID-19 pandemic spread worldwide and significantly affected people and many businesses across different industries and economies (Donthu & Gustafsson, 2020). Among which is the clothing industry, which was one of the most affected by the repercussions of the pandemic. In the Philippines, it was reported by Ibañez (2020) of BusinessWorld, that the COVID-19 pandemic severely impacted the clothing industry in the country due to shortages in raw materials and consumers choosing to stay away from physical stores due to quarantine restrictions. In line with the impacts of the pandemic on clothing industries, it also affected the purchase intentions of many consumers. According to the research report of Wright & Blackburn (2020), changes in consumer attitudes and purchasing habits are evident and will remain even after the pandemic. While consumers' purchase intentions are currently centered on basic needs, they are becoming more conscious while shopping, where consumers embrace e-commerce and buy locally instead.

The objective of this research is to determine whether marketing mix elements have an impact on attitudes, subjective norms, and perceived behavioral control. Furthermore, attitude, subjective norms, and perceived behavioral control significantly impact Capampangan shoppers' purchase intentions during the pandemic. In addition, consumers in the Philippines, especially in

Pampanga, focus on this study, which aims to discover what factors led them to buy things during the COVID-19 pandemic. Using the structural equation modeling (SEM) technique, the researcher can combine the protection motive theory with the extended theory of planned behavior.

Therefore, the results of this study will be beneficial to clothing businesses. This study will help them improve and enhance the factors of Marketing Mix and purchase intention to the clothing line and know the strategies that can help them retain and improve their service level to consumers for long-term benefits. Furthermore, this study will benefit future researchers as this study will serve as a frame of reference for other researchers who wish to conduct related research on a broader scope or to validate the findings of this study in terms of understanding the relationship between the factors that affect the clothing line industry. With that, the results of this study may add value to the business community and can help in more knowledge of this recently emerging industry, especially to the Capampangan shoppers during the pandemic in Pampanga.

Review of Related Literature

Impact of the Pandemic on Clothing Industries

Clothing is a labor-intensive industry that generates entry-level opportunities for unskilled labor in both advanced and developing worlds. The COVID-19 pandemic has dramatically affected many businesses across different industries, including the clothing industry. Wazir (2020) shows that the impact on apparel consumption has significantly affected the export of apparel and fashion items worldwide. Making the suggestions from the study of Chakraborty and Biswas (2020) relevant, where they suggested that further studies should be conducted regarding consumer behavior as this would help retailers to future-proof their businesses as experts predict that consumers will have changes in their attitude toward shopping

during and post-pandemic. As Auld (2021) reported, many workers who work in the clothing industry lost their jobs due to the closure of many physical stores and a halt in the production of clothing, as consumers did not feel the need to shop for less essential products such as fashion garments.

Impact of the Pandemic on the Marketing Mix

The marketing mix concept has proven to be a valuable tool in teaching, addressing corporate problems, and generally as a way to approach marketing. During the COVID-19 crisis, fundamental shifts in customer demands and buying behavior occurred, making it even more critical for a company's survival to rely on innovative marketing tactics and strategies. According to previous marketing studies, economic crises give an ideal opportunity for businesses/brands to grow their market share, especially if they plan appropriately for the long term. Managers should use suitable marketing tactics in the COVID-19 condition, marked by high economic and business environment uncertainty, to not only ensure the survival of their companies but also gain a competitive advantage in the post-COVID-19 era (Nikbin et al., 2021).

According to the study by Nurnafia (2021), the clothing line or the fast-fashion is currently a significant component of the fashion business. In social media social media marketing allows the sharing of information between customers and businesses. Instagram is a popular social networking platform that businesses, including fashion labels, have widely used. It has become one of the most important divisions of the fashion business. Given the importance of digital commerce and marketing, particularly in light of the Covid-19 pandemic, research into social media marketing activities during the Covid-19 pandemic is required for fast-fashion marketers to understand their clients' demands and behaviors better.

Marketers must modify the marketing mix in order to provide value to the customers. According to the study by Gulia & Marwah 2020, it is one of the most suitable periods for marketers when they need to implement responsible marketing to more effectively connect with clients (Mishra, 2020). The COVID-19 worldwide crisis has had a significant impact on the global economy and the survival of businesses globally. Customers' behavior has changed due to lockdowns brought on by the COVID-19 pandemic. Due to this crisis, customers worldwide have reconsidered their purchase behavior, and demand for home deliveries, online shopping, and cashless payments has increased. Okpighe's (2020) study argues that marketers must adapt their techniques differently to the circumstances. The marketer must align the elements of the marketing mix and make required adjustments until his consumers are satisfied.

Purchase Intention of Consumers during the Pandemic

Purchase intention is a form of decision that analyzes consumers' motivations for purchasing a particular brand. Others define purchase intention as the propensity of a buyer to purchase a specific product in a specific situation. During COVID-19, social media marketing significantly impacted consumer purchase intention, and all factors, excluding discounts or coupons, offers, and brand awareness, had a positive impact on consumers' shopping habits (Eti et al., 2021). The pandemic influenced consumer behavior regarding buying a product to fulfill their daily needs and their sentiments about purchasing a product (Irawan et al., 2020). When a new distribution channel is implemented, it may evaluate if it is worth developing further and determine which geographic markets and consumer segments to target (Peña-Garcia et al., 2020).

Moreover, when it comes to product selection, many factors affect the consumer's decision, and the decision is strongly influenced by the consumers' intentions and significant external factors. Another aspect of purchase intention is that consumers will purchase after

evaluating the product (Younus et al., 2015). The analysis of the consumer's motivation to acquire a particular brand is known as purchase intention (Mirabi et al., 2015).

Theory of Planned Behavior

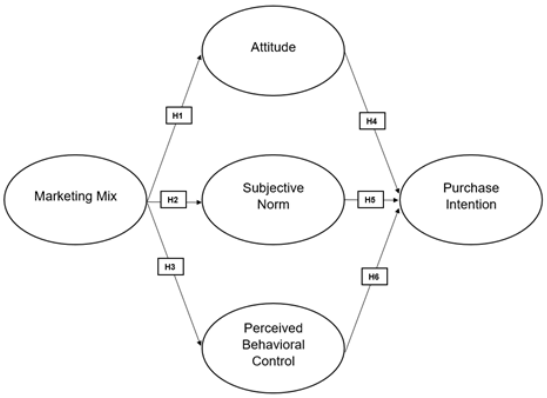
From attitudes toward the behavior, subjective norms, and perceived behavioral control, intentions to act may be predicted with high accuracy. These behavioral control intentions and perceptions account for the substantial variation in actual behavior. Although the exact nature of these relationships is still uncertain, it has been discovered that they are connected to the right sets of behaviorally relevant beliefs. Sellers should only offer items or services they feel customers need to gain client loyalty. Consumers are more willing to be consistent customers if they obtain an excellent product at reasonable pricing and can easily acquire it (Baig et al. (2020). The findings give fashion merchants and society a better grasp of how customers' buying habits changed due to the epidemic (Song-yi, Jung, & Jung, 2021). The impact of the COVID-19 pandemic shows that apparel consumption there is a significant change and affects the export of apparel and fashion items worldwide, Wazir (2020). This was all because of the changes in aggregate demand and a slowdown in the global economy. Now, digital marketing is a vital and straightforward approach to cater to the audience and consumers to ensure companies' survival and gain a competitive advantage in the post-COVID-19 era (Nikbin et al., 2021). Customers' shopping habits changed when COVID-19 spread. As a result, the number of people who purchase online has increased (Aityoussef et al., 2020). Furthermore, the way merchants promote and communicate with their customers has evolved, and the worldwide marketplace that buyers and sellers have access to has also altered (Tang et al., 2021).

Conceptual Framework

The conceptual framework of this study is adapted from the research framework of Ong et al. (2021). The independent variable is the marketing mix which includes the product, price, place, promotion, people, and process. On the other hand, the dependent variables are attitude, subjective norm, perceived behavioral control, and purchase intention.

Figure 1

Conceptual Framework adopted from Ong et al. (2021)



The hypotheses below will be tested at a 0.05 significance level:

H1. Marketing Mix factors have a significant effect on Attitude

H2. Marketing Mix factors have a significant effect on Subjective Norm

H3. Marketing Mix factors have a significant effect on Perceived Behavioral Control

H4. Attitude has a significant effect on the Purchase Intention

H5. Subjective Norm have a significant effect on the Purchase Intention

H6. Perceived Behavioral Control has a significant effect on the Purchase Intention

Methodology

The researchers used descriptive correlational design to gather data and examine the relationship between the clothing line industry's marketing mix and Kapampangan shoppers' pandemic purchase intentions. In determining the sample size, it was acquired using the G Power software, resulting in 138 respondents. The sampling used for this study is Purposive Sampling to allow the researchers to choose participants from the total population to take part in this study based primarily on their judgment. The participants of this study should be at least 15 years old and be online clothing line consumers residing in the province of Pampanga, Philippines. The instrument used in this study is an online survey questionnaire. The questions were adapted from the study of Ong et al. (2021). Demographics and structural equation model (SEM) components are the two elements of the questionnaire. The SEM questionnaire, there are four parts: the marketing mix, macro variables, protection incentive theory, as well as the theory of planned behavior. Participants will rate the questionnaire on a five-point Likert scale, with one being "Strongly disagree" and five being "Strongly Agree.". The data gathered from the survey were tallied and evaluated using a statistical tool. The data collected from the survey questionnaires most effective and efficient statistical tools are Frequency and Percentage Distribution, Mean Rating, & Regression.

Discussion of Results

Demographic characteristics of respondents

Table 1

Demographic Characteristics of Respondents

Characteristics	Item	Frequency	Percent
Sex	Male	71	42.3
	Female	97	57.7
	Total	**168**	**100**
Age	15 – 22 years old	97	57.7
	31 – 38 years old	21	12.5
	23 – 30 years old	33	19.6
	39 – 46 years old	10	6.0
	47 – 54 years old	6	3.6
	55 – 62 years old	1	0.6
	Total	**168**	**100**

Table 1 shows that out of 168 respondents residing in Pampanga, the majority were female (71 or 57.1%), and the remaining were male (71 or 42.3%). As for the ages of the respondents, it includes that the majority of the respondents are 15-22 years old (97 or 57.7%), 23-30 years old (33 or 19.6%), and 31-38 years old (21 or 12.5%). Whereas the minority of the respondents are 39-46 years old (10 or 6%), 47-54 years old (6 or 3.6%), and only one is between 55-66 years old (0.6%).

Mean and Standard Deviation

Table 2

Construct Mean and Standard Deviation

Constructs	Mean	SD	Cronbach's α	Verbal Interpretation
Product	**4.20**	**0.676**	**0.966**	***Very High***
MM1	4.08	0.957	0.966	
MM2	4.53	0.758	0.967	
MM3	4.00	0.935	0.967	
MM4	4.18	0.911	0.966	
Price	**4.32**	**0.603**	**0.966**	***Very High***
MM5	4.30	0.764	0.967	
MM6	4.41	0.745	0.967	
MM7	4.25	0.802	0.967	
Place	**4.02**	**0.630**	**0.966**	***High***
MM8	4.09	0.846	0.967	
MM9	4.46	0.733	0.967	
MM10	3.68	1.13	0.968	
MM11	3.74	1.14	0.967	
MM12	4.13	0.910	0.967	
Promotion	**4.20**	**0.690**	**0.966**	***Very High***
MM13	4.15	0.882	0.966	
MM14	3.94	1.00	0.967	
MM15	4.21	0.861	0.967	
MM16	4.24	0.808	0.966	
MM17	4.43	0.747	0.967	

People	**4.29**	**0.678**	**0.966**	***Very High***
MM18	4.36	0.762	0.967	
MM19	4.16	0.843	0.967	
MM20	4.36	0.728	0.967	
Process	**4.35**	**0.625**	**0.966**	***Very High***
MM21	4.36	0.745	0.967	
MM22	4.33	0.815	0.967	
MM23	4.22	0.858	0.966	
MM24	4.49	0.683	0.966	
Attitudes Towards Behavior	**4.23**	**0.706**	**0.966**	***Very High***
TPB1	4.33	0.785	0.966	
TPB2	4.10	0.920	0.966	
TPB3	4.27	0.785	0.967	
Subjective Norm	**3.89**	**0.956**	**0.966**	***High***
TPB4	3.99	0.994	0.966	
TPB5	3.73	1.17	0.966	
TPB6	3.96	1.10	0.966	
Perceived Behavioral Control	**4.29**	**0.679**	**0.966**	***Very High***
TPB7	4.17	0.880	0.967	
TPB8	4.29	0.784	0.967	
TPB9	4.42	0.777	0.967	
Purchase Intention	**4.18**	**0.789**	**0.966**	***High***
TPB10	4.11	0.979	0.966	
TPB11	4.15	0.889	0.966	
TPB12	4.13	0.955	0.966	

TPB13	4.32	0.849	0.967

The results show the factors of the marketing mix, which consists of the 6Ps, namely, Product, Price, Place, Promotion, People, and Process. Where Product (Mean=4.30, SD=0.676), Price (Mean=4.32, SD=0,603), Promotion (Mean=4.20, SD=0.690), People (Mean=4.29, SD=0.678) and Process (Mean=4.35, SD=0.625) have a "very high" significance as most of the respondents strongly agree that clothes should be of high quality, affordable, readily available and the way it is promoted can influence their buying behavior. Furthermore, salespeople can also impact consumer satisfaction and buying decisions, and the same goes for maintaining stock availability. On the other hand, the results show that Place (Mean=4.02, SD=0.630) is interpreted as “high” as the respondents agree that the place matters when shopping for clothing, either online or in physical stores. As for the theory of planned behavior, consisting of Attitude towards Behavior, Subjective Norms, Perceived Behavioral Control, and Purchase Intention, it can be seen that Attitude towards Behavior (Mean= 4.23, SD=0.706) and Perceived Behavioral Control (Mean=4.29, SD=0.679) have a "very high" significance as a majority of the respondents strongly agree that purchasing clothing apparel is pleasant. A good idea, and they have control over their buying decisions. Similarly, for constructs Subjective Norm (Mean=3.89, SD=0.956) and Purchase Intention (Mean=4.18, SD=0.789) have a high significance where the respondents "agree" that the opinions of the people around them can influence their purchasing behavior, and there are plenty of opportunities for them to purchase clothing apparel.

Correlation Matrix

Table 3

Path Relationship

Constructs	Hypothesis	Results	Spearman's rho	Significance
MM ↔ A	H1	Moderate positive correlation	0.429	p<.001
MM ↔ SN	H2	Moderate positive correlation	0.522	p<.001
MM ↔ PBC	H3	Weak Correlation	0.381	p<.001
A ↔ PI	H4	Strong positive correlation	0.616	p<.001
SN ↔ PI	H5	Strong positive correlation	0. 671	p<.001
PBC ↔ PI	H6	Strong positive correlation	0.609	p<.001

Note: MM = Marketing Mix, A = Attitude, SN = Subjective Norm, PBC = Perceived Behavioral Control, PI = Purchase Intention

Table X confirmed the correlation results that Marketing Mix (MM) and Attitude (A) ratings were moderately positively correlated (r=0.429, p=<.001). On the other hand, Marketing Mix (MM) and Subjective Norm (SN) were also moderately positively correlated (r=0.522, p=<.001). Also, Marketing Mix (MM) and Perceived Behavioral Control (PBC) have a weak correlation (r=0.381, p=<.001). Attitude (A) and Purchase Intention (PI) were strongly positively correlated (r=0.616, p=<.001). Similarly, Subjective Norm (SN) and Purchase Intention (PI) were strongly positively correlated (r=0.671, p=<.001). As for the Perceived Behavioral Control (PBC) and Purchase Intention (PI), it shows that the variables were strongly positively correlated as well (r=0.609, p=<.001).

Based on the conceptual framework of this study, it confirmed that the variable Subjective Norm (SN) had presented the most substantial positive correlation relationship with Purchase Intention (PI) (Nguyen et al., 2019). At the same time, Marketing Mix (MM) presented a weak correlation with Perceived Behavioral Control (PBC).

Regression Analysis

Linear Regression (Marketing Mix to Attitude, Subjective Norm, Perceived Behavioral Control)

Table 9

Linear Regression (Marketing Mix to Attitude)

Model Fit Measures

			Overall Model Test			
Model	**R**	**R^2**	**F**	**df1**	**df2**	**p**
1	0.667	0.445	21.5	6	161	<.001

Model Coefficients - Attitude Average

Predictor	Estimate	SE	t	p	Decision
Intercept	**0.8325**	**0.3525**	**2.362**	**0.019**	
Product Average	0.2620	0.0923	2.838	0.005	Accept H1
Price Average	-0.0523	0.0931	-0.562	0.575	Reject H1
Place Average	0.0564	0.0905	0.623	0.534	Reject H1
Promotion Average	0.1836	0.0998	1.841	0.068	Reject H1
People Average	-0.0589	0.0813	-0.724	0.470	Accept H1
Process Average	0.4094	0.1032	3.967	< .001	Accept H1

Table 10

Linear Regression (Marketing Mix to Subjective Norm)

Model Fit Measures

			Overall Model Test			
Model	**R**	**R^2**	**F**	**df1**	**df2**	**p**
1	0.703	0.495	26.3	6	161	<.001

Predictor	Estimate	SE	t	p	Decision
Intercept	**-0.8007**	**0.456**	**-1.758**	**0.081**	
Product Average	0.4183	0.119	3.505	< .001	Accept H2
Price Average	-0.2232	0.120	-1.856	0.065	Reject H2
Place Average	0.2307	0.117	1.973	0.050	Accept H2
Promotion Average	0.3374	0.129	2.617	0.010	Accept H2
People Average	-0.0138	0.105	-0.131	0.896	Reject H2
Process Average	0.3725	0.133	2.792	0.006	Accept H2

Model Fit Measures

			Overall Model Test			
Model	**R**	**R^2**	**F**	**df1**	**df2**	**p**
1	0.575	0.331	13.3	6	161	<.001

Table 11

Linear Regression (Marketing Mix to Perceived Behavioral Control)

Model Coefficients - PBC Average

Predictor	Estimate	SE	t	p	Decision
Intercept	**1.1293**	**0.3721**	**3.035**	**0.003**	
Product Average	0.1989	0.0975	2.040	0.043	Accept H3
Price Average	0.2035	0.0982	2.072	0.040	Accept H3
Place Average	0.0890	0.0955	0.932	0.353	Accept H3
Promotion Average	-0.0674	0.1053	-0.640	0.523	Reject H3
People Average	0.2639	0.0858	3.074	0.002	Accept H3
Process Average	0.0552	0.1090	0.507	0.613	Reject H3

Linear Regression (Purchase Intention to Attitude, Subjective Norm, and Perceived Behavioral Control)

Table 12

Linear Regression (Purchase Intention to Attitude, Subjective Norm, and Perceived Behavioral Control)

Model Fit Measures

				Overall Model Test			
Model	**R**	**R^2**	**Adjusted R^2**	**F**	**df1**	**df2**	**p**

1	0.777	0.603	0.596	83.2	3	164	< .001

Model Coefficient - PI Average

Predictor	Estimate	SE	t	p	Decision
Intercept	**0.331**	**0.2843**	**1.17**	**0.246**	
PBC Average	0.454	0.0671	6.77	< .001	Accept H6
SN Average	0.322	0.0641	5.02	< .001	Accept H5
Attitude Average	0.152	0.0882	1.72	0.088	Accept H4

Note: PBC = Perceived Behavioral, SN = Subjective Norm, PI = Purchase Intention

Tables 9, 10, and 11 present that it was also calculated to predict the marketing mix based on attitude. The results of the regression indicated that the predictors explained 44.5% of the variance (R^2 = 0.445 F (6, 161) = 21.5, p<.001). The remaining 39.7% can be explained by other factors not included in the study for predicting marketing mix based on subjective norms. The results of the regression indicated that the predictors explained 49.5% of the variance ((R^2 = 0.495 F (6, 161) = 26.3, p<.001). For predicting marketing mix based on perceived behavioral control. The results of the regression indicated that the predictors explained 33.1% of the variance (R^2 = 0.445 F (6, 161) = 21.5, p<.001). It was also identified that attitude (β=0.152, p=0.088) is weak, Subjective Norm (β=0.322, p=<.001) firm, and Perceived Behavioral Control (β=0.454, p=<.001) strong, have a highly significantly predict to the marketing mix. Table 12 shows that the multiple regression analysis was calculated to predict the purchase intention based on attitude, subjective norm, and perceived behavioral control. The results of the regression indicated that the predictors explained 60.3% of the variance (R^2 = 0.603 F (3, 164) = 83.2, p<.001). The remaining 39.7% can be explained by other factors not included in the study. It was

found that attitude (β=0.152, p=0.088), robust Subjective Norm (β=0.322, p=<.001) firm, and Perceived Behavioral Control (β=0.454, p=<.001) strong, have a highly significantly predict purchase intention.

Conclusions

To preserve a competitive edge, businesses should anticipate customer behavior throughout this worldwide catastrophe. Therefore online buying behavior is fundamental during the COVID-19 pandemic. As discussed throughout this research, it is clear that the purchase intentions and the marketing mix factors are effective ways to analyze the clothing line industry of the Kapampangan shoppers using the theory of planned behavior. Therefore, it could be beneficial for businesses to improve using the marketing mix and the purchase intention with the theory of planned behavior. The survey results give enough evidence, as we see in the discussion of results, that the factors of marketing mix had an impact on the use of the theory planned behavior, while purchase intention had a strong impact on the use of theory planned behavior as an essential tool for the businesses. Subjective norms and attitudes toward conduct influence buy intention, which leads to actual purchases. Consumers would also purchase and see clothes and gear as needed but not necessary during the COVID-19 epidemic. Consumers evaluate proper advertisement, sales/promotions, and health safety when acquiring clothes apparel. This could have been fully considered while developing a marketing campaign to persuade people to keep buying garments despite the COVID-19 pandemic. (Ong et al., 2021).

This study's goal was to determine whether marketing mix elements have a high and strong significant relationship with attitudes, subjective norms, and perceived behavioral control. Furthermore, attitude, subjective norms, and perceived behavioral control significantly impacted Capampangan shoppers' purchase intentions during the pandemic. The participants are limited

only to online consumers who purchase clothing lines. The COVID-19 pandemic has dramatically affected many businesses across different industries, including the clothing industry. Therefore, the purchase intention and the factors of the marketing mix should communicate with the Kapampangan shoppers of the clothing line industry to improve the marketing mix with the use of the factors of theory planned behavior which are the attitude, subjective norm, and the perceived behavioral control. Summing up the findings, the study objectives were achieved. The study presents a framework to analyze the marketing mix in the clothing line industry and the purchase intention of Kapampangan shoppers through the use theory of planned behavior.

Limitations and Recommendations for Future Research

The study investigates the analysis of the marketing mix in the clothing line industry and the purchase intention of Kapampangan Shoppers using the theory of planned behavior. The finding shows a significant effect on marketing mix elements and its dependent variables: attitude, subjective norms, and perceived behavioral control. Clothing line business owners should increase consumer satisfaction as a marketing implication by engaging more with the consumers regarding feedback on the quality of the products they offer in their clothing line and customer service.

This paper suggests that SMEs, mainly clothing businesses in Pampanga, should make sure that the clothing they offer is of the latest trends, in various colors, and is always available. These factors significantly impact consumers' attitudes, which encourages them to purchase. This is because some consumers find it more convenient to shop online, and others feel the need to buy clothing apparel in physical stores. It is recommended that clothing businesses maintain stock availability, have proper displays within their physical stores, and have an optimally

designed website to better influence consumers' buying decisions. They must be aware of the prices being offered by their competitors in order to have competitive pricing as consumers more often than not compare prices when intending to purchase clothing apparel.

Future marketers and researchers may also explore other marketing mix factors that could impact the attitude, perceived behavioral control, and subjective norms of consumers, specifically post-pandemic, to analyze how consumers' purchase intentions have changed. Ensuring that categorized categorical variables are related in their research study and enlarging the perspective in purposive quantitative analysis in statistics where the researchers, students, and institutions benefit, especially those concerned with online consumer behavior of clothing line buyers. It is noteworthy to consider using a different population instead of Capampangan Clothing Shoppers or cluster Shoppers into regions or the country's three main islands (Luzon, Visayas, and Mindanao). A pure qualitative or a mix of qualitative approaches could also be done to understand the in-depth connection between customers' shopping habits on the online medium.

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