

The Consumer Behavior of Generation Z: An Impact in Modern Marketing Innovations

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ABSTRACT

Digital native consumers are reshaping how brands engage their audiences, driving innovation in marketing. Their demand for transparency, personalization, and social consciousness is pushing brands to adapt. With strong influence and purchasing power, they're setting trends that redefine modern marketing through digital engagement and authenticity.

This study aims to investigate their traits and desires, as well as how marketing innovations affect their purchasing behaviors. The study employed descriptive research design and used a survey questionnaire to gather data from 204 respondents. The data gathered were analyzed and interpreted using Frequency and Percentage, Weighted mean, Standard Deviation, Mann-Whitney test, Kruskal-Wallis test, and Dunn's pairwise test.

The respondents were 20-21 years old, female, with a Bachelor of Science in Business Administration major in marketing management and a weekly allowance of Php801.00 to Php1,200.00. The respondents believed or agreed on their level of buying behavior as to self-esteem, mood, and trends which resulted to an extent that there is an influence on their buying behavior as to Generation Z population. The sex and course have no significant difference in the level of buying behavior of the respondents which is why the hypothesis is accepted while the age and allowance of the respondents show a significant difference in the buying behavior as to self-esteem, mood, and trends, it implies that the hypothesis is rejected.

Future studies should include Generation Z students from different universities, including student leaders, and consider factors like year level and religion. Along with mood, trends, and self-esteem, brand perception can be added as a variable to help show how digital advertising and reliability influence brand loyalty. Furthermore, a future study could compare Generation Z's buying patterns with those of Millennials or Generation Alpha to determine how consumer behavior is transforming.

Keywords: Consumer Behavior, Gen Z, Marketing Innovation

INTRODUCTION

Generation to generation signifies a modern relationship with technology that has a distinct impact on Generation Z. They are unique among all generations because they are the first to have grown up with technological advances embedded in their daily lives. The practices, expectations, and standards of this generation have been highly engaged in social media platforms like Instagram, Facebook, and TikTok. (Khor, 2023). The second-youngest generation is Gen Z, also known as the "digital natives," who came after millennials and preceded Generation Alpha. (Dimock, 2019). Their perspectives and choices have been permanently impacted by their peculiar and challenging upbringing. The younger members are still in their early years. They are just starting to learn about the world around them, while the older members are approaching their later years, managing their own professional lives, and pursuing their aspirations. The world where they emerged was already online, with the framework of the modern digital economy readily apparent. As a result, this generation views the internet as the foundation and an integral part of daily life. They have far greater expectations for the digital age than any previous generation, primarily due to the pervasive role of interconnected technological advances. (Elesi et al.,

2024).

Consequently, marketers are required to respond promptly to satisfy Generation Z's needs while adhering to contemporary marketing principles. This study aims to investigate their traits and desires, as well as the impact of marketing innovations on their purchasing behaviors. This study will help innovators engage with the younger generation, understand how they choose and select items for purchase, and inform modern advertising strategies. These insights provide a basis for examining how they impact customer preferences.

Organizations hoping to thrive in a rapidly shifting value-driven market shaped by consumer tastes and desires must comprehend and adapt to these evolving consumer behaviors. By understanding their brand engagement and purchasing decisions, companies can develop innovative advertising initiatives that resonate with this generation. (Arruda Filho et al., 2019). This research provides valuable insights into how buyer behavior evolves, enabling companies to thrive and foster lasting loyalty among Generation Z customers. Ultimately, we aim to provide practical insights that empower brands to stay ahead of consumer trends and build meaningful relationships with them. By understanding their ever-evolving preferences, we hope to bridge the gap between brands and this generation, ensuring a future where both businesses and Gen Z grow together.

The researchers aim to determine the effect of marketing innovation on the perception of the generation representing young consumers and customers of the new generations, as well as the prospects for marketing graduates.

Background of the Study

The corporate world has given rise to a new generation of consumers, referred to as Generation Z. Born between the mid-1990s and early 2010s, Gen Z represents a generation characterized by technological fluency, social consciousness, and a distinct approach to purchasing (Stephenson, 2021). They are now an enormous competitor in the customer marketplace. Through an analysis of the dynamics and variables that influence their choices, this study aims to identify opportunities for more effective strategies in the contemporary marketplace. Because they grew up in a world where technological innovation is prevalent, they have a distinct propensity to make transactions and follow specific consumption patterns online, which has a significant impact on enhancing the overall strategies of various organizations.

Generation Z differs from previous generations in that their purchase decisions are made primarily based on internet-based assets, such as social media platforms. It is indisputable that they look forward to customized activities, value genuineness, and favor businesses that share their principles. Their buying habits are primarily motivated by convenience, a majority of them prefer making transactions online through websites or apps over physical stores. Influential people have become a dependable source of guidance and knowledge due to their authentic opinions and relevant material. As a result, consumers are increasingly turning to peer recommendations, popular culture, and notable individuals when making purchasing decisions, rather than relying on traditional advertising.

The digital age and the emergence of social media have fundamentally transformed both consumer behavior and the way businesses interact with customers. Social media has evolved from a main channel where people from all over the world can connect and communicate daily to an essential marketing tool that has a profound impact on consumer-brand relationships. Due to the rapid growth of social media, brands have reinvented their marketing strategies to engage with their various consumers more effectively by creating value and fostering two-way communication (Tapalova, 2021). This new approach to advertising brands has given rise to influencer marketing. When brands collaborate with influencers who have the right target audience, influencers can help add brand value and increase brand awareness. Since Generation Z prefers deep connections to transactional relationships, marketers need to adjust their approach and focus more on creating immersive and engaging community experiences. Companies can predict emerging patterns, adapt to rapidly changing digital environments, and develop advertising strategies that align with their values, such as openness, sustainability, and innovation. By examining their actions, businesses that effectively incorporate these findings into their advertising strategies are better positioned to establish lasting bonds with them. It will guarantee brand allegiance and preserve a competitive advantage in an industry that progressively values creativity and mission-driven

operations. Remaining important and prospering in the current dynamic marketplace requires a knowledge of these requirements and the ability to meet them.

Many brands struggle with marketing to Generation Z because they are unable to create content that's authentic and relatable. The constant changes in their buying behavior are because of their short attention spans, diverse media consumption, demand for personalization, and emphasis on social and environmental responsibility. They quickly lose interest if something doesn't capture their attention right away. Lastly, keeping up with the latest marketing trends is also a challenge for marketers. Digital marketing innovation and news are constantly changing. Determining how customers behave when selecting different goods and services is a difficult task. Consumer decision-making is influenced by a variety of factors, both online and offline, leading to the belief that consumers approach the market with fundamental Consumer Decision-Making Styles (also known as CDMS). Therefore, it is crucial to determine what makes this relevant to consumer- interest research.

The purpose of this study is to understand and learn more about the distinct buying behaviors of Generation Z and the challenges these behaviors pose for modern marketing experts. The way this generation shop differs from previous generations because they are known to be frugal, realistic, and greatly influenced by social media and prominent individuals. By doing this, marketers and business owners will gain valuable insights into how to interact with this group more effectively. By focusing on these goals, the study highlights the importance of understanding their behavior to develop innovative marketing strategies and capitalize on technological advancements in rapidly evolving markets.

Companies hoping to stay competitive in today's tech-driven, rapid marketplace must fully understand the purchasing habits of Generation Z. They will have an advantage in winning over this generation when they prioritize openness, creativity, and interactions. The goal of this research is to contribute to this growing area of study by highlighting how it influences marketing strategies and innovations today. By examining their behaviors, we can gain insights into how businesses can adapt to remain relevant and connect more effectively with them. We can learn from this research not only about the evolving trends in marketing but also how brands are influenced by these behaviors and what strategies will be effective in the future. Ultimately, understanding their impact on marketing innovations not only helps businesses thrive today but also sets the stage for the future of consumer-driven success.

This study aims to elucidate the intricacies of Generation Z's purchasing behaviors and their substantial influence on contemporary marketing developments. The study aims to provide companies with valuable insights for developing strategies that appeal to this tech-savvy and socially aware generation by examining their distinct buying habits, values, and habits. Preserving a competitive edge, building meaningful relationships, and guaranteeing brand loyalty all depend on an understanding of how Gen Z engages with organizations in the digital era. This study underscores the importance of tailoring marketing strategies to the evolving habits of this significant group, thereby facilitating sustained growth in an industry that is continually evolving.

Research Questions

1. What is the demographic profile of the respondents in terms of:
 - 1.1. Age
 - 1.2. Sex
 - 1.3. Major
 - 1.4. Allowance per week
2. To what extent is the level of buying behavior of the respondents as to:
 - 2.1. Self-esteem
 - 2.2. Mood
 - 2.3. Trends
3. Is there a significant difference in the buying behavior of the respondents when grouped according to their demographic profile?

Hypothesis

There is no significant difference on the buying behavior of the respondents when grouped according to their demographic profile.

Significance of the study

This study offers valuable insights into interacting with Generation Z, a generation that values reliability, uniqueness, and evidence of worth.

Business Enterprises. As this study provides insights into consumer interactions, marketing initiatives, and product development, it will serve as a valuable resource for business owners in tailoring their strategies to meet their customers' needs and wants effectively. By learning about the different trends, preferences, and patterns, businesses can continue to identify those that enable them to develop targeted marketing campaigns and product offerings.

Prospective Entrepreneurs. This study provides valuable insights into the consumer behavior of Generation Z. By understanding their needs and preferences, entrepreneurs can develop profitable business concepts that cater to this market segment. Furthermore, this research offers valuable insights into effective marketing strategies for connecting with and engaging with.

Generation Z. This research study can help Generation Z understand their purchasing behavior and the factors that influence their decisions. They can make more educated decisions and develop greater awareness by learning more about their preferences. Furthermore, this study will provide them with insights into how their purchasing decisions may differ from those of other Gen Z customers, as well as their distinct tastes and preferences.

Researchers. The study's findings will contribute to the researchers' knowledge. They would be able to understand better how customers' buying and consumption habits can affect or influence the different strategies of businesses. This study will also have a significant impact on the researchers, as it provides them with new ideas and perspectives on how businesses value their customers.

Future Researchers. Future research with a similar focus can be built upon this study. Future researchers can examine how Generation Z consumers are evolving and identify new trends and patterns by building upon the results of this study. This research can contribute to a deeper understanding of the relationship between consumer behavior and marketing innovation.

Theoretical Background

Theoretical Framework

The researchers used the demographic segmentation theory. This theory suggests that individual characteristics, such as age, sex, course, and weekly allowance, can influence consumer preferences, motivations, and purchasing decisions. Each demographic group will likely have unique needs and desires based on their life stage, social roles, and economic capabilities. These demographic variables established distinct consumer profiles, each with its own requirements and personal tastes.

Organizations must create tailored marketing plans that address the unique requirements, preferences, and habits of every demographic category to capitalize on these distinctions. The demographic segmentation theory provides a solid foundation for our study by helping to explain how the individual characteristics of Generation Z (age, sex, course, and allowance) influence their buying behavior. It also offers guidance on how businesses can tailor their marketing strategies to appeal to these unique consumer profiles, thus making these research findings highly relevant to modern marketing innovations.

Conceptual Framework

The researchers employed an IPO Scheme (Input-process-output) scheme paradigm for the study, which outlines the research approach.

Input loads include the profile of the respondents regarding age, sex, course, and allowance per week. The level of buying behavior will be examined in relation to self-esteem, mood, and trends.

The process involves determining and evaluating the buying behavior of Generation Z using a survey questionnaire. =

The output load encompasses the expected findings of the study on the respondents' buying behavior level and its impact on modern marketing innovation.

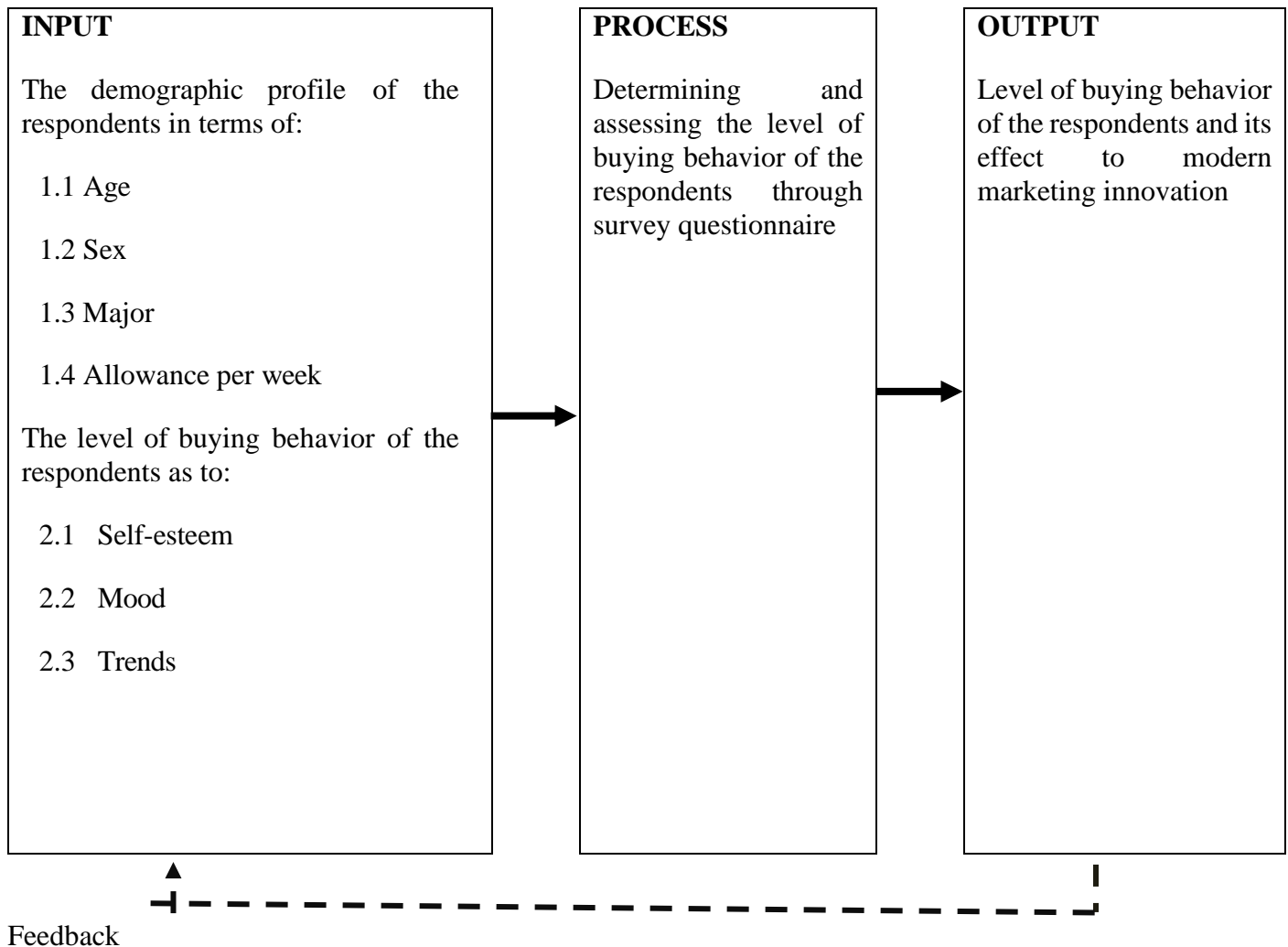


Figure 1. *Paradigm of the Study*

REVIEW OF LITERATURE

This section presents the literature and studies relevant to the current studies conducted. It generates interest in important discoveries and understandings that lay the groundwork for comprehending Generation Z's purchasing habits and their impact on modern marketing advancements. The review offers an in-depth understanding of the interrelated relationships between these themes, categorized into six areas: Consumer Behavior, the Impact of Modern Marketing, Consumer Behavior Towards E-commerce, Generation Z self-esteem, Mood, and Trends.

Characteristics of Generation Z

The characteristics and work practices of Generation Z have influenced its understanding of labor by examining factors such as motives, preferences, and expectations. Despite universities being acknowledged as important,

the quantity of youths who received more formal education than any other generation is notable. Cohort, there are a significant number of young graduates or seniors-individuals who doubt its necessity. (Maraba and Bulut, 2021). According to Szabó et al., (2021), digitally native students can be described as follows: they can access information through various media; they use simultaneous information processing, also known as multitasking; they primarily prefer visuals, sounds, and videos over text; they use non-linear elaboration; Gen Zers are accustomed to simultaneous interactions; they require internal learning motivation; they are looking for immediate feedback; and finally, they prefer information that is useful and immediately applicable.

Generation Z values employers who provide equal pay and opportunities for promotion, as well as opportunities for professional learning and advancement, according to research. Additionally, they disclosed that Gen Z favors employers who treat people with respect, act morally, offer fair pay and advancement, communicate openly and honestly, and make sound business decisions. Other key characteristics of Gen Z include independence, self-assurance, and autonomy. Compared to previous adolescent generations, they are less dependent on their parents. Due to the internet and other tools, Gen Z may begin earning money considerably earlier than their parents did. (Said et al., 2020).

The characteristics and work practices of Generation Z have influenced its understanding of labor by examining factors such as motives, preferences, and expectations. Although attending a university is acknowledged as important, the number of youths who received formal education than any other generation is notable. Cohort: there are a significant number of young graduates or senior individuals who doubt its necessity.

Generation Z has a diverse range of learning styles and interests. Gen Z prefers video communication, often using YouTube for instructional content instead of Google. For instance, they might watch a cooking video instead of reading a recipe. This trend is evident in the popularity of teenage boys creating video game tutorials and teenage girls establishing their online platforms for political commentary, often before reaching the age of thirteen. This is the age of verbal rather than written communication. (Mumpuni et al., 2021). This generation is increasingly concerned about global warming and deteriorating environmental issues and strongly needs to protect the environment. This leads to a greater desire to purchase environmentally friendly products and willingness to pay for characteristics associated with sustainability. (Martinez et al., 2023).

Consumer Behavior

With the purchasing decisions of Generation Z consumers, they rely on technology and are more focused on social media-based buying habits. According to Grigoreva et al. (2021), Gen Z is characterized as digital consumers who are comfortable with online shopping and spend a considerable amount of time online engaging in various activities. Social media plays a crucial role in delivering advertising information to Gen Z, with a focus on visual content and short formats, reflecting their fragmented information consumption patterns. Moreover, Gen Z's extensive use of the internet presents significant opportunities for sellers to reach them through digital platforms. Digital marketing can effectively capture the attention of Gen Z, assist them in making informed buying decisions, and facilitate more personalized communication (Fathinasari et al., 2023). Therefore, Bindu (2024) states that Gen Z is estimated to learn to live in a digital world of their own, and innovative technologies have a significant influence on their consumers' experiences. However, even though the internet is their primary source of information, they still seek input from others in most cases before making purchasing-related decisions. Additionally, when searching for product information and/or alternatives, respondents most often look for it on the Internet while reading reviews and consulting the recommendations of personal sources (Alić and Dolčić, 2020). Similarly, Khadar (2020) claims that Gen Z waits for discounts and other sales before making a purchase and is less influenced by celebrities. They learn to make their own choices based on research and information.

Generation Z tends to gravitate towards brands that prioritize social values, environmental concerns, and sustainability. They also prefer brands offering unique experiences and personalization that cater to their individual needs and preferences. Therefore, marketing strategies that focus on creating positive experiences and highlighting the added value provided by brands are crucial in capturing attention and winning the hearts of Gen Z (Salam, 2024). According to Ngah et al., (2021), Gen Z is proficient in using the internet and spends considerable time browsing and networking, online purchasing has become a routine part of their shopping

habits. Students studying management spend their money in ways influenced by several factors beyond their course (Abawag et al., 2019). As online purchasing has become their lifestyle, more innovative online marketing and platforms would entice this new group of potential customers. Furthermore, Gen Z has a strong awareness of and desire for ethical and environmental issues (Djafarova, 2022). As a result, Sjahruddin (2024) explains that businesses are encouraged to adopt strategies that embrace innovation while maintaining a strong ethical foundation, thereby effectively engaging and catering to the evolving preferences of Gen Z consumers. Altogether, Gen Z consumers are more likely to utilize online channels during their purchasing process as a means of gathering information and are influenced by a different range of factors than previous generations (Popa et al., 2023). By understanding the characteristics of Gen Z and the various factors that influence their buying behavior, these findings provide valuable insights into how marketers can effectively engage with this generation.

Research on Generation Z highlights key factors influence their consumer behavior, emphasizing the unique attributes and preferences of this generation. There is a relationship between personal budgeting, allowances, and overspending. It also suggests that allowance and personal spending are associated with compulsive buying behavior (Matutina, 2019). According to Thangavel et al., (2019), they improved the generational cohort method for customer segmentation by focusing on shopping motivations, revealing that value consciousness and convenience are dominant drivers for Gen Z consumers. Similarly, Dragolea et al., (2023) found that Gen Z's sustainable behaviors are positively correlated with the satisfaction they derive from environmental preservation efforts. However, there is little connection between their sustainable behaviors and ecological challenges, responsible marketing strategies, or self-identification as environmentally conscious consumers. Buying habits are influenced by age, and individuals of different ages exhibit distinct behaviors. (Boada et al., 2023).

Moreover, Karim (2019) noted that demographic cohorts, such as Generation Z, respond differently to advertisements and media based on factors including age, technology use, and spending power. Most men and women have similar interests, habits, and shopping preferences. According to the study, most men and women share similar shopping-related interests, behaviors, or dispositions (Nair et al., 2022). This calls for brands to develop distinctive marketing strategies that cater to their unique characteristics and needs. In this context, social media plays a pivotal role in shaping consumer behavior. Erwin (2023) explained how Indonesian Gen Z consumers are influenced by accessible social media influencers who build trust and shape tastes, which are essential for effective marketing. Supporting this, Pinto et al., (2021) found that social media influencers have a significant impact on Gen Z's purchase intentions, namely when the influencer is credible and visually appealing.

Additionally, Instagram influencers are recognized as crucial in engaging both Millennials and Generation Z effectively. According to Topalova et al. (2021), identifying factors that marketers should consider for successful interactions is essential. Beyond influencers, Krippes et al., (2024) emphasized the importance of ethical and transparent behavior for brands, noting that Gen Z pay closely monitors sustainability information, which positively influences their purchasing decisions. Businesses, therefore, must adapt by offering more user-friendly websites. Ayuni (2019) suggested that websites should prioritize simplicity, detailed and accurate information, security, multiple delivery options, and creative designs to attract Gen Z consumers.

Furthermore, Perono et al., (2022) emphasized that Generation Z is transitioning toward sustainable purchasing habits, a trend business cannot ignore, given this generation's growing market dominance. This aligns with the findings of Confetto et al. (2023), who explored the relationship between Gen Z and sustainability on social media, proposing a framework in which social media exposure to sustainability content serves as a stimulus, leading to sustainable actions. Together, these studies highlight the importance of understanding Gen Z's unique preferences, particularly their emphasis on sustainability, digital engagement, and trust in influencers, in order to effectively tailor marketing strategies.

Impact of Modern Marketing

As consumer behavior on the internet evolves, so do marketing strategies, which have become increasingly distinct over time. To gain a competitive edge in emerging economies, executives and policymakers must take note of innovations in marketing and management (Ozen and Ozturk-Kose, 2024). According to (Khaled et al.,

2019), consumer value is significantly and favorably impacted by technological innovation. Additionally, users' hearts and minds are the most valuable places for marketing activities to have an impact on their engagement (Azizah et al., 2024). Therefore, as noted by Raza et al. (2022), it is essential to recognize that consumers purchase intention, which serve as an indicator of their involvement with social media and CSR initiatives, are strongly correlated with social media cognitive engagement. As a result, emerging opportunities from Industry 4.0 are positive drivers of growth strategies and increased business competitiveness (Ungerman and Dředková, 2019).

Businesses continually seek new and innovative ways to engage with customers and influence their behavior. Social media influences the purchase intentions of Generation Z consumers marketing-facilitated customer-business interactions, brand awareness, perception, and loyalty to the brand (Niman et al., 2020). Henceforth, the mechanism for managing marketing innovations has been developed, which opens opportunities for domestic companies to gain a competitive edge, increase significance, increase business expenses, and improve enterprise-integrated growth efficiency (Boichenko et al., 2020). Even so, Razak (2022) argues that creative, collaborative, and relevant content should be the primary focus of digital marketing strategies, as it can capture attention and foster emotional engagement. Hence, using influencer marketing to influence Gen Z's decision-making process can be beneficial in several ways, including fostering relationships with them, winning their loyalty, and enhancing the company's reputation (Nadanyiova and Sujanska, 2023). Ultimately, Gen Z shoppers consider online customer reviews when making purchasing decisions, in addition to being influenced by influencer marketing (Wahyuni, 2024). Related research studies highlight the significant influence of social media interaction, influencer marketing, and customer reviews on Gen Z's purchase in intentions, brand loyalty, and emotional engagement. These findings directly advance our research by highlighting the importance of incorporating cutting-edge marketing innovations to effectively target and shape the purchasing behavior of Generation Z.

Engaging Generation Z through effective online marketing communication is crucial for businesses to gain substantial advantages, including improved customer loyalty, increased brand awareness, and a stronger competitive edge (Sujanska & Nadanyiova, 2022). Unlike millennials, who use social media platforms to promote their enterprises or personal brands, Gen Z primarily utilizes these platforms for online shopping. As highlighted by Patil et al., (2022), this generational difference underscores the necessity for marketers to adopt tailored approaches. Social media marketing plays a pivotal role in shaping their purchase intentions, as they tend to prefer social media advertisements over traditional ones. Increased brand awareness, loyalty, and customer engagement on these platforms ultimately influence purchasing decisions and enable businesses to predict customer behavior better (Ninan et al., 2020). To effectively engage and retain this audience, marketers must adapt their strategies to align with the interest and behavior of Gen Z's. Key elements of successful initiatives include offering discounts, creating relevant content, maintaining brand credibility, ensuring a strong online presence, and delivering high-quality content (Aher & Lazarus, 2021). Additionally, the use of social media influences in digital marketing has a significant impact on marketing outcomes for Gen Z. While influencers can boost sales, brand awareness, and loyalty, authenticity remains crucial to avoid negative perceptions among consumers (Dwiandini, 2024).

In Vietnam, the purchase intentions of Generation Z are significantly influenced by short video marketing, particularly when the content is perceived as useful. Scenario-based experiences, engaging content, and celebrity involvement contribute to enhancing brand sentiments (Ngo et al., 2023). Moreover, substantial differences exist between Gen Z's responses to TV and online advertising, with certain online elements having a greater impact on sales (Ao & Nguyen, 2020). Platforms like TikTok have proven particularly effective in driving purchases due to features such as user-generated content and live video streams, which significantly influence customer choices (Wikartika & Salvanisa, 2023). Gen Z's preference for local products is also significantly shaped by social media marketing. Positive and engaging content on platforms like Instagram and TikTok strengthens purchase intentions and brand image, making strategic social media use vital for marketers targeting this demographic (Waworuntu et al., 2022). Furthermore, brand awareness and green marketing have a positive influence purchasing intentions, with brand image mediating the impact of product innovation, green marketing, and brand awareness on these decisions (Prianthara & Adnyani, 2024). Collectively, these insights underscore the pivotal role of social media marketing in shaping their purchasing decisions and fostering connections with them.

Consumer Behavior towards Ecommerce

It is challenging to gain a competitive edge in today's market with its diverse customer base and competition if you do not understand how customers conduct business. First, every business knows what its customers want, need, and are looking for. However, not all businesses are aware of their customers' actual needs, often based on assumptions and predictions (Laitkep et al., 2021).

With the help of independent variables such as hedonic, simplicity, and useful motives, this study aimed to determine whether Generation Z's intention to shop online would be influenced. Additionally, it was hypothesized that the attitude toward online shopping would mediate the relationship between the independent variables and the intention to shop online. (Tunsakul, 2020). Gen Z has its own distinct needs and workplace behavior, and they genuinely have different motivating factors and requirements. The distinctiveness of Gen Z also referred to as iGen, net-gen, and digital natives, influences their perspective and approach to work and education. (Mulyani et al., 2019). According to Vijay et al., (2019), the more customers find value in a product, the more satisfied they will be. Additionally, both online customer value and service quality contribute to success in terms of fostering customer loyalty and satisfaction.

This generation values authenticity and seeks recommendations from peers or influencers (Zhulal et al., 2024). Business owners should focus on building genuine relationships with their target audience and leveraging user-generated content to establish credibility. Additionally, Generation Z expects personalized experiences tailored to their preferences (Albagja, 2024). Trust is paramount for them, and they are more likely to shop with brands they trust (Jílková and Králová, 2020). Companies should prioritize transparency in their communications, ensure secure payment options, and provide excellent customer service. As digital natives, Gen Z expects seamless mobile experiences (Yustini and Prihastuty, 2024). Ensuring its websites and apps are optimized for mobile devices. Furthermore, Gen Z is more likely to support brands by developing visually appealing, engaging, secure, and private websites that encourage consumers to transact (Sudirjo et al., 2023). By incorporating these insights into their marketing strategies, businesses can effectively engage with this influential consumer demographic and build lasting relationships.

The growing body of literature on Generation Z's consumer behavior in e-commerce highlights various critical factors that influence their purchasing decisions. Sudirjo et al. (2024) highlights that the entertainment value of online shopping heavily drives impulsive buying, supported by engaging and visually appealing websites. Similarly, Albagja (2024) emphasizes the importance of trust over perceived convenience or benefits, noting that risk perception unexpectedly increases interest in online shopping. Moreover, using the Stimulus-Organism-Response (SOR) Model, Le Tan and Duc Quang (2023) identify perceived enjoyment, positive comments, and product presentation as significant triggers for impulsive purchases. Furthermore, Folina and Stiakakis (2023) examine how the COVID-19 pandemic heightened Gen Z's inclination toward online shopping, highlighting the impact of health concerns and social aspects on e-commerce engagement. Finally, Singh and Sibi (2023) examine e-loyalty, highlighting trust and perceived usefulness as pivotal factors for fostering long-term consumer relationships in the online travel sector.

Furthermore, additional studies delve deeper into how e-commerce platforms cater to the preferences of Generation Z. Putra & Darma (2024) find that social media advertising, service quality, and brand image play critical roles in shaping purchase intentions, overshadowing the influence of influencers. Similarly, Fauzi et al., (2023) identify pricing, online reviews, and seller responsiveness as key determinants, underscoring their collective impact on purchase intentions. Additionally, Nguyen (2022) reaffirms the importance of perceived enjoyment, product presentation, and positive comments in driving impulsive online buying behaviors. Meanwhile, Urne and Aggrawal (2020) emphasize trust and security in fostering consumer confidence, while Perumal (2019) highlights perceived benefits and trust as decisive factors for engaging Gen Z. Altogether, these studies provide a comprehensive understanding of the interconnected influences shaping their behavior within the rapidly evolving e-commerce landscape.

Self Esteem

Attitude acted as a mediator in the link between quality value and purchasing intention. Price values were

negatively correlated because these companies' higher costs had a detrimental effect on consumers' attitudes and intentions to buy. These results also show that while social value and quality values impact attitude and purchase intention, luxury fashion brands are a significant predictor of intention to buy, in contrast emotional value and self-esteem are negligible predictors of this intention. Online celebrities influence the purchasing patterns of Gen Z within their generation (Ding, 2024). Influential advertising appeals to Gen Z mainly due to its genuineness and peer-generated, personalized content (Anand, 2024). The notion of planned behavior is extended in this study to examine premium fashion brands. Marketers and retailers will be better able to serve Gen Z luxury brand consumers if they focus on the relationship between consumption ideals and self-esteem and how it influences consumers' attitudes and intentions to purchase luxury fashion brands (Opiri, 2021).

The lifestyle variable has a significant impact on the decision to purchase a device, as indicated by the results of data processing above. It demonstrates that, despite its limited influence, lifestyle is linked to a person's behavior when buying devices. Given that buying a gadget is theoretically related to one's lifestyle, this outcome looks odd. Stylish people upgrade and change their possessions, including the types of gadgets they use. Given Generation Z's high level of digital literacy and social media influence, self-esteem has significant implications for businesses and marketers seeking to reach them through digitally influential individuals. This generation primarily relies on influences they find reliable and beneficial (Misron et al., 2024). The research has implications for marketing strategy about two key factors: self-esteem and the decision to purchase a gadget. Nonetheless, the self-esteem variable has a significant impact on the purchasing decisions of Gen Z for gadgets. Companies that manufacture devices may do so with the understanding that a person's desire to always look good in front of others increases with their level of self-esteem. Therefore, to capture consumers' interest in purchasing their gadget items, companies that produce gadgets must be able to keep pace with the evolution of current trends and fads. This study will focus on members of Gen Z, specifically those between the ages of 18 and 26, who have made at least one purchase of a gadget. It may focus more on the challenges and objectives of the research. For more accurate results, future studies should include people who have purchased multiple devices (Sutanto & Aubelia, 2022).

Generation Z consumers tend to select products that align with their self-perception, aiming to maintain or enhance their self-esteem. Tenia et al., (2022) highlights that purchasing decisions are often influenced by the desire to conform to societal expectations and gain social recognition. Rather than focusing solely on functionality, individuals tend to choose products that symbolize wealth, exclusivity, or prestige, thereby reinforcing their self-worth and aligning with their perceived social status. Consumers' decisions to purchase are motivated by a desire for self-verification, in which they choose goods that validate their preexisting opinions of themselves (Stuppy et al., 2019). This behavior reflects how self-esteem and social influence shape consumption patterns, prompting individuals to prefer brands and products that enhance their image and social standing.

Generation Z's purchasing behavior is strongly influenced by self-esteem, as they seek products and experiences that enhance their self-image and social validation. This is evident in how technology brands, such as iPhones, design products that reinforce their confidence and online presence. Likewise, cafés and social spaces adapt their environments to encourage content creation, allowing them to showcase their lifestyles and boost their self-esteem through social media engagement. According to Espejo et al., (2024), the consumer behavior of this generation is deeply tied to digital interaction and self-expression, meaning their purchasing decisions are not only based on practicality but also on how products contribute to their sense of identity and self-worth. These insights underscore the importance of incorporating self-esteem-driven strategies into brands' marketing efforts to connect with their target audience effectively.

Self-esteem plays a crucial role in shaping sustainable attitudes and behaviors. Research suggests that mortality salience can enhance self-esteem, especially in the face of threats. According to Terror Management Theory (TMT), individuals with high self-esteem tend to exhibit confidence and a strong sense of self-worth. In contrast, those with low self-esteem often experience feelings of insecurity. In the context of sustainability, respondents linked their self-esteem to their commitment to responsible consumption, viewing it as both a personal and societal benefit. While past studies suggested that mortality awareness lowers self-esteem and increases material consumption, findings by Elgammal and Al-Modaf (2023) reveal a positive correlation between mortality salience and self-esteem. Their research indicates that individuals who acknowledge mortality tend to maintain

confidence and high self-worth, thereby reinforcing the notion that self-esteem drives sustainable behavior.

Moods

Customers from Generation Z react swiftly to developments and rely heavily on technology. It is advised that marketers concentrate on how consumers perceive their products. If customers have a positive perception, their mood will be good, and this will increase their purchase intention. Additionally, advertisers should focus on the frequency of their ads. Frequent airing of the ads will help consumers remember them, enhance their shopping experience, and increase their likelihood of making a purchase. Because it will also have an advantageous effect on customers' purchase intentions, brands should also pay attention to the context of their ads (Shabbir et al., 2020).

According to Shabbir et al. (2020), the frequency of advertisements has a significant impact on consumers' moods and purchasing intentions. It is typical for television commercials to be shown repeatedly. Customers become more aware of a particular brand when it is frequently advertised, either through its products or services. In a similar vein, consumers tend to remember ads because they are frequently exposed to them, which typically enhances their shopping experience. According to the study, the frequency of advertisements has a positive impact on consumers' moods and influences their purchasing decisions. Therefore, it can be inferred that the frequency of advertisements raised the customer's mood and intention to buy. In a similar vein, it can be said that the context of advertisements increases purchase intention.

Vrtana and Krizanova (2023) examined the dominance of specific emotions within both positive and negative emotional states after exposure to an advertising spot. Their findings revealed that among the positive emotions, happiness was the most experienced by Generation Z consumers, while sadness and fear were the dominant negative emotions. Although emotional advertising does not always position the product as the focal point, it aims to establish a deep emotional connection between consumers and the brand. This emotional bond can influence purchasing behavior, potentially leading to irrational or impulsive buying decisions. Furthermore, the study suggests that such emotional connections contribute not only to immediate purchasing tendencies but also to the long-term sustainability of consumer behavior. As emotional appeal becomes an integral part of modern marketing communication, its effectiveness varies based on demographic factors.

Mood significantly influences Generation Z's purchasing behavior, particularly in impulse buying. Saputra and Nurmalia (2023) highlight those positive emotions, such as excitement and exhilaration, enhance impulsive purchases, making mood a key factor in decision-making. Consumers with cheerful and enthusiastic attitudes tend to be more likely to engage in spontaneous buying. Emotional states play a crucial role in impulsive buying decisions. Positive emotions increase the appeal of impulsive purchases, suggesting that consumers who are feeling good are more likely to make them (Rodrigues et al., 2021). As digital natives, Gen Z is highly engaged in online shopping, where various stimuli can elevate their mood and drive impulsive purchases. Marketers can leverage mood-enhancing strategies, such as engaging visuals and personalized recommendations, to influence their buying behavior and boost sales.

Trends

Due to Generation Z's heightened awareness of sustainability-related issues, fashion brands are enhancing their brand image by incorporating social responsibility into their value proposition. Due to the altered competitive environment in which businesses now operate, sustainability will inevitably become a powerful catalyst for innovation. In an era of increasing affirmation, this viewpoint emphasizes the need for fashion companies to reorient their strategic approach toward leveraging sustainability and social responsibility as a competitive advantage that benefits both individual businesses and the industry as a whole. These trends open compelling research opportunities under the profile of the analysis of strategic behavior and emerging new business models in this sector, even today barely investigated by management literature (Gazzola et al., 2020)

Researchers need to understand how Generation Z utilizes social media platforms, such as TikTok, in the digital age known for its short-form video content, TikTok boasts a large user base, particularly among young people. To fully understand Gen Z's engagement on TikTok, it is essential to examine the factors that influence their

adoption of technology, as well as the varying levels of participation observed on the platform. TikTok's rapid global rise in popularity, particularly among Gen Z, can be attributed to its user-friendly interface and advanced video editing tools. This platform provides businesses with a powerful and affordable marketing channel to reach a large audience and convey information effectively and concisely through short-form videos (Fitriani et al., 2022).

Generation Z consumers are impacted by the purchases made by TikTok content creators. This generation believes it is reliable to consider the suggestions made by the influencers. However, to demonstrate significance, a brand must hire social media influencers to promote its products or services online. Using influencers to assist in marketing the brand online increases the likelihood that the company will be chosen for interaction or purchase behavior (Sadik, 2022). A group known as Gen Z is quite confident in their preferred social media influencers. They therefore consider the social media influencer to be reliable and act in approval of their suggestions (Sadik, 2022). Gen Zers make highly involved decisions when buying trendy goods because they want to express themselves and gain social validation. (Solomon, 2019)

Social media is the ideal tool for engaging and communicating with Generation Z, as they are a generation that is connected to trends and everything new and technologically appealing. They can also be used to focus on brand awareness and seek a deeper connection with this generation. The constant stream of brief information from platforms like YouTube, Facebook, and Twitter, along with their brief, fast-paced visual patterns, is rewiring the brain to expect information to be delivered in short bursts (Bara & Magano, 2021). Social media and trends have a significant impact on this generation, which often seeks products that align their hobbies and social networks. According to research, 85% of Gen Zers report that social media influences their purchasing decisions, with sites like Instagram and TikTok being particularly crucial for discovering new products and following trends. In addition to introducing them to new products, this social media activity improves their social interactions by creating a sense of community and shared experience (Walk-Morries, 2023).

METHODS

Research Design

A descriptive research design was utilized in this study. To explore the behavioral buying patterns of Generation Z in Santiago City. The purpose of descriptive research is to describe the features of a particular phenomenon, group, or circumstance by methodically gathering, analyzing, and presenting data. Numerous academic disciplines, including behavioral science, health, and education, have extensively utilized this research methodology. Additionally, descriptive research was primarily employed to address questions of "what", "where", "when", and "how". (Sahinand Mete, 2021; Mohajan, 2020; Hunter et al., 2019).

Researchers were able to identify behaviors in their target market or specific population using descriptive research designs, which effectively summarized respondents' demographic profiles and measured self-esteem, mood, and trends using standardized scales. Due to the numerous positive benefits of survey methods, survey questionnaires were selected as the primary means of gathering data for this study. In the modern research environment, survey questionnaires are an essential source of data. In addition to being quicker to complete, questionnaires are also cost-effective. The researchers employed a Google form to reach respondents who are electronically oriented.

Study Site and Population

The study was conducted at the University of La Salette, Inc., a premier institution located in Santiago City. The university is accredited by various accrediting associations, including the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) and the Philippine Accrediting Association of Schools Colleges and Universities (PAASCU). The University has stayed on top as one of the best universities for 72 years. The university is in Santiago City, which is classified as the commercial hub of Isabela and serves as a gateway to the Cagayan Valley. The respondents of the study were students enrolled in the different programs of the university who belong to the Generation Z population. They were randomly selected by the respondents.

Population, Sampling Size and Sampling Techniques

The College of Business Education has a total student population of 430, comprising students from various business administration programs offered by the College. The respondents in this study are Generation Z students from the College of Business Education at the University of La Salette, aged 18 to 27, all enrolled in the BSBA program.

A random sampling technique was utilized to pick students out of the group to study. From the rostered list of students enrolled in the program, 204 respondents were randomly selected. This method has a lower risk of research biases, such as sampling bias and selection bias. Each individual in the sample frame ensured that everyone in the respective population had an equal probability of being selected.

Instrument

The Researchers made use of a survey questionnaire. The study efficiently gathered relevant data on consumer behavior and the impact of modern marketing strategies on Generation Z students, allowing respondents to provide answers in their own words, and yielding rich, qualitative data. The survey questionnaire was adapted from the Research Study of Eugenio and Tesoro, "Trendsetting Behavior of Gen-Z: Basis for a Development Plan of Interactive Marketing Plan," 2021. The survey questionnaire consisted of two major parts. Part I is the Demographic Profile of the respondents, and Part II is the Level of Buying Behavior.

The scale used is the 4-point Likert scale. It will be administered using four-point scales ranging from "Strongly Disagree" to "Strongly Agree." This scale was helpful in studying the opinions and attitudes of Generation Z students towards various marketing concepts and strategies.

Data Gathering Procedure

The researchers accomplished the study with the following procedures:

- The researchers seek approval of the title from the Research Director of the University and the College Dean.
- The researchers sent a letter to the Dean of Student Services to request approval in distribution of the survey questionnaire to the student respondents.
- The researchers read manuscripts, journals, and books to accomplish the manuscript of the study.
- After the approval and presentation of the proposed study, the researchers distributed or floated the survey questionnaire to the student respondents.
- They were given enough time to answer the survey questionnaire during their break time.
- The researchers collected and tallied gathered data and subjected it to the statistical computer with the supervision of the statistician and adviser.
- The data were presented in tabular presentation and analysis with the supervision of the adviser.

Data Analysis

Data analysis involves a systematic process of collecting, cleaning, preparing, exploring, analyzing, and interpreting data. It begins with gathering relevant data from various sources, followed by cleaning and organizing the data to ensure accuracy and consistency. This is then achieved using statistical tools as the data undergoes a normality test simultaneously with the post hoc evaluation, particularly to assess the degree of difference.

1. Frequency and percentage were used to measure the different shares of the respondents' responses on their demographic profile.
2. The weighted mean was used to measure the central tendency of respondents' perceptions regarding

- the level of buying behavior in relation to self-esteem, mood, and trends of the respondents.
3. A Standard Deviation was used to measure the data on self-esteem, mood, and trends of Generation Z respondents in relation to the mean.
 4. A Mann-Whitney U Test was conducted to determine if there is a significant difference in the respondents' demographic profile and level of buying behavior.
 5. The Kruskal-Wallis test was used to determine if there is a statistical difference between the means of the different variables of the Generation Z respondents in terms of their level of buying behavior.
 6. Dunn's pairwise test was employed to ascertain if the demographic profile of Generation Z, specifically the age group, differs significantly in terms of self-esteem, mood, and trends.

The quantitative results were interpreted using a four-point scale, as shown below:

Scale	Range	Qualitative Description	Interpretation
4	3.25 – 4.00	Strongly Agree	Extensive
3	2.50 – 3.24	Agree	Extent
2	1.75 – 2.49	Disagree	There is slight extent
1	1.00 – 1.74	Strongly Disagree	No Extent

Ethical Considerations

Several ethical issues are addressed in this study. Participant benefits include providing knowledge of Generation Z consumer behavior and making a valuable contribution to research that can enhance promotional techniques and encourage consumer engagement. There are several risks, including potential psychological discomfort, privacy concerns, and minor inconveniences. The study ensured that participants were fully informed of their rights, including the right to withdraw from the study at any time without any consequence. The questionnaire was designed to minimize commitment and time requirements, thereby reducing these risks. The study also avoided any leading or biased questions in the survey to uphold objectivity and respect participants' autonomy in providing genuine responses. Considering these safety measures, the study's advantages outweigh its disadvantages, as its conclusions may have a favorable impact on marketing strategies and the experience of Gen Z consumers' experiences.

RESULTS

This section shows the results and discussions of the data gathered through a survey questionnaire on the consumer buying behavior of Generation Z respondents. It is divided into three sections with the supervision of the statistician and adviser.

Part I – Demographic Profile

Table 1. Frequency and Percentage Distribution of Respondents.

Variables	Frequency	Percentage
Age		
19 Years Old and Below	45	23
20 – 21 Years Old	100	51
22 – 23 Years Old	39	20
24 Years Old and Above	11	6
Sex		
Male	81	42

Female	114	58
Major		
Marketing Management	112	57.44
Financial Management	69	35.38
Human Resource Management	14	7.18
Allowance per week		
₱ 650 and Below	31	16
₱ 651 – 800	14	7
₱ 801 – 1,200	84	43
₱ 1,201 – 1,500	31	16
₱ 1,501 and above	35	18

N=195

As gleaned on Table 1 about the demographic profile of the respondents, 100 or 51 percent belong to 20 to 21 years old, 45 or 23 percent belong to age bracket of 19 years old and below, 39 or 20 percent of the population belong to 22 to 23 years old and 11 or 6 percent of the population belongs to 24 years old and above. With regard to sex 114 or 58 percent were female respondents and 81 or 42 percent were male respondents.

From the total respondents, 112 or 57.44 percent enrolled in the Bachelor of Science in Business Administration major in Marketing Management, 69 or 35.38 percent enrolled in the Bachelor of Science in Business Administration major in Financial Management, 14 or 7.18 percent enrolled in the Bachelor of Business Administration major in Human Resource Management. As to the allowance per week by the respondents, 84 or 43 percent receive an allowance ranging from ₱ 801 to ₱ 1,200, 35 or 18 percent receive an allowance ranging from ₱ 1,501 and above, 31 or 16 percent receive an allowance ranging from ₱ 1,201 to ₱ 1,500 and ₱ 650 and below, 14 or 7 percent receive an allowance ranging from ₱ 651 to ₱ 800.

It implies that the majority of the respondents are 20 to 21 years old, female, with a Bachelor of Science in Business Administration major in Marketing Management and a weekly allowance of 801 to 1,200.00. According to the study "Women at the Leading U.S. & Global MBA Programs: Why the Numbers Keep Rising" by Ethier (2023), Business School has the highest percentage of female students in its Business Administration program among all European universities, which highlights a trend of female dominance in business-related courses.

Part II – Level of Buying Behavior

The succeeding tables presents the three indicators about the level of buying behavior of Generation Z, specifically in terms of their self-esteem, mood, and trends. It shows how respondents rated the different indicators of buying behavior.

Self Esteem

Table 2. Mean Responses of the Respondents on the Level of Buying Behavior as to Self Esteem.

Indicator	SD	Mean	Qualitative Interpretation
I have a hard time liking products.	.58	2.79	Agree
Other people's opinions about a product/service count more to me.	.71	2.92	Agree

I hesitate to buy a product because of what others might think.	.85	2.47	Disagree
I take a positive attitude towards buying something.	.55	3.22	Agree
I am not confident about the quality of products that I buy.	.75	2.41	Disagree
I am afraid of trying new products/services.	.86	2.56	Agree
I always search for relevant information about the products/services.	.61	3.46	Strongly Agree
Category Mean		2.83	Agree

Legend: 1.00 – 1.74= Strongly Disagree 2.50 – 3.24 = Agree
1.75 – 2.49 = Disagree 3.25 – 4.00 = Strongly Agree

As shown in Table 2 with regards to the level of buying behavior as to self-esteem of the respondents, they believe and strongly agree that they always search for relevant information about the products/services (M=3.46) in their buying behavior as to self-esteem. The respondents were agreeing on the different indicators that they take a positive attitude towards buying something (M=3.22), they also consider that other people's opinions about a product/service count more to me (M=2.92), even when they have a hard time liking products (M=2.79) and they are afraid of trying new products/services (M=2.56). The rest of the respondents disagreed that they hesitate to buy a product because of what others might think (M=2.47) and they are not confident about the quality of products they buy (M=2.41).

It implies that the respondents believe and agree on their buying behavior as to self-esteem with a category mean of 2.83 which means that their level of buying behavior is extent because the respondent's confidence in purchasing decisions is influenced by others' opinions, their hesitation to try new products, and their need for relevant information before buying. The study "I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption" supports this conclusion by claiming that consumers' decision to purchase is motivated by a desire for self-verification, in which they choose goods that validate their preexisting opinions of themselves. (Stuppy et al., 2019)

Mood

Table 3. Mean Responses of the Respondents on the Level of Buying Behavior as to Mood.

Indicator	SD	Mean	Qualitative Interpretation
I usually buy something when I am in a good mood.	.72	2.99	Agree
I am easily convinced by an advertisement when I am in a good mood.	.77	2.72	Agree
When my day turns out good, I buy the things I like.	.79	2.81	Agree
I buy random products/services when I feel happy.	.87	2.74	Agree
I buy products when me and my friends are in a good mood.	.74	2.72	Agree
I am easily convinced to buy a product when I feel happy and content.	.77	2.76	Agree
When my mind is clear and in a good mood, I usually buy something that can impress my friends.	.91	2.42	Disagree

I have a strong urge to buy something, when I am thinking clearly and having a good mood to impress my family.	.85	2.55	Agree
Category Mean		2.71	Agree

Legend: 1.00 – 1.74= Strongly Disagree 2.50 – 3.24 = Agree
1.75 – 2.49 = Disagree 3.25 – 4.00 = Strongly Agree

As shown in the table 3 with regards to the level of buying behavior as to mood of the respondents, they believe and agree that they usually buy something when they are in a good mood (M=2.99) in their buying behavior as to mood. The respondents agreed on the different indicators that when their day turns out good, they buy things they like (M=2.81), moreover, they are easily convinced to buy a product when they feel happy and content (M=2.76), in the same way, they buy random products/services when they feel happy (M=2.74), they are also easily convinced by an advertisement when they are in a good mood and they buy products when their friends are in a good mood (M=2.72), on the other hand, they have a strong urge to buy something, when they are thinking clearly and having a good mood to impress their family (M=2.55). The rest of the respondents disagreed that when their mind is clear and in a good mood, they usually buy something that can impress their friends (M=2.42).

The category means of 2.71 indicates that the respondents are more likely to buy products or services when they are in a good mood, especially when feeling happy, content, or influenced by social factors. This indicates that their level of buying behavior is extent that confirm with the result of the study titled "Factors Affecting Impulse Buying Behavior of Consumers" supports this conclusion by stating that emotional states are vital in impulsive buying decisions. Positive emotions increase the appeal of impulsive purchases, so it suggests that consumers who are feeling good are more likely to make them. (Rodrigues et al., 2021)

Trends

Table 4. Mean Responses of the Respondents on the Level of Buying Behavior as to Trends.

Indicator	SD	Mean	Qualitative Interpretation
I feel true happiness in buying trending products.	.70	2.86	Agree
I feel great pleasure whenever I buy trending products.	.72	2.85	Agree
I use buying trendy products as an adventure for socialization.	.75	2.56	Agree
I feel fun buying trending products.	.71	2.74	Agree
I like to buy trending products that I fantasize to have.	.76	2.87	Agree
I feel satisfied when I buy trending products I desire.	.67	3.01	Agree
I feel the urge to buy whenever there is a new trendy product.	.80	2.63	Agree
I find trending products interesting.	.63	2.97	Agree
I find trending products eye-catching.	.70	2.99	Agree
I feel captivated and fascinated whenever I buy new trend products.	.68	2.87	Agree
Category Mean		2.84	Agree

Legend: 1.00 – 1.74= Strongly Disagree 2.50 – 3.24 = Agree
1.75 – 2.49 = Disagree 3.25 – 4.00 = Strongly Agree

As presented in Table 4 with regards to the level of buying behavior as to trends of the respondents, they believe and agree that they feel satisfied when they buy trending products they desire ($M=3.01$) in their buying behavior as to trends. The respondents agreed that they find trending products eye-catching ($M=2.99$), on a similar way, they find trending products interesting and they feel captivated and fascinated whenever they buy new trend products ($M=2.97$), they also like to buy trending products they fantasize to have ($M=2.87$), in addition, they feel true happiness in buying trending products ($M=2.86$), and they feel great pleasure whenever they buy trending products ($M=2.85$). The respondents agreed that they feel fun in buying trending products ($M=2.74$), and they also feel the urge to buy whenever there is a new trendy product ($M=2.63$), lastly, they use buying trending products as an adventure for socialization ($M=2.56$).

With a category mean of 2.84, it indicates that the respondents find joy, excitement, and satisfaction in buying trending products, as they captivate their interest, enhance their social experiences, and fulfill their desires. In support of this conclusion, the study "Consumer Behavior: Buying, Having, and Being" claims that Generation Z makes highly involved decisions when buying trendy goods because they want to express themselves and gain social validation. (Solomon, 2019)

Table 5. Summary on the Level of Buying Behavior of the Respondents

Level of Buying Behavior	SD	Mean	Qualitative Interpretation
Self Esteem	0.80	2.83	Agree
Mood	0.82	2.71	Agree
Trends	0.73	2.84	Agree
Overall Mean		2.79	Agree

As gleaned on the Table 5, respondents believe and agree on their buying behavior that trends with a mean of 2.84 followed by self-esteem with a mean of 2.83 and the mood shows as the last priority with a mean of 2.71. In general, the respondents agree with an overall mean of 2.79. It indicates that the respondents find joy, excitement, and satisfaction in buying trending products, as they captivate their interest, enhance their social experiences, and fulfill their desires which reflect key aspects of Generation Z's purchasing behavior. This generation is significantly influenced by social media and trends, often seeking products that resonate with their social circles and personal interests. Research indicates that 85% of Gen Z reports that social media impacts their purchasing decisions, with platforms like TikTok and Instagram playing pivotal roles in product discovery and trend adoption. This social media engagement not only introduces them to new products but also fosters a sense of community and shared experience, enhancing their social interactions (Walk-Morries, 2023).

Generation Z consumers often experience positive emotions such as joy and excitement when purchasing trending products, as these items allow them to express their individuality and stay connected with current cultural movements. This behavior underscores their desire for products that are not only functional but also socially and personally fulfilling. However, it's important to note that while Gen Z values sustainability and ethical practices, there is sometimes a discrepancy between their expressed values and actual purchasing behaviors, particularly when it comes to affordable, trendy items (News.com.au, 2024).

Part III – Significant Difference

Sex

Table 6. Significant Difference on the Respondent Buying Behavior about Self-Esteem, Mood, and Trends based on their Sex.

	Sex	N	Mean Rank	p-value	Remark
Self- Esteem	Male	81	95.92	.662	The Null Hypothesis is accepted.
	Female	114	99.48		

Mood	Male	81	98.05	.992	
	Female	114	97.96		
Trends	Male	81	100.15	.652	
	Female	114	96.47		

at 0.05 significance level

A Mann-Whitney U Test was conducted to compare the buying behavior of the respondents on self-esteem, mood, and trends based on sex as perceived by the respondents when buying. The test result revealed no significant difference between male and female responses regarding their buying behavior on self-esteem, mood, and trends ($U = 4448.500, 4613.000, 4442.500, p = .662, .992, \text{ and } .652$). Thus, the null hypothesis is accepted. The study "Difference in Consumer Shopping Behavior of Men and Women" supports the findings by stating that most men and women share similar hobbies, behaviors, and purchasing habits. The study found that most men and women have comparable interests, dispositions, or actions regarding shopping. (Nair et al., 2022)

Course

Table 7. Significant Difference on the Respondent Buying Behavior about Self-Esteem, Mood, and Trends based on their Course.

	Course	N	Mean Rank	p-value	Remark
Self-Esteem	BSBA-MM	112	98.64	.669	The Null Hypothesis is accepted.
	BSBA-FM	69	95.32		
	BSBA-HRM	14	106.07		
Mood	BSBA-MM	112	101.73	.795	
	BSBA-FM	69	91.75		
	BSBA-HRM	14	98.93		
Trends	BSBA-MM	112	96.16	.509	
	BSBA-FM	69	98.49		
	BSBA-HRM	14	110.32		

A Kruskal-Wallis Test was conducted to compare the buying behavior of the respondents on self-esteem, mood, and trends based on their course. Responses from Marketing Management, Financial Management, and Human Resource Management regarding their buying behavior in relation to trends, mood, and self-esteem did not significantly differ from one another, according to the test ($H = .805, .460, 1.351, p = .669, .795, .509$). Thus, the null hypothesis is accepted. In support of this finding, the study "Spending Behavior of Management Students" reveals that the spending behavior of management students is not entirely affected by their course, there are some of the other factors that influence how management students spend their money (Abawag et al., 2019).

Age

Table 8. Significant difference of the Buying Behavior of the Respondents on Self-esteem, Moods, and Trends when group according to Age.

Age	n	Mean Rank	SD	df	p-value	Computed
Self-Esteem						
19 Years Old and Below	45	193.42	0.82	9	.705	<0.000

20-21 Years Old	100	204.55	0.79			
22-23 Years Old	39	178.42	0.77			
24 Years Old and Above	11	329.96	0.89			
Mood						
19 Years Old and Below	45	186.17	0.81	9	.043	<0.000
20-21 Years Old	100	217.23	0.79			
22-23 Years Old	39	199.85	0.81			
24 Years Old and Above	11	304.59	0.92			
Trends						
19 Years Old and Below	45	206.46	0.71	9	.121	<0.000
20-21 Years Old	100	212.57	0.71			
22-23 Years Old	39	171.8	0.67			
24 Years Old and Above	11	375.97	0.94			

To compare the respondents' buying behaviors according to their age, mood, and self-esteem, a Kruskal-Wallis test was administered. According to the test, there is a notable difference in their purchasing habits based on their age, mood, and self-esteem. ($H = 6.346, 17.413, 14.040, p = .705, .043, .121$). Thus, the null hypothesis is rejected. The study "Relationship between Consumer Insights and Purchase Patterns across Different Generations: A Quantitative Approach" backs up this finding by asserting that age affects buying behaviors and that individuals of various ages exhibit distinct behaviors. (Boada et al., 2023)

According to Dunn's pairwise test, there was very strong evidence (adjusted using the Bonferroni correction) of a difference between the ages of 20 to 21 years old to 19 years old and below and 24 years old and above in terms of the level of buying behavior of the respondents' Self-esteem, Mood, and Trends ($p < 0.001$).

Allowance

Table 9. Significant Difference of the Buying Behavior of the Respondents on Self-esteem, Moods, and Trends when group according to Allowance per week.

Allowance per week	n	Mean Rank	SD	df	p-value	Computed
Self-Esteem						
P 650 and below	31	276.6	0.82	17	.540	<0.000
P 651 to P 800	14	369.83	0.73			
P 801 to P 1,200	84	265.38	0.74			
P 1,201 to P 1,500	31	161.07	0.79			
P 1,501 and above	35	553.42	0.90			
Mood						
P 650 and below	31	153.42	0.84	17	.269	<0.000
P 651 to P 800	14	309.31	0.75			
P 801 to P 1,200	84	353.89	0.78			
P 1,201 to P 1,500	31	199.44	0.77			

P 1,501 and above	35	670.29	0.89			
Trends						
P 650 and below	31	152.22	0.80	17	.156	<0.000
P 651 to P 800	14	300.21	0.68			
P 801 to P 1,200	84	225.8	0.71			
P 1,201 to P 1,500	31	226.22	0.62			
P 1,501 and above	35	598.09	0.76			

Based on their weekly allowance, the respondents' buying patterns were compared using the Kruskal-Wallis Test to assess their mood, self-esteem, and trends. The test found that the respondents' buying behaviors differed significantly depending on their weekly allowance in terms of trends, mood, and self-esteem ($H = 15.772, 20.108, 22.796, p = .540, .269, .156$). Thus, the null hypothesis is rejected. The study by Matutina (2019) entitled "Can Allowance, Personal Budgeting, and Self Control as Mediating Role Manage Compulsive Buying Behavior Among College Students" found a correlation between excessive spending and both personal planning and allowance. Additionally, it demonstrates that compulsive buying behavior was linked to allowance and personal spending. The other findings showed that discipline could reduce the impact of allowance on habitual purchasing.

DISCUSSION

This section presents the discussion of the study after the result presentation of the data gathered from the previous section.

Part I – Demographic Profile

The respondents of the study were 20 – 21 years old and few of them belong to age bracket of 24 years old and above it shows that most of the college or generation z were 20 to 21 years old. The study "Gen Z Statistics 2025 By Natives, Age, Population" by Yardi (2025) reports that 18 to 21-year-olds were enrolled in either a two-year or four-year university.

As to sex, the respondents were female respondents, and it is confirmed in the study by Cagle (2024) titled "Best Business Schools for Women" which demonstrates that business school enrollment for women is continuously rising for professions and roles that were previously mainly held by men. This increase confirms our study's finding that more female students are taking up business education courses. The distribution of the respondents based on their major shows that most of them were marketing management majors. The Graduate Management Admission Council (2022) entitled "Women in Business School" shows that Marketing programs had significantly more female students. This suggests that both men and women are heavily represented in marketing management majors, with an important increase in female enrollment. This is in line with our research, which shows that both genders are currently enrolled in business courses with a marketing management major. The respondents were given an allowance of 801 to 1,200 per week showing that students in the province area allowance amounting to 801 to 1,200 is enough in their weekly expenditure as stated in the study "The Financial Literacy and Practices of Students in Central Luzon State University, Philippines" by Pascual (2024) revealed that 57% of students were given a weekly allowance of between ₱700 and ₱1,000. This implies that a sizable percentage of students keep their spending between ₱700 and ₱1,000. It implies that the respondents were 20 - 21 years old, female, marketing management majors with an allowance of 801 to 1,200.

Part II – Level of Buying Behavior

The level of buying behavior of Generation Z particularly as to self-esteem, the respondents believe and agree with different indicators revealing their confidence in purchasing decisions and they always search for relevant information about the products/services. The study "I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of

"Self-Verifying Consumption" supports this conclusion by claiming that consumers' decision to purchase is motivated by a desire for self-verification, in which they choose goods that validate their preexisting opinions of themselves (Stuppy et al., 2019). Similarly, the research conducted by Misron et al. (2024), entitled "The Impact of Social Media Influencers on Generation Z's Consumer Buying Behavior: A Conceptual Analysis" has major implications for companies and marketers looking to use digitally influential individuals to reach Generation Z. Given their high level of social media impact and digital literacy, this generation mainly depends on influences that they find helpful and trustworthy.

Building on this perspective, a study by Anand (2024), titled "Exploring the Impact of Social Media Influencers on Purchase Decisions on Gen Z Consumers", found that Gen Z is particularly responsive to influential advertising, primarily because of its authenticity and peer-driven, customized content. This suggests that one of the most effective strategies marketers can employ to significantly impact Gen Z consumers' purchasing habits is influencer advertising. Further expanding on this idea, the study "The Effect of Social Media Influencers' Trustworthiness on Customers' Perceived Brand Value, and Purchase Intention: A Perspective of Gen Z" by Ding (2024) provides a more comprehensive view of Gen Z buyer habits and how internet celebrities within the same generation impact them.

The degree of Generation Z purchasing behavior, specifically with regard to mood, demonstrates that the respondents believe and agree with various indicators that show their confidence in their choices, and they typically make purchases when they are feeling good. The study titled "Factors Affecting Impulse Buying Behavior of Consumers" supports this conclusion by stating that emotional states are crucial in impulsive buying decisions. Specifically, it highlights that positive emotions enhance the appeal of impulsive purchases, suggesting that consumers who are feeling good are more likely to make spontaneous buying decisions (Rodrigues et al., 2021). Building on this, "Usage of Buy Now Pay Later, Hedonic Motivation, and Impulse Buying among Gen Z in E-Commerce Shopee" by Susanto et al. (2023) further reinforces the idea that hedonic shopping motivation plays a significant role in improving Gen Z's tendency toward impulse purchases in online shopping environments. This suggests that when shopping experiences are pleasurable and exciting, they are more likely to trigger impulsive buying behavior. Furthermore, "The Effect of Hedonic Shopping Motivation on Impulse Buying Shopee with Positive Emotions as Mediation in Generation Z Indonesia" by Widiyanto and Rachmawati (2024) provides additional insights by demonstrating that positive emotions act as a mediator in the relationship between hedonic shopping motivation and buying behavior.

In terms of Generation Z's purchasing behavior, specifically with regard to trends, the respondents believe and agree with various indicators that show their buying behavior and their satisfaction when they purchase desired trending products. In support of this conclusion, the study "Consumer Behavior: Buying, Having, and Being" claims that Generation Z makes highly involved decisions when buying trendy goods because they want to express themselves and gain social validation (Solomon, 2019). Similarly, the study titled "The Consumerism Trends of Gen Z and Millennials: A New Era of Conscious Consumption" by Analysis.org (2023) states that Gen Z looks for goods that speak to their distinct personalities and let them show off their individuality. As a result, companies are becoming more competitive by providing individualized options. Furthermore, this trend has encouraged the rise of direct-to-consumer (DTC) brands that emphasize personalized experiences and create a sense of community. Building on this idea, the study by NielsenIQ (2024), entitled "How Gen Z Consumer Behavior is Reshaping Retail" demonstrates that Gen Z consumers place greater trust in the advice of influential people they follow than in conventional advertising.

Part III – Significant Difference

The respondent believes that their sex and course do not have any significant difference in their level of buying behavior. The study by Aquino et al. (2021) titled "Factors Affecting Gen Z Online Consumer Behavior in Impulsively Buying Retail Products in Metro Manila: A Correlation Study" finds no connection between Gen Z consumers' buying habits and demographic characteristics, such as educational field. It states that sex and course have no relationship to a certain individual's buying behavior, and even the study "Investigating the impact of TikTok on the Generation Z buying behavior and their insight of selecting brands" by Dirir (2022) indicates that social media platforms are more important in influencing Generation Z's buying choices than traditional demographic variables like sex or educational discipline, which supports the findings of our study.

The age and allowance of the respondents have a significant difference in their level of buying behavior, particularly in their self-esteem, mood, and trends. As mentioned by Boada et al. (2023), age usually occurs because of personal choice and decision-making and limits their intention to buy according to their allowance which was confirmed by the result of the study of Gaurav (2019) entitled "Demographical Influence on Consumer Buying: An Empirical Investigation" emphasizes how demographic variables, such as age and allowance, have a big impact on buying decisions. While the study by Slabá (2020) entitled "The Impact of Age the Customers' Buying Behavior and attitude to Price" states that only age has a significant bearing on the different levels of buying behavior of the respondents.

CONCLUSION

The following conclusions were drawn from the discussion of the study:

1. The respondents were 20-21 years old, female, with a Bachelor of Science in Business Administration major in marketing management and a weekly allowance of Php801.00 to Php1,200.00.
2. The respondents believed or agreed on their level of buying behavior as to self-esteem, mood, and trends which resulted to an extent that there is an influence on their buying behavior as to Generation Z population.
3. The sex and course have no significant difference in the level of buying behavior of the respondents which is why the hypothesis is accepted while the age and allowance of the respondents show a significant difference in the buying behavior as to self-esteem, mood, and trends, it implies that the hypothesis is rejected.

RECOMMENDATION

The following recommendations were drawn from the conclusion of the study

1. Businesses must address the need for important details and increase consumer confidence by offering clear, comprehensive, and easily accessible product information via a variety of platforms (such as websites, social media, and in-store displays). Additionally, while conducting product demonstrations and promotional efforts, companies should provide free samples, trial periods, or refund policies to encourage people to try new products. These tactics reduce risk perceptions, boost product consumption, and promote confidence in innovative products.
2. Businesses should plan advertisements for breaks, events, or occasions when people are tempted to buy to develop marketing campaigns that capitalize on positive emotional states. Through "buy with a friend" offers, incentives for referrals, or group-exclusive promotions, companies can leverage social influence by promoting group purchasing experiences. Personalizing product recommendations based on previous purchases and psychological factors using customer information can also improve involvement and raise the chance of a purchase.
3. Businesses must work with influencers who share the values and lifestyle of the consumers they are targeting in order to increase the attraction and social validation of popular products. Advertising campaigns should also emphasize the pleasure, satisfaction, and social advantages of buying well-liked products, using emotional appeal to raise consumer desire and promote repeated purchases.
4. Businesses must use structured pricing methods and adaptable payment methods to accommodate consumers with different weekly budgets. They should also offer affordable packages for customers with smaller expenditure limits and premium goods for customers with higher spending power. Seminars on budgeting and self-control provided together by educational institutions can also assist students in managing their money and minimizing impulsive purchases. Regular analysis of consumer purchasing trends by age and budget will allow for data-driven alterations to product offerings and marketing strategies, providing adaptability to changing consumer trends.

Recommendation for Future Studies

1. Future studies should be conducted even with other groups of students who belong to their generation and make a significant relationship with the year level, religion, and even the student leaders of the institution.
2. Future studies examining Generation Z's purchasing patterns should include Brand Perception as an extra variable. By looking at brand perception together with mood, trends, and self-esteem, businesses may be able to comprehend how reliability, sense of connection, and online marketing tactics affect customer loyalty and choice.
3. To find out how consumer behavior is shifting, a future study could compare the purchasing habits of Generation Z with those of Millennials or Generation Alpha.
4. Future studies should expand the sample size beyond one institution and include consumers of Generation Z from various universities.
5. Future studies should expand the demographic scope to include Gen Z consumers from various locations and income levels.
6. Lastly, incorporate qualitative methods, such as focus groups that could uncover deeper insights into emotional and social drivers behind their purchases.

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