

**MODE OF SHOPPING PREFERENCE OF GENERATION Z  
IN PURCHASING CLOTHING PRODUCTS IN  
SELECTED UNIVERSITIES IN CAVITE**

**THESIS**

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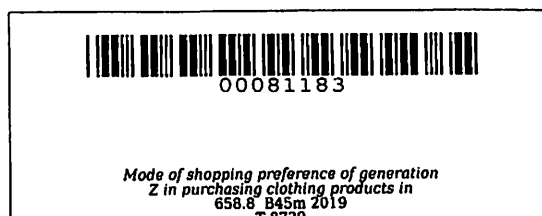
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## **ABSTRACT**

**BERNARDO, JOLINA A., HERNANDEZ, MA. ANA MAYETH O., and MARQUEZ, DIANA ANGELICA DJ.** Mode of shopping preference of generation Z in purchasing clothing products in selected universities in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang Cavite. June 2019. Adviser: Ms. Maurrin Madrid.

This study was conducted to determine the mode of shopping preference of generation Z students in purchasing clothing products in selected universities in Cavite such as Lyceum University, Cavite State University and De La Salle University. This study aimed to: (1) determine the socio-demographic profile of generation Z in selected universities in Cavite in terms of, sex, civil status, monthly allowance and type of university; (2) determine the factors that generation Z considered in purchasing clothing product; (3) determine the preferred mode of shopping of selected generation Z in purchasing clothing product; (4) determine the preferred mode of shopping of generation Z when grouped according to socio-demographic profile; and (5) determine if there is a significant relationship between the factors that generation Z considered in purchasing clothing product and their preferred mode of shopping.

The descriptive method used in the study. (With the use of data gathering and statistical tools such as adapted and self-developed surveys from November 2017 and May 2018, the researchers were able to determine the mode of shopping that generation Z students preferred in purchasing clothing products.) The study used convenience and proportional sampling technique and the target participants were students age 18 to 24 years old who are currently studying at Lyceum University of the Philippines, Cavite State University and De Lasalle University-Dasmarinas at the time of the conduct of the study. The researchers came up with the total of 209 generation Z students who participated in the study.

Results showed that generation Z students preferred offline shopping. Majority of the respondents were female, and single. Generation Z students highly considered the price factor in choosing whether they will go for online or offline shopping.

Generally, findings of the study showed that there was a significant relationship between price factor and the mode of shopping that generation Z preferred in purchasing clothing products.

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## **INTRODUCTION**

Generations born in 1990's and raised in 2000s during the most profound changes in the century who exists in a world with web, internet, smart phones, laptops, freely available networks and digital media are considered as the Generation Z. According to Bascha, Tulgan, Rain Maker Inc. (2011), generation Z is raised with the social web, they are digital centric and technology is their identity. They are also referred as generation one or generation 1, gen tech, digital natives, or gen Wii. They are born and raised in the digital world and what distinguishes them from the other generation is that their existence is more connected to electronics and digital world. The generation Z is the most ethnically diverse and technologically sophisticated generation. Generation Z has an informal, individual, and straight way of communicating, and social networking is a vital part of their lives. They are Do-It-Yourself generation. Generation Z tend to be more entrepreneurial, trustworthy, tolerant, and less motivated by money. They are more realistic about their work expectation and optimistic about the future.