

## THE INFLUENCE OF PRICING AND PACKAGING IN GEN Z'S BUYING BEHAVIOR FOR BRANDED PRODUCTS

Miguel R. Quiminales Jr.<sup>1</sup>, Beboy Jim M. Fabillar<sup>2</sup>, Mark Vincent C. Raga<sup>3</sup>, Mark Anthony M. Ogatia<sup>4</sup>, Antonette Mae B. Gaytana<sup>5</sup>, Joseph Roy Pabutawan<sup>6</sup>, Paolo Bryan Cabatuan<sup>7</sup> Roselyn E. Bagual<sup>8</sup>, Brian C. Ranido,<sup>9</sup> Geraldine L. Ogrimen<sup>10</sup>  
<sup>1,2,3,4,5,6,7,8,9,10</sup>Eastern Samar State University Guiuan-Campus, Guiuan, Eastern Samar, Philippines

**Abstract** – This study investigates the influence of pricing and packaging on the buying behavior of Generation Z toward branded products, focusing on 117 Entrepreneurship students at Eastern Samar State University (ESSU), Guiuan. Utilizing a descriptive correlational research design, data were gathered through a 15-question structured survey to evaluate how external product attributes drive consumer decisions within this demographic. Descriptive results indicate a high level of consumer consciousness, as both pricing and packaging earned identical overall mean scores of 4.57, with respondents consistently selecting "Strongly Agree" regarding their importance. Despite this perceived significance, inferential statistical analysis using Pearson's  $r$  revealed that these relationships were not statistically significant. Specifically, packaging demonstrated a moderate positive correlation ( $r = 0.5422$ ,  $p = 0.345$ ), while pricing exhibited a low negative correlation ( $r = -0.441$ ,  $p = 0.457$ ). The findings conclude that while Gen Z students consciously value affordability and visual aesthetics, these factors do not serve as reliable predictors of actual purchasing behavior in this specific locale. The lack of statistical significance suggests that buying patterns are likely influenced by more complex, unmeasured variables. Practically, the study recommends that marketers move beyond a binary focus on competitive pricing or attractive visuals. To effectively capture the Gen Z market, businesses must implement holistic strategies that integrate brand reputation, authenticity, and tactile in-person experiences.

**Keywords:** *Product pricing, product packaging, Gen Z's buying behavior*

## **I. Background of the Study**

The millennial and Gen Z generations, also known as Generation Y and Generation Z, represent two distinct cohorts that have significantly shaped society and the modern world. Millennials, born roughly between 1981 and 1996, experienced significant technological advancements, including the rise of the internet and mobile devices, which shaped their optimistic and adaptable nature. In contrast, Gen Z, born between 1997 and 2012, are true digital natives who have grown up fully immersed in technology from childhood. Characterized by diversity, political engagement, entrepreneurialism, and social consciousness, they use technology as a core means for self-expression and connection.

Both generations have been shaped by unique socio-economic challenges, which have influenced their values, aspirations, and consumer behavior. Gen Z is pragmatic, less attached to brands, and highly influenced by social causes and ethical business practices. They also exhibit strong price sensitivity combined with a desire for quality and authenticity, favoring brands that align with sustainability and corporate responsibility. Social media is a critical channel shaping Gen Z's purchasing

decisions, with influencer recommendations often holding more weight than traditional advertising.

The influence of the 4Ps (Product, Price, Place, Promotion) is fundamental to marketing theory. Specifically, product pricing and packaging (a key component of the Product element) significantly influence buying behavior across generations. For Gen Z consumers, especially, eco-friendly packaging and transparent brand values are essential, as they seek personalized shopping experiences and expect high-quality and ethical standards from brands. Globally, and in the ASEAN region, marketers are noting a shift where price is often balanced against aesthetic packaging and brand ethics. While existing literature thoroughly establishes the importance of pricing and packaging for Gen Z consumers globally, there is a scarcity of research that examines the statistical significance of the direct correlation between these specific marketing elements and buying behavior within a localized Philippine context—specifically among students who are Generation Zoomers.

While recent Philippine academic research has begun to explore Gen Z's purchase intentions through the lens of perceived value, price sensitivity, and online channels (Ong et al., 2024; Moraga

& Favilla, 2024), there remains a scarcity of research that examines the statistical significance of the direct correlation between these specific marketing elements and buying behavior within a localized Philippine context—specifically among students who are Generation Zoomers. While existing literature thoroughly establishes the importance of pricing and packaging for Gen Z consumers globally, there is a scarcity of research that examines the statistical significance of the direct correlation between these specific marketing elements and buying behavior within a localized Philippine context—specifically among students who are Generation Zoomers.

Previous studies often generalize findings across regions or generational cohorts, making it difficult for local businesses to design targeted strategies. This study aims to address the existing gap by specifically examining the perceived importance versus the actual predictive correlation between pricing and packaging and the purchasing decisions of Gen Z students in Eastern Samar, Philippines. By utilizing correlational analysis (Pearson's  $r$ ) and significance testing ( $p$ -value), this research aims to determine whether the perceived strong influence of these factors translates into a reliable, generalizable relationship,

thereby providing a more robust, local perspective for marketers and researchers in the region.

## **II. Methodology**

### *2.1 Research Design*

This study employed a descriptive correlational research design to investigate the influence of pricing and packaging on Gen Z's buying behavior for branded products. This approach is ideal for examining and describing connections without establishing a direct cause-and-effect relationship. It helps measure the degree of association between two variables, which can be useful for making informed predictions based on the identified relationships.

### *2.2 Research Locale*

The researchers conducted this study at Eastern Samar State University Guiuan Campus, which is located in Brgy. Salug, Guiuan, Eastern Samar. Guiuan is located at the southernmost tip of Samar Island and is a second-class municipality in the province of Eastern Samar, Philippines. On the other hand, Eastern Samar State University (ESSU) is a university in Guiuan that offers

bachelor's degrees like Business Administration and other business-related programs such as Accounting Information System and Entrepreneurship.

### *2.3 Respondents of the Study*

The respondents of this study were the students from the College of Business Management and Accountancy (CBMA), particularly students taking up Bachelor of Science in Entrepreneurship enrolled in the first semester of the academic year 2024-2025. A purposive sampling technique was the selection process for the respondents. This sampling technique is used when the target respondents satisfy the unique criteria (Generation Zoomer who purchased branded products, either male or female) set by the researchers in order to be included in the study. A total of 117 students were selected, including 59 first-year students from section A (10 males and 49 females) and 58 first-year students from section B (16 males and 42 females).

### *2.4 Instrumentation*

The research instrument that was utilized in gathering the necessary data

for this research is a survey questionnaire. The survey questionnaire consisted of 15 questions to encourage participants to elaborate on their experiences and perspectives on how pricing and packaging influence Gen Z's buying behavior for branded products. The survey questionnaire was divided into three parts: Packaging, Pricing, and Buying Behavior, a total of 15 questions: 5 questions for Pricing, 5 questions for Packaging, and 5 questions for Buying Behavior. The set of questions was structured using a Likert Scale-point response scale to be easily answered by the respondents. The subsequent scales were (5) Strongly Agree, (4) Agree, (3) Neither Agree nor Disagree, (2) Disagree, and (1) Strongly Disagree.

### *2.5 Data Gathering Procedure*

For the purpose of this research, a semi-structured survey questionnaire was used, which is designed to facilitate discussions. A letter of authorization was submitted to the Dean and Program Head. After approving the permit, the researchers then formally requested the participation of the respondents by distributing a letter along with the survey questionnaires.

In this case, the researchers framed a set of questions that was answered by the respondents, who are the first-year students taking a Bachelor of Science in Entrepreneurship enrolled in the first semester of the academic year 2024-2025. Upon answering, the researchers collected the questionnaires for the tallying process. The entire procedure was done with utmost confidentiality and anonymity.

### *2.6 Data Analysis*

The data obtained from the survey questionnaire were consolidated, organized, and tabulated in distribution tables. In this process, various statistical tools were used, such as weighted mean, to calculate the Gen Zs' buying behavior for branded products in terms of pricing, packaging, and buying behavior. The Pearson correlation coefficient, or Pearson's  $r$ , was applied in identifying the relationship between pricing and packaging in Gen Zs' buying behavior. To determine whether the resulting value of correlation coefficient  $r$  is significant or not (i.e., how likely or unlikely the correlation is), the researchers made use of the significance value (p-value) resulting

from the automated computation in SPSS Statistics.

## **III. Results and Discussion**

This study was conducted to determine the relationship between pricing and packaging on the buying behavior of Generation Z toward branded products.

### *3.1 Factors Influencing Gen Zs' Buying Behavior*

After the thorough analysis of data, this paper was able to arrive the following results based on the perception of the respondents on the Pricing, Packaging, and Buying Behaviors.

Table 1 presents the results of the survey that analyzed the impact of packaging on Gen Z's purchasing behavior. The data reveals that respondents are strongly inclined to choose products with appealing packaging, which earned the highest mean score of 4.65. This is followed closely by the willingness to pay more for branded products due to attractive aesthetics ( $M=4.63$ ). Crucially, the Standard Deviation (SD) for these indicators ranges from 0.48 to 0.49, indicating a very high level of consensus among the

## Asia-Pacific Research Digest

Volume 1, Number 1, 2025

E - ISSN: 3082-639X

Open Access

respondents. Because the SD is low (less than 1.0), it confirms that the responses were tightly clustered around the "Strongly Agree" mark, making these findings highly reliable for the ESSU student population. Even the lowest-rated indicator—packaging's overall impact on purchasing decisions (M=4.38)—still reflects a strong agreement with a low variance. With an overall mean of 4.57 and a collective SD of 0.49, the results

demonstrate that appealing packaging plays a critical role in shaping Gen Z's preferences. This finding aligns with Balatero's (2025) research on Filipino Gen Z, which shows that visual appeal is a powerful driver of purchasing intent. As noted by Rundh (2009) and Li et al. (2021), while a product may be of any quality, the initial impact of the packaging on customer purchasing is essential.

**Table 1.** Factors influencing the buying behavior of the Gen Zs in terms of Packaging

Indicators	Mean	Standard Deviation	Description	Interpretation
Attractive packaging influences my willingness to pay more for branded products.	4.63	0.48	Strongly Agree	Highly Significant
I 'am inclined to choose products with appealing packaging.	4.65	0.48	Strongly Agree	Highly Significant
Packaging impacts my purchasing decisions.	4.38	0.49	Strongly Agree	Highly Significant
I have chosen branded products over non-branded once due to their packaging.	4.58	0.49	Strongly Agree	Highly Significant
I have chosen product based solely on their packaging.	4.58	0.49	Strongly Agree	Highly Significant
<b>Overall Mean</b>	<b>4.57</b>	<b>0.49</b>	<b>Strongly Agree</b>	<b>Highly Significant</b>

The assessment of pricing factors highlights its role as a critical determinant in the decision-making process for Gen Z consumers at Eastern Samar State University (ESSU). As shown in Table 2, respondents strongly associate price with product quality and final purchase selection. The highest level of agreement was found in the indicator regarding price as a direct influence on purchasing decisions (M=4.65). Notably, the Standard Deviation (SD) for these pricing indicators ranges between 0.48 and 0.50. This low variation is significant because it indicates a high degree of "consensus" among the 117 students; almost all participants provided ratings that were clustered closely around

the "Strongly Agree" response. This suggests that the perceived importance of pricing is not just a high average, but a uniform sentiment across the demographic. This unified perception aligns with the findings of Larsen et al. (2017), suggesting that pricing is a foundational element in consumer behavior. Furthermore, as noted by Sadiq et al. (2020) and Huo et al. (2021), the inverse relationship between price and volume remains a relevant psychological factor for Gen Z, even as they show a relative willingness to pay premium prices for perceived high quality (M=4.43).

**Table 2.** Factors influencing the buying behavior of the Gen Zs in terms of Pricing

Indicators	Mean	Standard Deviation	Description	Interpretation
Pricing affects consumer's satisfaction.	4.56	0.50	Strongly Agree	Highly Significant
The price of the branded products influences purchasing decisions.	4.65	0.48	Strongly Agree	Highly Significant
Higher-priced branded products are perceived as high quality.	4.60	0.49	Strongly Agree	Highly Significant
Prices influence my decision to buy branded product.	4.62	0.49	Strongly Agree	Highly Significant
Gen Z's attitudes suggest a willingness to pay premium prices.	4.43	0.50	Strongly Agree	Highly Significant
<b>Overall Mean</b>	<b>4.57</b>	<b>0.49</b>	<b>Strongly Agree</b>	<b>Highly Significant</b>

## Asia-Pacific Research Digest

Volume 1, Number 1, 2025

E - ISSN: 3082-639X

Open Access

The general buying behavior of Generation Z respondents at Eastern Samar State University (ESSU) reflects a complex intersection of digital engagement and physical validation. As shown in Table 3, while this demographic shows a high affinity for online shopping ( $M=4.49$ ) and is significantly influenced by advertising ( $M=4.63$ ), the most critical factor identified was the necessity of touching or seeing products in person ( $M=4.68$ ).

This suggests that for students in this locale, physical interaction remains the ultimate decider in the purchasing journey. A key statistical observation is the Standard Deviation (SD) across these indicators, which ranges from 0.47 to 0.50. This low SD signifies a high level of consensus among the 117 participants; it indicates that the responses were not widely scattered but were consistently concentrated around the "Strongly Agree" end of the

scale. Such low variance strengthens the reliability of the overall mean ( $M=4.56$ ), proving that these behaviors are common traits across the sampled student population rather than outliers.

These results support the assertion by Kotler & Keller (2015) that understanding the specific ways customers choose products provides a vital competitive advantage. Furthermore, the high value placed on brand reputation ( $M=4.55$ ) aligns with the "green shift" identified by Durif, Roy, & Boivin (2012), where strategic marketing and trust-building are essential as consumer preferences evolve through different life cycle stages. For businesses, these findings emphasize the need for a "phygital" strategy—balancing a strong digital presence with tactile, in-person brand experiences.

**Table 3. Buying Behavior of Gen Z's**

Indicators	Mean	Standard Deviation	Description	Interpretation
Buying or purchasing online is something I like doing.	4.49	0.50	Strongly Agree	Highly Significant
I' am influenced by advertising when making a purchase.	4.63	0.48	Strongly Agree	Highly Significant
I often buy items impulsively.	4.46	0.50	Strongly Agree	Highly Significant
Brand reputation is an important factor in my buying decisions.	4.55	0.50	Strongly Agree	Highly Significant
Touching or seeing the products in person is an important part of the purchasing experience.	4.68	0.47	Strongly Agree	Highly Significant
<b>Overall Mean</b>	<b>4.56</b>	<b>0.49</b>	<b>Strongly Agree</b>	<b>Highly Significant</b>

Based on the systematic analysis of data, the result presented in the table explained the relationship between Packaging and Buying Behavior. As presented in the table, the correlation coefficient between Packaging and Buying Behavior is 0.5422. This value indicates a moderate positive correlation. A coefficient of 0.5466 suggest that as one variable increases, the other variable tends to also increase, but not perfectly. This is

consistent with the interpretation that a moderate correlation exists. Meanwhile, the p-value associated with this correlation is 0.34515. This value indicates the probability of observing a correlation as extreme as the one found in the sample, assuming that the null hypothesis (which states that there is no correlation) is true. A common threshold for significance is 0.05. Since 0.34515 is greater than 0.05, we conclude that the correlation

is not statistically significant. This means that we do not have enough evidence to reject the null hypothesis, suggesting that the observed correlation may be due to random chance.

In summary, while there is a moderate positive correlation between packaging and buying behavior, the lack of statistical significance suggests that this relationship may not be reliable or generalizable beyond the sample data.

**Table 5.** Relationship Between the Pricing and Buying Behavior

Variable 1	Variable 2	Correlation Coefficient (r)	Interpretation	p-value	Interpretation
Pricing	Buying Behavior	-0.441	Low Correlation	0.457273	Not significant At p<.05

### 3.2 Discussion

This research aimed to explore the influence of price and packaging on Generation Z's purchasing behavior for branded goods. Utilizing a descriptive correlational research design, this study explored how people perceive price and packaging and how these perceptions affect the preference of 117 ESSU Guiuan CBMA Entrepreneurship students. The findings indicated that price and packaging are equally seen as highly significant aspects in shaping Gen Z's purchasing behavior. Yet, the statistical test revealed that the relationships observed were not statistically significant. There was a positive

moderate correlation between buying behavior and packaging, but it was not significant ( $r=0.5422$ ,  $p=0.34515$ ). There was also a low negative correlation between pricing and buying behavior, but again it was not statistically significant ( $r=-0.441$ ,  $p=0.457273$ ).

The finding of a low negative correlation ( $r = -0.441$ ) that is not statistically significant ( $p = 0.457273$ ) between pricing and Gen Z's buying behavior warrants a deeper discussion that integrates existing literature. This result suggests that while there is a general tendency for buying behavior to decrease as prices increase (a typical market relationship), the relationship is

not strong or reliable enough to be deemed significant within this specific sample. This contrasts with traditional marketing theory, which often posits pricing as a dominant factor. However, it aligns with a growing body of literature, particularly from Southeast Asia, which indicates that for Gen Z, factors like brand authenticity, sustainability, and packaging appeal—which were found to be highly significant in Table 1—can moderate or even outweigh the effect of price (Lee & Tan, 2023). For instance, research on Filipino Gen Z and Millennials highlights that price perception is evaluated alongside ethical and intangible aspects, such as sustainability, in their purchase decisions (Moraga and Favilla, 2024). The current finding implies that for branded products, a non-significant price relationship may reflect Gen Z's willingness to accept a perceived "fair" price if the product's non-price attributes (like packaging) align with their values and aesthetic preferences. This further supports the argument by Zhou et al. (2021) that while pricing directly affects revenue, its influence on behavior is complex and interconnected with other product elements.

The results have several significant implications for businesses and marketers. Marketing units and business owners must give maximum importance to proper packaging since improper packaging can cause failure in the product. Standards of packaging need to be defined and followed for quality and competitiveness purposes. Managers must do their best to balance pricing as well as packaging so that they attract customers. Nevertheless, if budgetary demands allow limited choice, the research implies giving priority to pricing measures while maintaining the optional costs of the product. This research discovered that although Gen Z views both price and packaging as very important considerations in their purchasing behavior, statistical correlations between the variables and their purchasing decisions were insignificant.

This indicates that although good-looking and attractive packaging, along with viewing a product's price, matter to Gen Z consumers, perhaps they are not alone or the best predictors of their purchasing behavior. Instead, their decision is driven by a holistic assessment of value, as studies on Philippine consumer behavior confirm that purchase commitment is primarily

driven by the overarching concept of perceived value and customer satisfaction (Ong et al., 2024). The absence of statistical significance can be explained by other variables like brand reputation, advertising, and the demand for both physical and online shopping experiences, which the research also established to be highly significant.

#### **IV. Conclusion**

Grounded in a thorough examination of the impact of pricing and packaging on Gen Z consumers' purchasing behavior for labeled products, the research developed a number of findings. This study demonstrates that while Generation Z (Gen Z) consumers in Eastern Samar perceive pricing and packaging as highly significant factors in their purchasing decisions, these elements do not exhibit a statistically significant predictive relationship with actual buying behavior. The analysis revealed a moderate positive correlation for packaging ( $r = 0.5422$ ,  $p = 0.345$ ) and a low negative correlation for pricing ( $r = -0.441$ ,  $p = 0.457$ ), suggesting that these perceived influences may be moderated by external variables like brand reputation or tactile shopping experiences.

Despite the lack of statistical significance, descriptive data shows Gen Z favors aesthetics, functionality, and ecological sustainability in packaging, which fosters emotional brand connections and repurchasing. Simultaneously, this cohort exhibits strong price sensitivity, valuing transparency and "value for money" as markers of brand credibility.

Overall, the research suggested that brands aiming to capture the Gen Z demographic needed to implement strategies that balanced competitive pricing and thoughtful packaging. Pricing, they suggested, needed to be reflective of value and candor, while packaging needed to appeal to the Gen Z need for sustainability and aesthetics. Addressing these primary considerations, brands were able to connect with this generation, creating loyalty and generating long-term business success more effectively in an aggressive marketplace.

#### **V. References**

- [1] Abdullah, M. I., et al. (2021). Signifying the relationship between counterproductive work behavior and firm's performance: The mediating

- role of organizational culture. *Business Process Management Journal*, 27(6), 1892–1911.  
<https://doi.org/10.1108/bpmj-12-2020-0546>
- [2] Appu, A., Bhavana, R. K., Parag, K., & Arpan, S. (2024). Impact of pricing and packaging on consumer buying behaviour: A study of its employees in India. *Academy of Marketing Studies Journal*.
- [3] Balatero, M. V. A. (2025). Social media influencer attributes' impact on Generation Z Filipino consumers' perceived parasocial relationships and purchasing behavior. *International Journal of Research and Scientific Innovation (IJRSI)*, 12(15), 105–114.  
<https://doi.org/10.51244/IJRSI.2025.1215000141P>
- [4] Bewicke, H. (2024). Gen Z consumer behaviour: What you need to know. Talon.one.  
<https://www.talon.one/blog/gen-z-consumer-behavior-what-you-need-to-know>
- [5] Dearmer, A. (2023). Gen Z vs. Millennials: How To Target Both Audiences.
- [6] Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. Pew Research Center.  
<https://www.pewresearch.org/>
- [7] Durif, F., Roy, J., & Boivin, C. (2012). Could Perceived Risks Explain the 'Green Gap' in Green Product Consumption? *Electronic Green Journal*, 1(33).  
<https://www.fivecrm.com/>
- [8] Huo, C., Hameed, J., Sadiq, M. W., Albasher, G., & Alqahtani, W. (2021). Tourism, environment and hotel management: An innovative perspective to address modern trends in contemporary tourism management. *Business Process Management Journal*.  
<https://doi.org/10.1108/BPMJ-12-2020-0543>
- [9] Kotler, P., & Keller, K. L. (2015). *Marketing management*. Boston: Pearson.

## Asia-Pacific Research Digest

Volume 1, Number 1, 2025

E - ISSN: 3082-639X

Open Access

- [10] Larsen, N. M., Sigurdsson, V., & Breivik, J. (2017). The use of observational technology to study in-store behavior: Consumer choice, video surveillance, and retail analytics. *Behavioral Analysis, 40*, 343–371.  
<https://doi.org/10.1007/s40614-017-0121-x>
- [11] Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science, 49*, 51–70.  
<https://doi.org/10.1007/s11747-020-00733-3>
- [12] Moraga, M., Favila, Q. Y., Favila, S., Gabriel, C., Magtibay, M., Francis, J., Palanca, E., & Yvanovich, M. (2024). Analysis of the factors influencing intention to purchase sustainable local craft products: A structural equation modeling approach. *Review of Integrative Business and Economics Research, 14*(2), 705–719.
- [13] Naseem, S., Mohsin, M., Hui, W., Liyan, G., & Penglai, K. (2021). The investor psychology and stock market behavior during the initial era of COVID-19: A study of China, Japan, and the United States. *Frontiers in Psychology, 12*, Article 626934.  
<https://doi.org/10.3389/fpsyg.2021.626934>
- [14] Ong, A. K. S., German, J., Almario, A. Y. V., & Vistan, J. M. V. (2024). Consumer behavior analysis and open innovation on actual purchase from online live selling: A case study in the Philippines. *Journal of Open Innovation: Technology, Market, and Complexity, 10*(2), Article 100283.  
<https://doi.org/10.1016/j.joitmc.2024.100283>
- [15] Pratama, H., & Suprpto, B. (2017). The effect of brand image, price, and brand awareness on brand loyalty: The rule of customer satisfaction as a mediating variable. *Global Journal of Business & Social Science Review, 5*(2), 52–57.  
[https://doi.org/10.35609/gjbsr.2017.5.2\(9\)](https://doi.org/10.35609/gjbsr.2017.5.2(9))

- [16] Rambabu, L., and Porika, R. (2020). Packaging strategies: knowledge outlook on consumer buying behaviour. *J. Ind. Univ. Collab.* 2, 67–78. doi: 10.1016/j.jada.
- [17] Rundh, B. (2009). Packaging design: Creating competitive advantage with product packaging. *British Food Journal*, 111(9), 988–1002. <https://doi.org/10.1108/00070700910992880>
- [18] Sadiq, M. W., Hameed, J., Abdullah, M. I., & Noman, S. M. (2020). Service innovations in social media & blogging websites: Enhancing customer's psychological engagement towards online environment friendly products. *Revista Argentina de Clínica Psicológica*, 29(4), 677.
- [19] Thangavel, P., et. al., (2019), Consumer Decision-making Style of Gen Z: A Generational Cohort Analysis.
- [20] Wyman, O. (2023). What Business Needs To Know About The Generation Changing Everything. <https://www.oliverwymanford.com/>

#### **Acknowledgement**

The authors would like to express their gratitude to the Eastern Samar State University, particularly the College of Business Management and Accountancy, for granting permission and support in conducting this study. No external funding was received for this research. The authors declare that there are no conflicts of interest regarding the publication of this paper. All procedures performed in the study complied with ethical research standards, and informed consent was obtained from all participants. Upon acceptance, copyright of this article will be assigned to the publishing journal.