

RESEARCH PATHWAYS IN MANAGEMENT

Hangtag Stickers: The Ultimate Personalization Tool

Dr. Rosalie Z. Cesario
Laguna State Polytechnic University
rosalie.zotomayor@lspu.edu.ph

Abstract

This study explores the use of waterproof hangtag stickers as an innovative branding tool in the apparel industry, targeting local clothing manufacturers in Laguna, Philippines. Traditionally used to convey basic product information such as size and price, hangtags are reimagined as effective marketing assets that enhance brand identity and customer engagement. The proposed stickers are made from durable, high-quality materials, designed to withstand environmental stress while boosting the visual appeal of products. The research combines insights from Scientific Management, Administrative Management, Organizational Change, Entrepreneurship, and Financial Management, providing a comprehensive framework for decision-making in branding and marketing strategies. Using a quantitative methodology, the study surveyed 100 participants from two barangays, Callios and Villa Josefina, collecting data through questionnaires, interviews, and direct observation. Statistical analysis, including mean and standard deviation, was used to evaluate the design, appeal, and functionality of the hangtag stickers. Results showed a high level of acceptability, indicating that these stickers are not only practical but also enhance product differentiation and brand recognition. The study concludes that adopting hangtag stickers can provide local businesses with an affordable, sustainable way to increase competitiveness, improve customer satisfaction, and promote environmental responsibility. The research recommends that manufacturers incorporate these stickers into their branding strategies, emphasizing social responsibility, sustainability, and community engagement to drive long-term success.

Keywords – *apparel industry, branding strategy, customer engagement, sustainability, waterproof hangtag sticker*

INTRODUCTION

This research focuses on the evolution of hangtags—labels traditionally attached to clothing that provide essential information such as size, price, and brand. In recent years, hangtags have transformed from mere informational tools into strategic marketing assets. They now serve as unique brand

identifiers that help products stand out in a competitive marketplace.

The study proposes the development of an innovative waterproof sticker hangtag, combining high-quality materials and premium printing. This new form of hangtag is designed to enhance the perceived value of apparel, improve customer satisfaction, and support brand differentiation. By introducing this unique concept, the

RESEARCH PATHWAYS IN MANAGEMENT

researchers aim to empower local clothing businesses with a cost-effective yet high-quality branding solution.

To guide this initiative, the research draws upon a comprehensive theoretical framework encompassing the Theory of Scientific Management, Administrative Management, Organizational Change, Entrepreneurship, and Financial Management. Together, these theories provide a robust foundation for navigating marketing, business operations, and emphasize the interconnected roles of administrative efficiency, adaptability to change, entrepreneurial innovation, and sound financial practices in achieving sustainable business growth.

Market trends support the growing relevance of hangtags in branding. A report by FMI (2015) notes a steady growth in the hangtag market, with a compound annual growth rate (CAGR) of 3.3% from 2015 to 2020. Hangtags are increasingly recognized for their ability to enhance brand recall, visual appeal, and product distinctiveness across various industries.

Additionally, related research by Chen and Siu (2017) and De Seta (2018) on the use of stickers in digital communication offers insights into how visual elements can convey identity, emotion, and brand messaging. Their findings suggest that

stickers function far beyond basic emoticons, contributing to richer, more nuanced interaction—paralleling the potential of sticker hangtags to communicate brand personality and story in the physical retail space.

Overall, this study explores how creatively reimagined hangtags—specifically, waterproof sticker hangtags—can serve as a powerful tool in modern product branding, with a focus on accessibility, quality, and consumer engagement.

OBJECTIVES OF THE STUDY

This study seeks to address how traditional hangtags can be transformed into innovative waterproof sticker hangtags that not only enhance the functionality and aesthetic appeal of apparel products but also strengthen brand identity and customer engagement.

To achieve this general objective, this research aims to address the following specific objectives.

1. How can sticker hangtags revolutionize product branding, particularly for local clothing manufacturers?
2. What is the practicality, durability, and aesthetic appeal of sticker hangtags as effective marketing tools?
3. To what extent are sticker hangtags acceptable among consumers?

RESEARCH PATHWAYS IN MANAGEMENT

4. What are the best practices for integrating sticker hangtags into sustainable and socially responsible branding strategies?

METHODOLOGY

In conducting this study on *Hangtag Stickers: The Ultimate Personalization Tool*, a quantitative research approach was chosen to provide objective and measurable insights into consumer perceptions of the product. Quantitative methods allow for the systematic collection and analysis of numerical data, which is essential in evaluating the effectiveness and acceptance of innovative branding tools like waterproof sticker hangtags. To capture participants' responses, structured scorecards were distributed, enabling them to rate various aspects of the product. This approach ensures that the findings are grounded in empirical evidence, supporting informed conclusions about the product's market potential and overall feasibility.

The study targeted two areas in Laguna, Philippines, in selected Barangay in Santa Cruz Laguna, specifically Brgy. Callios and Villa Josifina Santa Cruz, Laguna. One hundred participants, split evenly between both regions, were randomly assigned to represent the population accurately. Data was gathered through questionnaires,

interviews, and direct observation to ensure reliability.

RESULTS AND DISCUSSION

Table 1. Level of Acceptability of Stickers De Hangtag in terms of Marketing Aspect

Table 1 shows the level of acceptability of Stickers De Hangtag in terms of Marketing Aspect. The statement "Direct Selling and Online Selling as distribution channels" has the highest rating as perceived by the respondents (M = 4.50). It is followed by the statements "The product is appropriate for all types of customers" (M = 4.48) and "The use of a sticker hangtag will aid in the recognition of the business" (M = 4.44). The statements "One of the most effective promotional tools is the use of social media" and "Customers are more likely to buy a product with attractive packaging" have the lowest ratings, as seen in Table 1 (M= 4.42).

The overall mean of 4.45 indicates that the respondents' perceptions on the level of acceptability of Stickers De Hangtag in terms of Marketing Aspect are "Highly Acceptable". As claimed by Varadarajan (2019), marketing strategy is an organization's integrated pattern of decisions that specify its crucial choices concerning products,

RESEARCH PATHWAYS IN MANAGEMENT

markets, marketing activities, and marketing resources in the creation, communication, and delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives.

RESULTS AND DISCUSSION

Table 1. Level of Acceptability of Stickers De Hangtag in terms of Marketing Aspect

Table 1 shows the level of acceptability of Stickers De Hangtag in terms of Marketing Aspect. The statement "Direct Selling and Online Selling as distribution channels" has the highest rating as perceived by the respondents (M = 4.50). It is followed by the statements "The product is appropriate for all types of customers" (M = 4.48) and "The use of a sticker hangtag will aid in the recognition of the business" (M = 4.44). The statements "One of the most effective promotional tools is the use of social media" and "Customers are more likely to buy a product with attractive packaging" have the lowest ratings, as seen in Table 1 (M= 4.42).

The overall mean of 4.45 indicates that the respondents' perceptions on the level of acceptability of Stickers De Hangtag in terms of Marketing Aspect are "Highly Acceptable".

As claimed by Varadarajan (2019), marketing strategy is an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities, and marketing resources in the creation, communication, and delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives.

Statements	Mean	SD	Interpretation
The use of a sticker hangtag will aid in the recognition of the business.	4.44	0.64	Strongly Agree
The product is appropriate for all types of customers.	4.48	0.71	Strongly Agree
One of the most effective promotional tools is the use of social media.	4.42	0.61	Strongly Agree
Direct selling and online selling are the distribution channels.	4.50	0.61	Strongly Agree
Customers are more likely to buy a product with attractive packaging.	4.42	0.67	Strongly Agree
Overall Mean = 4.45			
Verbal Interpretation = Highly Acceptable			

Table 2. Level of Acceptability of Stickers De Hangtag in terms of Management Aspect

RESEARCH PATHWAYS IN MANAGEMENT

Statements	Mean	SD	Interpretation
Partnership is the best form of organization for the business.	4.74	0.44	Strongly Agree
From 8:00 am to 8:00 pm is the best operational time for the business.	4.44	0.67	Strongly Agree
Working together will improve the bond between you and your companion in the business.	4.74	0.53	Strongly Agree
Operating regularly can help the company run more smoothly.	4.62	0.57	Strongly Agree
There is sufficient supply for the product's manufacture.	4.62	0.64	Strongly Agree
Overall Mean = 4.63 Verbal Interpretation = Highly Acceptable			

The statements "Partnership is the best form of organization for the business" and "Working together will improve the bond between you and your companion in the business" have the highest ratings as perceived by the respondents (M = 4.74). It is followed by the statements "Operating regularly can help the company run more smoothly" (M = 4.62) and "There is sufficient supply for the product's manufacture" (M = 4.62). The statement "From 8:00 am to 8:00 pm is the best operational time of the business" has the lowest rating. The overall mean of 4.63 indicates that the respondents' perceptions on the level of

acceptability of Stickers De Hangtag in terms of Management Aspect are "Highly Acceptable".

Organizational effectiveness is a fundamental construct in strategic management as stated by Hamann (2018). It captures organizational performance and beyond, also measuring other internal performance outcomes related to efficient or effective measures such as productivity, and other external measures that enable a more comprehensive evaluation beyond the economic, such as corporate social responsibility.

Table 3. Level of Acceptability of Stickers De Hangtag in terms of Technical Aspect

Statements	Mean	SD	Interpretation
Quality may be measured and enhanced over time through tests and revisions.	4.62	0.53	Strongly Agree
The materials used in making the Stickers de Hangtag are waterproof.	4.66	0.48	Strongly Agree
The most efficient method of distributing the finished product will be wholesale.	4.54	0.73	Strongly Agree
Santa Cruz Laguna is the best location for the business.	4.36	0.75	Strongly Agree
Raw materials for the product are available on the market.	4.64	0.48	Strongly Agree
Overall Mean = 4.56 Verbal Interpretation = Highly Acceptable			

RESEARCH PATHWAYS IN MANAGEMENT

The statement "The materials used in making the Stickers de Hangtag are waterproof" has the highest rating as perceived by the respondents (M = 4.66). It is followed by the statements "Raw materials of the product are available in the market" (M = 4.64), "Quality may be measured and enhanced over time through tests and revisions" (M = 4.62), and "The most efficient method of distributing the finished product will be wholesale" (M = 4.54). The statement "Santa Cruz and Laguna is the best location for the business" has the lowest rating, as seen in Table 3 (M = 4.36).

The overall mean of 4.56 indicates that the respondents' perceptions of the level of acceptability of Stickers De Hangtag in terms of Technical Aspects are "Highly Acceptable."

Ponce (2018) indicated in his study that the technical aspect is the discussion of the primary and operation flow of the project. The technical aspect is one of the essentials of the study because this factor responds to the technicalities and basic structure of the proposed research. This includes the equipment, materials, structure plan, and the source of the supplies used in the proposed project. Utilities, facilities, layout design, and location are included in this aspect. It also discusses how the

products are produced, when they will be paid, how much it will cost to make them, where to create them, and what raw materials, tools and equipment to use.

Table 4. Level of Acceptability of Stickers De Hangtag in terms of Financial Aspect

Statements	Mean	SD	Interpretation
1. The Stickers de Hangtag price range of Php 4.00-Php 6.00 is reasonable.	4.74	0.49	Strongly Agree
2. The best source of capital is personal investment.	4.72	0.45	Strongly Agree
3. The Sticker de Hangtag business is profitable.	4.44	0.79	Strongly Agree
4. The product's price is based on the quality, durability, and packaging.	4.68	0.47	Strongly Agree
5. For the business, the lending institution is a valuable source of emergency financing.	4.46	0.79	Strongly Agree
Overall Mean = 4.61			
Verbal Interpretation = Highly Acceptable			

The statement "The Stickers de Hangtag price range of Php 4.00 - Php 6.00 is reasonable" has the highest rating as perceived by the respondents (M = 4.74). It is followed by the statements "The best source of capital is personal investment" (M = 4.72), "The price of the product is based on the quality, durability and packaging" (M = 4.68), and "For the business, the lending institution is a useful source of emergency financing" (M = 4.46). The

RESEARCH PATHWAYS IN MANAGEMENT

statement "The Sticker de Hangtag business is profitable" has the lowest rating, as seen in Table 4 (M = 4.44).

The overall mean of 4.61 indicates that the respondents' perceptions on the level of acceptability of Stickers De Hangtag in terms of Financial Aspect are "Highly Acceptable."

It was proven by Badenhorst-Weiss (2013) that a business must have the necessary resources at its disposal if it is to function efficiently. Funds are raised from investors and lenders to accumulate the resources and invest in fixed and current assets. Once resources have been presented, the operation starts. During the operation, funds are earned, and expenses are paid. From the time of inception throughout its lifespan, the business uses funds. Hence, there is a continual flow of funds to and from the business. The management of these funds is called financial management.

Table 5. Level of Acceptability of Stickers De Hangtag in terms of Socioeconomic Aspect

Table 5 shows the level of acceptability of Stickers De Hangtag in terms of socioeconomic aspects. The statement "The advice and suggestions will be beneficial to

the business" has the highest rating as perceived by the respondents (M = 4.74). It is followed by the statements "Customers will find the product to be safe and non-hazardous" (M = 4.64), "In terms of recycling, the novel product will benefit the environment" (M = 4.62), and "The product meets the satisfaction of the customer" (M = 4.62). The statement "The sticker hangtag is a product that will support local brands" has the lowest rating, as seen in Table 5 (M = 4.56).

The overall mean of 4.64 indicates that the respondents' perceptions on the level of acceptability of Stickers De Hangtag in terms of Socioeconomic Aspect are "Highly Acceptable."

Winter (2019) cited in his study how economic activity affects the performance of a business. It is concerned with the benefits that the business will give to the society. Social responsibility is one of the factors a business must take into consideration. A company considers the interest of society by

RESEARCH PATHWAYS IN MANAGEMENT

being responsible for the impacts of its activities on customers, employees, government, the environment, and other industries. To attain the business's goal, a company should contribute to the welfare of the economy. Awareness regarding this matter proves the business' concern about profit maximization and its internal and external environment.

Statements	Mean	SD	Interpretation
1. The sticker hangtag is a product that will support local brands.	4.56	0.58	Strongly Agree
2. In terms of recycling, the novel product will benefit the environment.	4.62	0.60	Strongly Agree
3. Customers will find the product to be safe and non-hazardous.	4.64	0.53	Strongly Agree
4. The product meets the customer's satisfaction.	4.62	0.60	Strongly Agree
5. The advice and suggestions will be beneficial to the business.	4.74	0.49	Strongly Agree
Overall Mean = 4.64			
Verbal Interpretation = Highly Acceptable			

CONCLUSION AND RECOMMENDATION

Based on the findings derived from the study, a conclusion was drawn. The proposed business is feasible regarding marketing, management, technical, financial, and socioeconomic aspects. The proponent concludes that in terms of marketing the product, the consumers can easily approach and gather data and information needed through word of mouth. The owner has complete control and decision-making power over the business and gains all the profits. The researcher also concludes that there is a high demand for the product in the chosen location, and the target market is willing to try the new product at an affordable price.

The business can help the community and the residents by providing job opportunities and assisting the community in generating income by paying taxes. The researcher concludes that since the product has benefits, caught the respondents' interest, and the product's acceptability, it

RESEARCH PATHWAYS IN MANAGEMENT

can be profitable, marketable, or feasible in the market.

Based on the conclusions drawn by the researcher, the following are recommendations:

General Recommendations

- Students should use the information effectively to generate new ideas and understand key concepts for innovative products.
- Future researchers are encouraged to conduct similar studies to develop other innovative and feasible products.
- Use additional promotional tools to advertise the product and reach a wider market.
- Increase product exposure to boost market demand.
- Promote the product's main ingredient to the community to inspire them to create their own products.
- Add unique features to the hangtags to stand out.

Management Aspect

- The business can be a sole proprietorship, partnership, or corporation as long as it is well-managed.
- Hire skilled employees to ensure fast and efficient production.

Financial Aspect

- Set selling prices appropriate to the variety of products offered.
- Seek investors to secure more funds for business growth.

Socio-Economic Aspect

- Consider environmental factors to meet consumer needs and preferences.
- Provide job opportunities to support the local community's livelihood.

REFERENCES

- Anastaios, S. Achilleas, K. (2017, August 8). Marketing aspects of quality assurance systems: The organic food sector case. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/00070700810893359/full/html>
- Austin, T. (2021, December 9). What Is Management? Definitions and Functions. Retrieved from <https://www.indeed.com/career-advice/career-development/what-is-management>
- Calow, P. (2011, August). Environmental Impact Assessment for Socioeconomic Analysis of Chemicals: Principles and Practice (Technical Report No. 113). Retrieved from <https://digitalcommons.unl.edu/researchcondev/40/>
- Capellan, H. (2020, January 29). What is technical aspect in feasibility study. Retrieved from <https://findanyanswer.com/what-is-technical-aspect-in-feasibility-study>
- Chen and Siu (2017).Emoticon, Emoji, and Sticker Use. Retrieved from

RESEARCH PATHWAYS IN MANAGEMENT

- https://www.researchgate.net/publication/333488705_Emoticon_Emoji_and_Sticker_Use_in_ComputerMediated_Communication_A_Review_of_Theories_and_Research_Findings?fbclid=IwAR0w7zmfs61t647W0HkSLrdryqsQFbwRESlmjmB0Rl_BMo10GvccIMHqjj4
- De Seta, (2018) Emoticon, Emoji, and Sticker Use. Retrieved from https://www.researchgate.net/publication/333488705_Emoticon_Emoji_and_Sticker_Use_in_ComputerMediated_Communication_A_Review_of_Theories_and_Research_Findings?fbclid=IwAR0w7zmfs61t647W0HkSLrdryqsQFbwRESlmjmB0Rl_BMo10GvccIMHqjj4
- Eminent, A. (2021). The Definition of Management. Retrieved from <https://www.mbaknol.com/management-concepts/definition-of-management-by- eminent-authors/>
- FMI (2015). Hang Tags Market By Material Type (Paper, Plastic), Tag Type (Hang Tag, Loop Tag), End-Use (Clothing and Apparels, Food and Beverages, Hospitality and Travel), Printing Technology (Direct Thermal, Thermal Transfer), & Region - Forecast 2021–2031. Retrieved from <https://www.futuremarketinsights.com/reports/hang-tag-market>
- Hamilton, B. (2016). The Marketing Aspect. Retrieved from <https://studymoose.com/the-marketing-aspect-essay>
- Holmes, J. (2021). Business and Finance Retrieved from [https://cementanswers.com/what-is-technical-aspect-in-](https://cementanswers.com/what-is-technical-aspect-in-feasibility-study/) feasibility-study/
- Jackson, A. (2021, August 29). Operations Management. Retrieved from [https://www.investopedia.com/terms/o/operations-](https://www.investopedia.com/terms/o/operations-management.asp) management.asp
- Johnson, R. (2021). Social and Economic Environment. Retrieved From <https://www.rwjf.org/en/cultureofhealth/taking-action/creating-healthier-communities/social-and-economic-environment.html>
- Margarita, I. (2018). Theoretical aspects of marketing strategy. Retrieved from <https://vb.mruni.eu/object/elaba:6094140/>
- Mhuriro, J. (2016, August 24). Marketing Aspect. Retrieved from <https://www.quora.com/What-is-marketing-aspect>
- Murphy, C. (2020, September 09). Financial Statements. Retrieved from <https://www.investopedia.com/terms/f/financial-statements.asp>
- Nautiyal, H. (2021). Socio economic impact assessment. Retrieved from [https://www.sciencedirect.com/topics/earth-and-planetary](https://www.sciencedirect.com/topics/earth-and-planetary-sciences/socioeconomic-impact) sciences/socioeconomic-impact
- Prasana, (2021, June 8). Marketing Aspects | Importance of Marketing Aspects, Objectives, Internet Marketing, Social Media Marketing and Financial Aspect. Retrieved from <https://www.aplustopper.com/marketing-aspects/> Shead, M. (2021). The Definition of Management. Retrieved from <http://www.leadership501.com/definition-of-management/21/>
- Stobierski, T. (2020, January 21). Organizational Change Management: What it is & why it's important.

RESEARCH PATHWAYS IN MANAGEMENT

- Retrieved from
<https://online.hbs.edu/blog/post/organizational-change-management>
- Tarver, E. (2021, March 23). Social Economics.
- Retrieved from
<https://www.investopedia.com/terms/s/social-economics.asp>
- Ventures. M. (2021). Financial Statements.
Retrieved from
<https://www.inc.com/encyclopedia/financial-statements.html>
- Wolfe, L. (2019, August 05). How to Write a Professional Technical Feasibility Study. Retrieved from
<https://www.thebalancecareers.com/writing-technical-feasibility-study-3515778>
- Yoon, V. (2016) Expert Systems Construction. Retrieved from
<https://www.sciencedirect.com/topics/computer-science/technical-feasibility>