



Misamis University
Ozamiz City

**SOCIAL MEDIA MARKETING:
ITS EFFECT TOWARD PURCHASING INTENTION ON BRANDED
APPARELS AMONG GENERATION-Z CUSTOMERS**

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ABSTRACT

The utilization of social media platforms allows marketers to reach and engage their target audience through the effective and efficient use of social media presence affecting Generation Z customers' purchase intention. The study investigated the significant effect of social media marketing toward the purchasing intention on branded apparels among Generation Z customers. The study used the descriptive-correlational method. 365 college respondents were chosen through a random sampling technique. The study took place at Misamis University, Ozamis City. The Purchase Intention Questionnaire was used in gathering the data. *Frequency and Percentage Distribution, Weighted Mean, Pearson R Correlation, and Multiple Linear Regression* were the statistical tools used in treating the data. The majority of the respondents were female, ages 21 to 23, and had an average allowance of ₱7,001 to ₱10,000 per month. The social media marketing factors significantly affect the respondents' purchasing intention on branded apparels. Meanwhile, there is a significant relationship between the respondents' demographic profile and purchasing intention as these fuels businesses to improve their marketing campaigns. More so, respondents' demographic profiles provide significant results in understanding customers' needs and wants. This study concluded that social media marketing factors are essential to drive and develop effective marketing campaigns. The researchers recommend that businesses should use demographic data to identify the target and potential market audiences.

Keywords: *branded apparels, generation-z customers, purchasing intention, social media marketing, social media platforms*

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Chapter 1

INTRODUCTION

Rationale of the Study

Social media is a communication platform that attracts millions of young people due to its features of strong engagement, personalization, and information exchange (Anderson et al., 2014). Because of this young user traffic, social media has the potential to become a valuable gathering place, attracting numerous global high-end firms.

Social Media Marketing (SMM) is a new form of Internet marketing. Mainly, it refers to businesses that use social media to achieve their commercial goals. Social media marketing platforms include SNS communities, pictures, blogs, and vlogs. In addition, firms can establish their platforms for internet marketing, depending on their needs. A comprehensive website with primary network qualities is most referred to as "social media" in the marketing context. User-generated content (UGC) is a distinctive feature of this website because it is the primary source of the bulk of the content (Wang, Wei & Yu, 2016).

As user-generated content is present in social media, creativeness and evolving approach is being applied to improve their relationships with customers and increase brand awareness. As a result, social networking site usage has become a crucial tool for gaining and retaining strategic edge. Through this, businesses now put social media marketing more emphasis on shaping customer brand experience and affect purchasing intention (Goldwin & Prabhu. 2021).

This purchase intention is vital for assessing consumer behavior because it helps estimate a customer's intention to buy a product. The customers' willingness to acquire a

product increase with the level of buying intention. Customers' future behaviors should be taken into action when making an investment decision because purchasing intentions are linked to those activities in the future. According to a prior study, people make decisions based on their mood and meaning (Toor, Husnain & Hussain, 2017). In this vein, their purchase intention varies significantly. Purchase intention is a well-known tool for assessing efficiency and predicting behavior in response to the advertisements posted in different advertising campaign plans and platforms (Kotler, 2007).

Among the many variables impacting client purchase intention are attitudes, perceived value, perceived risk, usefulness, and usability (Hidayat & Diwasasri, 2013; Shahrudin et al., 2010; Faqih, 2013). Significantly, in one study, three categories—perceived website quality, product characteristics, and customer attributes—were established as the antecedents of customer purchase intention (Chang et al., 2005). This study is limited to examining the impact of social media marketing and customer involvement on purchase intention because it is not possible to examine all the factors that may influence customer purchase intention.

The growth of social media sites like Facebook, Twitter, and YouTube have given people with great opportunities to disseminate information about a particular business or product. Customers are now more informed and interested in finding out about the features of products before making any purchases (Ahmed & Zahid, 2014). This phenomenon highlights the vital function of social media marketing and customer involvement in educating other users and influencing their preferences and purchasing decisions.

With the advancement of the economy, there has been a significant increase in fashion consumption, and people have increased their expenditure on fashionable clothes,

especially Generation-Z that would allow in enhancing their social standing and following fashion. As a result, the worldwide fashion market has undergone exponential development in recent decades and is anticipated to reach 191.9 billion US dollars by 2021, representing a 19% rise from 2016 to 2021 (Statista, 2021).

According to most customers studies conducted by sustainable fashion companies, Generation Z is one of the most loyal consumer groups. In recent years, leading fashion companies and brands operating in multiple nations and regions have started marketing campaigns to promote sustainable fashion consumption. Generation Z's buying intention is correlated with brand equity and image as their use of social media for shopping increases (Thilina, 2021). In response, Generation Z's primary source of knowledge for fashion purchases is frequently on social media, as they can connect with and be influenced by celebrities, bloggers, and vloggers.

On August 23, 2019, at the G7 Summit, 32 global fashion and textile conglomerates, including Louis Vuitton, Chanel, Hermès, H&M, Shein, and Zara, signed a historic "Fashion Pact" to ensure that sustainable development is actively supported in the chain's and enterprises' daily operations (The Fashion Pact, 2021). As a result, the popularity of sustainable fashion marketing has grown. Additionally, businesses are continually testing and modifying its internet campaigns in greatly diverse part of the world to promote sustainable fashion consumption. With this, customers support sustainable shopping as they make sustainable fashion purchases (Lundblad & Davies, 2016).

Moreover, numerous branded apparels exist in the Philippine market, and customers have many choices. As companies advertise branded apparels aggressively on social media platforms, they aim to have sufficient customers' attention, strengthen their

brand image, increase their product sustainability, and contribute to customers' purchase intention (Rodriguez, 2008).

Goldwin and Prabhu (2021) also conducted a study titled "Impact of social media on purchase intention in the apparel industry" to investigate the effect of social media on millennials' purchasing intentions in the apparel and clothing industry industries. It was observed that clothing manufacturers use electronic word-of-mouth marketing (e-WOM) to increase their brand equity and attract more loyal customers. To keep their clients engaged and amused, they were advised to produce original, shareable content for their social media platform.

Furthermore, the use of social media as a forerunner of brand equity in the fashion industry is a topic that has yet to receive much attention (Keller, 2016). As social media users rely on feedbacks, the interaction and connection between companies and customers become more important in stimulating purchase decision-making process.

Recently, businesses have realized how important it is to comprehend how social media communication affects brand impression (Kumar et al., 2016). Even though previous studies have demonstrated a more profound understanding of social media communication, only some studies on fashion brands have been conducted, and none have combined social media, brand equity, and purchase intention in a single study (Swaminathan, 2016).

Increasing customer understanding and promoting sustainable fashion on Generation Z, can lead to positive attitude toward sustainability and adapting to their purchasing preferences, however, this can only construct exact marketing by knowing consumption in terms of demand as Gen-Z is not bound by the geographical boundaries of individual countries and regions. (Le, 2014).

When the researchers examined fashion brands' social media presence, the researchers found that customers are very active on Facebook and Instagram. Furthermore, these businesses have amassed a sizeable digital audience that is eager to learn about upcoming promotions and other perks. With the emergence of the internet in a previous couple of years of the twentieth century, the roles of businesses and customers began to shift longitudinally. With the rise of the millennial generation, the remarkable development of digital technologies has started affecting customers' day-to-day lives. The internet has accelerated the development of people's social networks with one another.

Hence, this motivated the researchers to conduct a study regarding the effect of social media marketing toward purchasing intention on branded apparels among Gen-Z customers. Moreover, this study has a particular limitation as it does not reflect the other market segment. Subsequently, the researchers decided only to determine the significant factors that Social Media Marketing has to motivate and encourage customers such as Generation-Z to purchase specific branded apparel products. Significantly, this prevalent aspect of the study would allow the researchers to develop recommendations that would help social media managers and customers to strengthen businesses.

Theoretical Framework

This study anchors on three theories namely, The Black Box Theory (1967) by Philip Kotler, The 4Ds: New Marketing Mix (2019) by Olga Mitterfellner, and the Theory of Planned Behavior (1980) by Icek Ajzen.

The Black Box Theory

The consumer black box theory demonstrates the psychology of the customers' decision-making process and the reasons behind the buyer's behavior (Lye et al., 2005). According to the black box theory, the customers' main driving force and focal point when choosing a certain product is the black box. This theory presents that customers' purchase decisions are influenced by both internal and external factors (Lye et al., 2005).

The marketing mix and other market factors are examples of external stimuli included in the black box theory. A company's 4P marketing mix is a collection of stimuli that designs and creates the image of business into making its customers' purchase their offerings (Keegan et al., 1992). Subsequently, it presented several factors that generate environmental stimuli, including but not limited to society's economic, political, and cultural contexts. When these elements combine, they affect to the external environment in promoting consumer preferences (Keegan et al., 1992). On the other hand, internal factors refer to a consumer's characteristics, such as economic status, social class, lifestyle views, and attitudes. Through this, the consumer will become more aware of what he/she desires as to the product being want to purchase (Lye et al., 2005).

In this instance, the customer begins to respond to external stimuli, and their "black box" begins filtering and matching products based on internal qualities, eventually leading to the customer making a purchase decision. Furthermore, customers can decide how and

where to purchases (Varsha et al., 2014). An essential part of the black box model is the decision-making process, this supports the customer in gathering all relevant and available information from internal and external sources. After thorough data analysis, the black box aligns the consumer's developing demands with the product that best meets the idea's requirements. The black box theory assumes that regardless of how the four articulations were made, the consumer's responses result from a rational decision-making process (Haq & Abbasi, 2016).

When customers are exposed to stimuli such as pricing incentives, promotional incentives, and so on, the black box theory process is heavily influenced by external factors such as environmental factors or marketing mix (especially the 4P's). The black box in their head starts an analysis process that is not always rational and quickly decides on which the trending consumer acts. One factor contributing to consumers' susceptibility to marketing stimuli and, as a result, irrational and impulsive spending is their illogical and emotional nature (Cornwell et al., 2005).

Customer preferences for brands and enterprises also significantly affect purchase decisions. According on whether an attitude is positive or negative, the black box theory evaluates it differently and ranks the attitudes according to individual preferences. Because the black box is a collection of the consumer's criteria that are utilized to meet a need and ultimately make a purchasing decision, it cannot avoid making decisions based on personal preferences and irrational, impulsive purchases (Haq & Abbasi, 2016).

The black box theory illustrates a consumer's path from realizing a need to making a purchase (Haq & Abbasi, 2016). The study, which looks at how Generation Z consumers perceive and behave while buying sustainable fashion products, is intrinsically

linked to the black box theory on several levels. To determine Generation Z customers' attitudes toward sustainable fashion items, the black box model gives an overview of the complete decision-making process and explains the various internal and external factors that may impact the final decision. Different customers are influenced by external factors when making a purchasing decision (Varsha et al., 2014).

The black box theory represents the customer's cognitive process as an opaque box in which their emergent buying demands and decision-making process are merged, providing a more intuitive explanation of how consumers make product purchase decisions.

The New Marketing Mix Theory: 4Ds

This study also adopts the theory of the new marketing mix by Mitterfellner. Accordingly, Neil Borden proposed the marketing mix in 1940, and E. Jerome McCarthy introduced it in 1960 to develop modern marketing (Sood, 1995). After being divided, it became a core component of modern marketing theory and is widely applied. Firms can influence consumers' desires and purchase intentions by analyzing and matching target consumers' needs and behaviors with products, prices, locations, and methods (Jackson & Shaw, 2008).

Olga Mitterfellner presented the 4D's marketing mix as a new manufacturing mix for fashion marketing. It is applicable in the twenty-first century for all types of fashion firms (Mitterfellner, 2019).

Design (Replacing Product). As design replaced the product, 3D and 4D printing technology advancements have changed the way goods are designed. Smart Airism fabrics from Chanel and Uniqlo are also popular on the global market (Mitterfellner, 2019).

Product design is more important to newer generations of consumers. For example, Generation Z is no longer satisfied with spotting fashion breakthroughs inside established popular trends. They place a larger value on distinctiveness in order to demonstrate their originality (Mitterfellner, 2019).

Desire (Replacing Price). Traditional marketing is concerned with earnings and gains. Pricing is still crucial, but if a company can develop its outstanding brand image and develop its unique values and logos, it will be able to shake consumers and instill desires in their hearts. Consumer happiness and the desire to remain brand loyal are important psychological aspects of sustainable marketing (Kemper & Ballantine, 2019). Consumers will also agree on the price. Customers in the Millennial and Generation Z generations are increasingly concerned with the brand's image (Jackson & Shaw, 2008).

Diversity (Replacing Place). Because the fashion industry is global and international, and as the global market matures and the Asian and Indian markets rapidly develop, this is the only way to expand into new nations and push toward internationalization. The value of diversity must be emphasized and expressed. For example, many fashion companies may prioritize recruiting overseas talent to increase diversity (Mitterfellner, 2019).

Digitalization (Replacing Promotion). Businesses are putting more emphasis on digital transformation. Digital transformation is not a choice; it is a matter of life and death. Apparel has always been at the forefront of internet marketing. In 2011, Burberry was the first company to use 3D technology to create fashion shows (Straker & Wrigley, 2016). Brand promotion has become more reliant on digital channels, particularly in the post-epidemic era. It may result in better personalized communication for consumers. Thus,

fashion businesses may engage with consumers through a number of devices and platforms that are adapted to the preferred communication channels of different age groups and geographic regions (Vecchi & Buckley, 2016). The improvement will be accomplished through the application of digital technology, resulting in a more scientific, reasonable, and rewarding experience system (Vecchi & Buckley, 2016).

The Theory of Planned Behavior

Furthermore, this study utilized the Theory of Planned Behavior by Ajzen (1980). This theory was designed to forecast customers' intentions at a specific time and place (Ajzen, 1991). Consequently, the theory identifies the role of two constructs: attitude and subjective norms.

The degree to which a person views or appreciates the behavior in a situation favorably or unfavorably is referred to as attitude (Ajzen, 1991). According to Jain et al. (2018), attitude refers to a person's firm belief about the performance of the relevant behaviors. Customers may be more likely to purchase a product if they believe it reflects their own demands. Customers becoming more acquainted with luxury brands may acquire a favorable attitude toward them, increasing purchase intent (Jain, 2018).

Also, this theory indicates the human intention to act, which is the subjective norm, and perceived behavioral control. The subjective norm concerns the perceived societal pressure to perform or refrain from performing the behavior (Ajzen, 1991). Regardless of an individual's stance toward the provided behavior, the subjective standard may pressure them to perform or not to conduct the behavior in question (Jain & Khan, 2017). The term "subjective norm" describes how influential people, such as friends, family members, and other social consumers, affect a person's behavior (Jain et al., 2017). Prior research has

shown that subjective norm is a crucial predictor of consumers' intention to buy fashionable goods (Jain, 2020). Let's say they consider how people behave in the company of friends, family, and other customers. In that scenario, the performance of consumers' behavior related to their intention to acquire luxury goods in the context of this study is positively influenced by subjective norm.

On the other hand, perceived behavioral control (Ajzen, 1991) refers to the difficulty a person perceives while engaging in a specific behavior. Perceived behavioral control allows predicting behaviors that people would like to engage in but are unable to do so due to a lack of opportunities or resources such as time, money, and skills (Jain, 2020). According to a Chinese study, perceived behavioral control significantly predicted the consumers' intention to buy luxury products. According to previous studies, perceived behavioral control and luxury consumer behavior are directly related (Jain, 2020). Examining this link will provide a better understanding of consumers' purchasing intentions. This study will contribute to the literature by demonstrating how attitude and subjective norms influence customers' decisions to buy branded clothing.

Thus, these theories are relevant to the study as they anchor the researchers' claims. With that, these theories allow the researchers to fully understand the effect of social media marketing toward purchasing intention on branded apparels among Gen-Z customers. Additionally, this enables companies to conduct worldwide brand marketing campaigns while simultaneously focusing on various customer cultures, improving connections between brands and their target audience. Nonetheless, this identifies how social media marketing has motivated and encouraged Generation Z to purchase a specific product on branded apparels.

Conceptual Framework

The researchers established the conceptual framework based on the theories presented in the study. Conceptually, this framework is intended to serve as a starting point to assess how extensive empirical statistics should be used to understand how social media marketing factors affect the purchasing intention of Generation-Z customers for brand apparels. The framework indicates that determining the underlying variables regarding social media marketing, such as design, desire, diversity, and digitalization, significantly postulate a positive effect toward customers' purchase intention.

Technically speaking, several studies conducted by Kumar et al., (2016) emphasized the features of social media marketing which is a trend in today's marketing rather than using personal advertising. The study indicated that social media marketing could better emphasize a product's design as it provides them with real images and presentations. In a recent study by Mirabi, Akabirayeh, and Tahmasebifard (2015), social media factors such as design and advertising can be the most critical factors that can contribute to a customers' purchase intention. These factors serve as an indicator for companies to invest more in marketing efforts.

On the other hand, the social media marketing factors' diversity is widely respected by Gen-Z customers. However, this allows them to set their values and creates the ability to distinguish the right product for them. With the vast changes in technologies, social media platforms and brands increase their impact by providing their customers with relevant information and determining whether the brand's value aligns with the customers' belief before purchasing it or not according to its value (Liu & Hei, 2021).

Generation-Z consumers are dedicated to fostering their individuality, have a strong desire to express themselves, and constantly experimenting with new forms of expression in fashion and sustainable consumerism (Priporas et al., 2017). As fashion consumption meets their needs, this may be due to the increasing level of diverse information channels for fashion consumption decisions as it can create a huge impact on interest, influencing Generation-Z customers' consumption decisions as to what they desire (Fromm, 2018).

Generally, social media is a natural way for buyers to get pertinent information, according to Kaur (2014). Effective campaigns play a crucial role in developing communication and trust between brands and customers when conducted with a focused and concentrated online marketing strategy. As digitalization creates a linkage between brands and customers, the desirability of Generation-Z customers on branded apparels significantly influences the customers' purchase intention (Fromm, 2018). Social media information about products and services might influence buyers' intention to buy favorably. Customer reviews can influence consumers through eWOM (electronic word-of-mouth) from other users (Pjero & Kercini, 2015).

Given that constant buying decisions are every day and numerous, customers must be given exact information, as *purchase intention* is defined as the possibility of a customer making a purchase of a good or service in nearest future (Ajzen & Fishbein, 1980). Moreover, in marketing, selling, and advertising, customers' purchase intention is essential for businesses to succeed in the future. Customers' decisions will be determined by purchase intention. It is a significant variable for market researchers because it enables them to measure each consumer's potential to purchase. According to Mirabi et al. (2015), critical aspects, including product quality, advertising, and brand, will affect consumers'

purchasing intentions. Subsequently, customers increasingly inclined their trust on online platforms by providing themselves with information and consulting other customers before deciding to buy an item (Ahmed & Zahid, 2014). As a result, social media marketing has grown to be a crucial component in increasing consumer interest and intent to buy.

Since conventional marketing alone may not be enough to create enough revenue for the individual businesses, marketers must employ various techniques to keep their customers loyal to their brands (Toor et al., 2017). Consequently, it's important to consider cutting-edge strategies, like marketing through events, direct mail, the internet, and social media. Social media marketing has become the most widely used strategy for promoting goods and services due to its accessibility and global adoption. (Keller, 2008; Kotler & Keller, 2007). Hence, companies are ardently utilizing social media to build connection with customers, particularly Louis Vuitton, Chanel, Hermès, H&M, Shein, Zara, and other branded apparels invaded social media platforms to build connections with their customers.

In addition to being widely used, social media marketing factors offer advantages for businesses in terms of social commerce and cost reduction. Social media marketing factors allow for quick and viral distribution offerings, which instantly draw consumers' attention and may increase purchasing intent (Baird & Parasnis, 2011).

Due to the increased engagement, personalization, and feedback that these social media marketing factors provide, they have the potential to impact brand equity and image greatly. Customers purchasing intentions may be impacted as a result of this procedure. In their research on social media and its impact on customer behavior, Pjero and Kercini (2015), found that the information pertaining to the goods and services supplied in the virtual world can have a favorable effect on customers' intentions to make purchases.

Online social platforms that gather information on various "businesses, brands, products, and services" have had social media usage properly affect purchasing decisions. This phenomenon is done through marketing campaigns in social media platforms. Therefore, social media marketing has a favorable effect on customers' intentions to make purchases (Toor et al., 2017).

Marketers should be mindful when promoting sustainable products, as they are promoting products that sustain the lifestyle and values of the customers. Knowingly, customers with the same lifestyle and values are the potential target demographic (Vecchi & Buckley, 2016). Additionally, social media marketing factors guide marketers to develop sustainable fashion marketing campaign plans as it becomes a key indicator for businesses to gather customers in a global market segment (Hei & Liu, 2021).

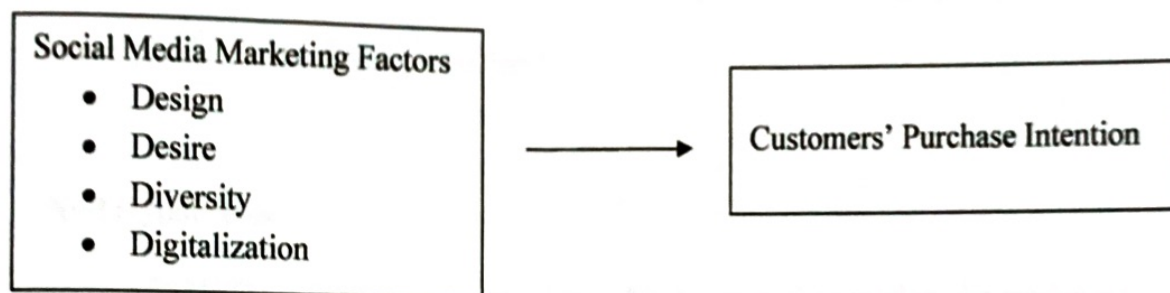


Figure 1. Schematic Diagram of the Study

Statement of the Problem

The primary goal of the study was to determine the significant effect of Social Media Marketing toward purchasing intention on branded apparels among Gen-Z in purchasing specific product.

Specifically, it aimed to answer the following questions:

1. What is the demographic profile of the respondents in terms of: Age, Sex, and Allowance?
2. What factor(s) exist in social media marketing that affect(s) the respondents' purchasing intention?
3. Is there a significant relationship between the respondents' demographic profiles toward the respondents' purchasing intention?

Null Hypotheses:

HO1. There is no significant relationship between the social media marketing factors present and the respondent's purchasing intention.

HO2. There is no significant effect of social media marketing factors toward the purchasing intention of Gen-Z customers

HO3. There is no significant relationship between the respondent's demographic profiles and their purchasing intention.

Chapter 2

RESEARCH METHODOLOGY

Design

The study utilized quantitative research. The main characteristic of quantitative research deals with numbers, logic, and an objective which are all used. It prioritizes numeric and static data as well as thorough, convergent reasoning over divergent thinking, which is the impulsive, free-flowing generation of disparate thoughts on a study subject. Under quantitative research, a descriptive-correlational method was chosen. To ensure a reliable estimate of a generalized relationship between variables, a descriptive-correlational study may include a sample population of hundreds or thousands respondents, assess each subject only once, and has the goal to establish only associations between variables. The descriptive-correlational design was considered appropriate for the study as it determined the different perceptions that customers have in the usage of social media marketing, as well as the significant relationship of the variables in the study.

Setting

The research study took place at Misamis University, an academic institution established in 1929. Misamis University is in the first-class city of Misamis Occidental, situated in the Northern part of Mindanao. The institution is accredited by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) and it known for its autonomous status granted by Commission on Higher Education (CHED).

Apart from that, the researchers decided to conduct the study inside the institution as it has a significant population that can be suitable for the study. This involves the group

of Generation-Z customers, particularly the college students of different departments who purchase branded apparels.

Respondents of the Study

This study surveyed 365 college students who were chosen through random sampling technique. This sampling method allows every person in the population to be chosen probably. This one is the easiest way to understand all the probability sampling techniques because it only needs a random selection and little prior population data (Thomas, 2020).

The respondents of the study were chosen through the following criteria: (1) they have purchased branded apparels on social media platforms; (2) they are officially enrolled as college students in the university; (3) they have an informed consent who voluntarily participated in the study conducted. The researchers considered the Misamis University college students as the study's respondents, as most of the institution's college students are part of the Generation-Z customers and Brand Apparels customers.

Instruments

Surveys were conducted, and questionnaires were sent out electronically by the researchers. Google forms were the online tools used. For analysis, the obtained data was uploaded to an Excel spreadsheet for processing and easy interpretation.

Purchase Intention Questionnaire. This is a 4-point likert scale adapted and modified questionnaire from Mustaffa, Khairun, and Hands (2018) and Majeed, Owusu-Ansah & Ashmond (2021) which was utilized to determine the significant effect of Social Media Marketing toward purchasing intention on branded apparels among Gen-Z in

purchasing specific product. The questionnaire consisted of three (3) parts which include the demographic profile, factors present in social media marketing that affect the respondents purchasing intention, and the effect of social media marketing toward purchasing intention. The questionnaire was approved and validated by the research adviser and panelist.

In determining the factors present in social media marketing that affect the respondents purchasing intention and the effect of social media marketing toward purchasing intention, the following scale was used:

Responses	Continuum	Interpretation
Strongly Agree (SA)	4.50 – 5.00	Very High
Agree (A)	3.75 – 4.49	High
Neutral (N)	2.75 – 3.74	Neutral
Disagree (D)	1.75 – 2.74	Low
Strongly Disagree (SD)	1.0 – 1.74	Very Low

Data Collection

Before the researchers conducted the survey, the researchers sought authorization and approval from the Vice President for Academic Affairs for the study to be undertaken. The consent of college students was sought. After obtaining consent from all the entities, questionnaires were disseminated through google forms to gather relevant responses from the respondents. Data were then added together, examined, and interpreted after being collected.

Ethical Considerations

This study anchored the ethical principles from Bell and Bryman that were published in the year 2007. First, the research respondents were not subject to harm to the institution or in the person relatively connected to the study. Full consent was obtained from the respondents before the conduct of the study. Additionally, researchers ensured to protect the necessity and the privacy of study subjects or avoid privacy breaches, and the confidentiality of research data, whether it relates to people, organizations, or institutions, is required. Apart from that, the respondents' privacy was appropriately protected, and an appropriate level of confidentiality for the study's data were guaranteed. Also, deception and exaggeration about the aims and objectives of the research were avoided. Affiliations in many forms, sources of findings, and any possible conflict of interests for the research was explained clearly. Lastly, any type of communication concerning the research was completed with honesty and transparency, and any misrepresentation of primary data, misleading information, and funding in a biased way were avoided.

Data Analysis

To interpret the data gathered according to study's objectives, the researchers used the following statistical tools:

Frequency and Percentage Distribution: This tool was used to determine the frequency and percentage of all questionnaire responses, including the respondents' demographic profile.

Weighted Mean and Standard Deviation: The weighted mean was used to determine the effect and influence of social media marketing toward branded apparels among Gen-Z customers.

Pearson Correlation Coefficient (Pearson R): Correlation coefficients quantify the strength of a relationship between two variables. Pearson's correlation coefficient is the most common sort of correlation coefficient. Pearson's correlation (sometimes known as Pearson's R) is a linear regression correlation coefficient.

Multiple Linear Regression: This tool was used to determine the significant factors of social media marketing affecting purchasing intention.

Chapter 3

RESULTS AND DISCUSSION

Demographic Profile of the Respondents

Table 1 reveals the respondents' profile as to sex, age, and allowance. It is shown that majority of the respondents were female with an accumulated total of 227 or 62.2% from the total sample of the study. In comparison, male respondents accumulated the remaining 138 or 37.8% of the total sample of 365 respondents. Meanwhile, regarding their age range, 288 or 79% of their ages fall from 21 to 23. It was followed by the age range of 17 to 20 with an accumulated frequency of 52 or 14.3%, and the least age range fall part from 24 to 26 with a total of 25 or 6.9% from the total respondents.

Meanwhile, regarding the respondents' average allowance, ₱7,001 to ₱10,000 per month is considered the highest frequency of 81 or 22.2%. It was followed by an average allowance of ₱5,001 to ₱7,000, which accumulated 71 or 19.5% from the sample of the study along with those who had an average allowance of ₱3,001 to ₱5,000, which accumulated a total of 64 or 17.5%. Respondents who have an average allowance of ₱1,001 to ₱3,000 accumulated 50 which is only more than 5 from those who have an average allowance of below ₱1,000. While respondents who has an average allowance of ₱10,001 and above accumulated the least frequency of 44 or 12.1% of the sample of the study.

The finding of the study asserts that majority of the respondents were females with the age range 21 to 23 wherein, majority of the online customers rely on social media marketing present on different social media platforms that branded apparels are associated with. Moreover, most of the important details of a particular product that females were looking for are present in the branded apparels online platforms, which is considered as the

captivating part for them. Meanwhile, most of them have an average allowance of ₱7,001 to ₱10,000, which clearly denotes that they can afford to buy those branded apparels posted on social media platforms. Subsequently, the branded apparel posted on the social media platform were categorized appropriately based on its distinct classification.

With this perspective, the study of Feedalpha (2022) cited that demographic profile is very important in social media marketing strategies as it allows different brands to develop and plan their marketing actions and performance that will aid the business in the long run. With target audiences' demographic, it serves as an efficient way to reach out potential and current customers, as well as it is a cost-effective way to market a certain business. Thus, this can guide the business to increase brand awareness, generate leads and increase sales as marketers successfully segment the overall market according to its potential, accessibility, and profitability (Goyat, 2011). Moreover, identifying appropriate segmentation in business seeks to create a complementary action in what products to offer that could lead to customers' satisfaction (Voxco, 2021). Subsequently, segmentation may also vary differently, specifically in the field of business and customer market, however, segmentation fuels businesses to create efficient data-driven marketing decisions into creating great returns in marketing opportunities, especially if segmentation is done effectively (Martin, 2011).

In addition, the findings implied that even though social media is for everyone, business owners are still focused on their target market when it comes to marketing their products within the platform which are likely the basis that could affect its effectiveness. A concrete understanding towards demographics segmentation provides a great deal of information that will be reliable for the appropriate audience, resulting in an effective

business marketing campaign. Moreover, this serves as an essential tool among business owners to categorize accordingly the homogeneity of needs among their customers as these could help them to provide appropriately the products that they need while giving more options and alternatives.

**Table 1. Demographic Profile of the Respondents
(n=365)**

Profile		Frequency	Percentage
Sex	Male	138	37.8%
	Female	227	62.2%
Age	17 to 20	52	14.3%
	21 to 23	288	79.0%
	24 to 26	25	6.9%
Allowance	Below ₱1,000	50	13.7%
	₱1,000 – ₱3,000	55	15.1%
	₱3,001 – ₱5,000	64	17.5%
	₱5,001 – ₱7,000	71	19.5%
	₱7,001 –	81	22.2%
	₱10,000		

Factors Affecting Respondents' Purchasing Intention

Table 2 presents that all the factors existing in social media marketing positively affect the respondents' purchasing intention, and it has a significant relationship with one another. The beta coefficient of design signifies that it has a positive effect of 15.20% on purchasing intention, and it has a p-value of 0.010 which indicates that it has a significant relationship with purchasing intention. Subsequently, diversity also positively affects the respondents' purchasing intention with a beta coefficient of 31.60%, and a p-value of 0.000 which is highly significant in terms of the relationship towards the respondents' purchasing

intention. Also, desire positively affects the respondents' purchasing intention, and its relationship towards respondents' purchasing intention is highly significant as it has a p-value of 0.000 and a beta coefficient of 38.30%. Meanwhile, digitalization has a 16.70% beta coefficient which positively affects the purchasing intention of the respondents and significantly shows the p-value of 0.007. Statistically, the researchers reject the null hypotheses 1 and 2 presented in the study, as it clearly asserts that the factors exist in social media marketing positively affects and significantly builds relationship towards the purchasing intention of the respondents.

The finding of the study revealed that through social media marketing factors, customers are more captivated to purchase the products being posted online. With the design presented on social media platforms, customers are enticed to purchase the products as relevant features and specifications are seen visibly for public consumption and information drive, as well as the designs, looks, and appeal of the product which resonates with the target audiences' needs and wants.

As social media platforms provide a diversified range of products and services, customers are provided with many choices on what to purchase, however, these are still indicators with regard to the products that they are going to purchase that best represent their lifestyles. More so, the desire for social media influences customers' purchase decisions since it improves the marketing actions and performance of the company while allowing the customers to be updated with the trends. Furthermore, the desire also positively affects the purchasing intention of customers as this could lead them to connect in a virtual community by simply reading comments and feedbacks for a specific item, and through this, they can be captivated by what the product can offer.

Nevertheless, digitalization is also considered an essential tool in gaining and broadening the perspective in different aspects of life, as it is a more crucial tool that influences the customers' purchasing intention as products and services are made available online that can be browsed at home, anywhere, and anytime which is even more convenient, hassle-free shopping, more efficient and less expensive for delivery.

The finding of the study is supported by the studies of Kumar et al. (2016), they highlighted those advantages being presented in social media marketing that are more appropriate in today's trends through different advertising platforms. The study indicated that social media is a good online platform when the design is captivating, and through the design being presented, it gives customers an image and presentation of what the product looks like and what the product could provide.

According to the recent study presented by Mirabi, Akabirayeh, and Tahmasebifard (2015), social media elements like design and advertising may be the most crucial elements influencing a customers' desire to make a purchase. These elements function as a signal for businesses to increase their marketing expenditures. Apart from that, with the lifestyles and demand of today's generation, customers are created with strong desires for high-quality products that suits their personality expressions in these new normal (Djafarova & Bowes, 2021). This way also, Generation-Z consumers emphasize that sustainable marketing influences customer satisfaction and customers' desire to create and increase brand loyalty (Kemper & Ballantine, 2019). Hence, understanding specific attitudes, such as every customers' desire is an essential tool for sustainable marketing.

Additionally, with the diverse product being presented on every social media platform, businesses are extending their products from national market towards

internationalization. This way, the value of diversity increases, allowing customers to connect and recognize different brand equity and roles (Mitterfellner, 2019). Moreover, as cited by Kaur (2014), social media platforms have a natural way of generating relevant information, and successful campaigns are essential for promoting communication and building customer trust with brands. Due to its availability and widerange usage, the utilization of social media enables customers to connect themselves with the brand being presented online, most specifically those leading brands that could entice the customers toward their purchase activities (Keller, 2008; Kotler & Keller, 2007).

As social media marketing evolved, sustainable marketing should be considered since this allows businesses to promote products and services that sustain customers' lifestyles and values. In this vein, social media marketing factors should be understood carefully as they serve as a driving tool for marketers to create and enhance their marketing campaigns to build customer rapport. Thus, it is a crucial metric for businesses to attract consumers on a broad

Table 2. Factors Affecting Respondents Purchasing Intention (n=365)

Constructs	Beta	Significance	Interpretation
Design	0.152	0.010	Positively Affect
Diversity	0.316	0.000	Positively Affect
Desire	0.383	0.000	Positively Affect
Digitalization	0.167	0.007	Positively Affect

Note: **means $P\text{-value} \leq 0.000$; Positively Affect

influential factor since, with a budget, customers have the capacity to purchase goods and services.

However, Slaba (2015) found out that one aspect impacting customer purchasing behavior and attitude is age. This specific parameter also has a highly significant relationship to the purchasing intentions of the customers because every individual and businesses are adopting new generation trends where electronics and digitalization is a normal aspect for Generation-Z customers in buying specific product and services. With the global rise of technological advancements, e-commerce has been an integral part of life, where customers receive different benefits and an advantage in buying products. E-commerce is also a simple way to conduct business. Although occasionally more delicate than its conventional form, it may generally satisfy customers' demands (Ma et al., 2015). It is also important to note that there are 2.789 billion social media users worldwide, with a penetration rate of around 37%, which accounts for both the quick changes in purchasing behavior and the growing popularity of social media (Kemp, 2017; Shah et al., 2019).

From a comprehensive marketing perspective, customers' characteristics, such as demographic, economic status, social class, lifestyle views, and attitudes are also a critical component in understanding customers' needs and wants as businesses become more aware of what the customers' desire based on the product they want to purchase (Lye et al., 2005). Through this, a clear understanding of the buying intention through demographic is an important consideration toward business success as businesses carefully examine the reliable factors that could affect customers' purchase intentions (Stavkova, 2008). Moreover, through demographic characteristics, businesses can streamline appropriately the products and wants that customers demand (Durmaz, 2014).

Significantly, the demographic profile postulates a significant relationship to the customers' purchase intention. This information is crucial in successful marketing strategy that can be developed as this will help businesses to maximize marketing decisions and tactics that will guide the business to develop the right products for the right customers (Haghshenas et al., 2013).

Table 3. Significant Relationship Between the Respondents' Demographic Profile Toward the Respondents' Purchasing Intention (n=365)

Variables	r-value	p-value	Interpretation
Sex and Purchasing Intention	-.114	.029	Significant
Allowance and Purchasing Intention	.388	.000	Highly Significant
Age and Purchasing Intention	.213	.000	Highly Significant

*Note: **means $P\text{-value} \leq 0.000$; Positively Highly Significant*

Chapter 4

SUMMARY, FINDINGS, CONCLUSION, AND RECOMMENDATIONS

Summary

The utilization of social media platforms allows marketers to reach and engage their target audience through the effective and efficient use of social media presence affecting Generation Z customers' purchase intention. The objective of the study was to determine the significant effect of Social Media Marketing toward purchasing intention on branded apparels among Generation-Z customers purchasing specific product. A descriptive-correlational method was employed to narrow the significant relationship between independent and dependent variables being presented in the study. By utilizing purchase intention questionnaire, which was adapted and modified questionnaire from Mustaffa, Khairun & Hands, (2018) and Majeed, Owusu-Ansah & Ashmond, (2021), the researchers were able to answer the following problems in the study wherein 365 college students coming from the Misamis University were chosen to answer the given question and were selected randomly. Furthermore, responses from the different responses were analyzed and tallied, which helped the researchers bridge the gap between the research gap existing in the said study.

Findings

1. Demographic profile of the respondents revealed that majority of the respondents' age range falls part from 21 to 23 years old, and were females which clearly asserts that they are more captivated with the products presented online, especially with the relevant information that would provide them knowledge about a particular

- product. They have an average allowance of ₱7,001 to ₱10,000 per month which implies that they can afford to buy branded apparels posted in different social media platforms.
2. The factors existing in social media marketing affect the respondents' purchasing intention, which revealed that social media marketing provides customers with aesthetic satisfaction and brand assurance which are the main factors that affect their purchasing decision towards branded apparels. With the wide range of product variety, customers can choose what product they would like to purchase since some branded apparels are posted on social media platforms. Moreover, it was revealed that customers' purchase intention could be influenced by factors that bring out not only what customers desire but also their needs which are both significant factors that social media marketing provides, and that customers' purchase intention could be affected or influenced by factors that provide convenience such as being accessible to home anytime along with the possibility of purchasing and receiving an item without leaving their homes.
 3. The study's findings revealed that there is a significant relationship between the demographic profile of the respondents in terms of sex, age, and allowance as this information can be used in creating a successful marketing strategy that can be used for businesses to improve their marketing campaigns as demographics profile provide highly significant result in understanding the customers' needs and wants while satisfying them.

Conclusions

From the stipulated findings, conclusion was derived:

1. Businesses nowadays, particularly brands on social media platforms, empower the distinct classification of sex. Thus, majority of females become more enticed to purchase products on social media platforms as it allows them to identify and rely with the information presented to them. In doing so, demographic data provides great deal information that will be reliable for the appropriate audience, this can also be done by providing the appropriate homogeneity of needs among their customers.
2. With the wide range of connectivity of social media platforms, social media marketing factors serve as an essential tool to drive and develop marketing strategies into a more effective marketing campaign. In doing so, it has a favorable effect on customers' intention to make purchases. More so, businesses attract customers in a wider market segment, maximizing marketing decisions and tactics will be very useful in the development of creating relationship between the products and the customers. Therefore, social media marketing factors positively affect and has a significant relationship with the customers' purchasing intention.
3. Understanding the customers' desire on the product they want to purchase is significantly related to their personal characteristics. This relates to their intent to buy a specific product as it can appropriately streamline the products and wants the customers' demand.

Recommendations

After a thorough study of the results, the following recommendations are made;

For business organizations:

1. Businesses should gather demographic data as this information is crucial for creating a concrete marketing strategy that would fit the most potential and target customers.

For future researchers:

1. Social media is a vast marketing platform that offers a broad variety of items. Future researchers or social media managers should explore diverse online products and customer responses to various marketing strategies, particularly in social media marketing, in more depth.
2. Findings from the study show that sex, age, and monthly allowance affect people's purchasing intentions. Thus, forecasting demographic segmentation should become intensive as it is a significant factor that leads to more inclusive understanding of customers' needs and wants as well as providing customers' satisfaction.

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Appendix A

**SOCIAL MEDIA MARKETING: ITS EFFECT TOWARD PURCHASING
INTENTION ON BRANDED APPARELS AMONG GENERATION-Z
CUSTOMERS QUESTIONNAIRE**

Adapted and Modified from Mustaffa, Khairun and Hands, (2018)

and Majeed, Owusu-Ansah & Ashmond, (2021)

Survey Questionnaire

Part I. Demographic Profile

Instructions: Please provide the following information. Put your answer on the space provided.

Name (Optional):

Sex:

Age:

Allowance:

Part II. Factors present in social media marketing that is affecting the respondents purchasing intention

Instructions: Check the box that correspond your answers based on the legend below.

Legend: 5 – **Strongly Agree** 4 – **Agree** 3 – **Neutral** 2 – **Disagree** 1 – **Strongly**

Disagree

A. Design

Items	1 (SA)	2 (A)	3 (N)	4 (SD)	5 (D)
1. Social media marketing emphasizes product's design better.					
2. Social media marketing provides real image.					
3. Designs and features are always at trend in social media products.					

4. Brands build recognition and create content that resonates with their target audience.					
5. Can see variety of designs in single product.					

B. Desire

Items	1 (SA)	2 (A)	3 (N)	4 (SD)	5 (D)
1. Current trend products can always be found in social media.					
2. Customers can connect what they desire on through comments and feedbacks.					
3. Social media marketing highlights what majority of customers desire.					
4. Social media marketing highlights the current necessities in the real world.					
5. Social media marketing encourages customer to desire products.					

C. Diversity

Items	1 (SA)	2 (A)	3 (N)	4 (SD)	5 (D)
1. Allows customers of all backgrounds and lifestyles to connect with brand choice.					
2. Creates an uplifting online space.					
3. Reach a Wider Range of products based on preferences.					
4. Customers recognize themselves in the products highlighted in social media advertisements.					
5. Recognizes different brand equity and brand's role.					

Items	1 (SA)	2 (A)	3 (N)	4 (SD)	5 (D)
1. Social media marketing products can be browsed at home.					
2. Product information can be accessed.					
3. Home delivery is provided.					
4. Access to several shops from one location.					
5. Shopping can be time efficient in social media marketing products.					

Part III. Social Media Marketing Purchasing Intention

Items	1 (SA)	2 (A)	3 (N)	4 (SD)	5 (D)
1. I can easily encourage buy product in a social media marketing.					
2. I prefer products that can be bought online.					
3. I think products in social media are on trend.					
4. Buying online is efficient.					
5. I think products in social media marketing are classy.					
6. I can purchase products anytime in social media.					
7. Products can be browsed anytime.					
8. I can interact to dealers real time at any money.					
9. I tend to buy more products highlighted in social media marketing.					
10. I tend to buy more in social media products as it could be delivered to my home.					

Appendix B
Letter of Intent

DR. CYNTHIA S. SUPERABLE
Vice President for Academic Affairs
Misamis University
Ozamis City

Dear Dr. Cynthia S. Superable:

Greetings!

We, the 3rd-year BSBA students coming from the College of Business and Management (CBM), will conduct the research project entitled **"SOCIAL MEDIA MARKETING: ITS EFFECT TOWARD PURCHASING INTENTION ON BRAND APPARELS AMONG GENERATION-Z CUSTOMERS"** that will target the several students coming from the different college department of Misamis University.

Through this, we would like to request from your good office to allow us to conduct our survey to the randomly selected students in our college. Particularly, the survey will focus on the effect of social media marketing toward purchasing intention on branded apparels among Generation-Z customers. Furthermore, participation in our survey is voluntary and does not pose any known or anticipated risk or issue. All information gathered will be dealt with the utmost integrity and confidentiality.

We are looking forward to an affirmative response to this request. Thank you and God bless!

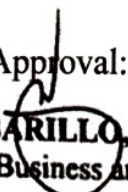
Respectfully,


NIÑA PRANCESCA T. CAPARAS

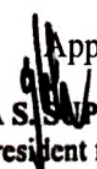
Noted by:


RENZITELO ALF P. CARPIO, MBA
Research Adviser

Recommending Approval:


EFREN J. BARILLO, CPA, DM
Dean, College of Business and Management

Approved by:


CYNTHIA S. SUPERABLE, DScN, Ed.D.
Vice President for Academic Affairs

CURRICULUM VITAE

JUNALYN L. BORLING

Purok-6 Maranding, Kapatagan Lanao del Norte, Philippines

Contact no. 0961-932-2123

Student ID number: 1901254

borlingjunalyn@gmail.com**PERSONAL INFORMATION**

Date of Birth

: July 18, 2001

Age

: 21 years old

Place of Birth

: Maranding, Kapatagan Lanao del Norte

Religion

: Roman Catholic

Sex

: Female

Civil Status

: Single

Language/Dialect Spoken

: Cebuano, English, and Tagalog

EDUCATIONAL ATTAINMENT**TERTIARY**

SCHOOL

: Misamis University

DEGREE

: Bachelor of Science in Business Administration

SCHOOL YEAR

: 2019-Present

SENIOR HIGH SCHOOL

SCHOOL

: Kapatagan National High School

ADDRESS

: Poblacion, Kapatagan Lanao del Norte

SCHOOL YEAR

: 2017-2019

JUNIOR HIGH SCHOOL

SCHOOL

: Kapatagan National High School

ADDRESS

: Poblacion, Kapatagan Lanao del Norte

SCHOOL YEAR

: 2013-2017

ELEMENTARY EDUCATION

SCHOOL

: Maranding Elementary School

ADDRESS

: Maranding, Kapatagan Lanao del Norte

SCHOOL YEAR

: 2006-2013

CURRICULUM VITAE

NIÑA PRANCESCA T. CAPARAS

Purok 2-Tangub City, Misamis Occidental, Philippines

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PERSONAL INFORMATION

Date of Birth	: February 21, 2001
Age	: 21 years old
Place of Birth	: Sampaloc, Manila
Religion	: Roman Catholic
Sex	: Female
Civil Status	: Single
Language/Dialect Spoken	: Cebuano, English, and Tagalog

EDUCATIONAL ATTAINMENT

TERTIARY

SCHOOL	: Misamis University
DEGREE	: Bachelor of Science in Business Administration
SCHOOL YEAR	: 2019-Present

SENIOR HIGH SCHOOL

SCHOOL	: Tangub City National High School
ADDRESS	: Mantic, Tangub City
SCHOOL YEAR	: 2017-2019

JUNIOR HIGH SCHOOL

SCHOOL	: Tangub City National High School
ADDRESS	: Mantic, Tangub City
SCHOOL YEAR	: 2013-2017

ELEMENTARY EDUCATION

SCHOOL	: Garang Elementary School
ADDRESS	: Purok 6, Garang, Tangub City
SCHOOL YEAR	: 2006-2013

CURRICULUM VITAE

ROSE R. CARANGCARANG

Purok-4 Pantaon, Ozamiz City, Misamis Occidental, Philippines

Contact No. 0907-112-1837

Student ID Number: 1901780

carangcarangrose@gmail.com**PERSONAL INFORMATION**

Date of Birth : July 23, 2000
 Age : 22 years old
 Place of Birth : Balingasag, CagayanDeOroCity, Misamis Oriental
 Religion : Roman Catholic
 Sex : Female
 Civil Status : Single
 Language/Dialect Spoken : Cebuano, English, and Tagalog

EDUCATIONAL ATTAINMENT**TERTIARY**

SCHOOL : Misamis University
 DEGREE : Bachelor of Science in Business Administration
 SCHOOL YEAR : 2019-Present

SENIOR HIGH SCHOOL

SCHOOL : Ozamiz City National High School
 ADDRESS : Bernard St. Lam-an, Ozamiz City
 SCHOOL YEAR : 2017-2019

JUNIOR HIGH SCHOOL

SCHOOL : Ozamiz City National High School
 ADDRESS : Bernard St. Lam-an Ozamiz City
 SCHOOL YEAR : 2013-2017

ELEMENTARY EDUCATION

SCHOOL : Roman E. Mabanag Sr. Elementary School
 ADDRESS : Purok 3, Pantaon Ozamiz City
 SCHOOL YEAR : 2006-2013

CURRICULUM VITAE

JAHLWIN KENNETH A. DAHUNAN
 Purok-6 Bangkal, Aguada Ozamiz City, Misamis Occidental, Philippines

Contact No. 0970-051-9422

Student ID Number: 1900536

[knedy755@gmail.com](mailto:kneddy755@gmail.com)

**PERSONAL INFORMATION**

Date of Birth	: October 9, 2000
Age	: 22 years old
Place of Birth	: Ozamiz City
Religion	: Iglesia Ni Cristo
Sex	: Male
Civil Status	: Single
Language/Dialect Spoken	: Cebuano, English, and Tagalog

EDUCATIONAL ATTAINMENT**TERTIARY**

SCHOOL	: Misamis University
DEGREE	: Bachelor of Science in Business Administration
SCHOOL YEAR	: 2019-Present

SENIOR HIGH SCHOOL

SCHOOL	: Sacred Heart Diocesan School
ADDRESS	: Molave, Zamboanga del Sur
SCHOOL YEAR	: 2017-2019

JUNIOR HIGH SCHOOL

SCHOOL	: Sacred Heart Diocesan School
ADDRESS	: Molave, Zamboanga del Sur
SCHOOL YEAR	: 2013-2017

ELEMENTARY EDUCATION

SCHOOL	: Molave Regional Pilot School
ADDRESS	: Molave, Zamboanga del Sure
SCHOOL YEAR	: 2007-2013

CURRICULUM VITAE

REY M. JALEM

Purok-3 Carangan, Ozamiz City, Misamis Occidental, Philippines

Contact No. 0948-650-9881

Student ID Number: 1700455

jalemrey12@gmail.com**PERSONAL INFORMATION**

Date of Birth : April 24, 2001
 Age : 21 years old
 Place of Birth : Ozamiz City
 Religion : Roman Catholic
 Sex : Male
 Civil Status : Single
 Language/Dialect Spoken : Vernacular, English, and Tagalog

EDUCATIONAL ATTAINMENT**TERTIARY**

SCHOOL : Misamis University
 DEGREE : Bachelor of Science in Business Administration
 SCHOOL YEAR : 2019-Present

SENIOR HIGH SCHOOL

SCHOOL : Misamis University
 ADDRESS : H.T. Feliciano St., Ozamiz City
 SCHOOL YEAR : 2017-2019

JUNIOR HIGH SCHOOL

SCHOOL : Ozamiz City School of Arts and Trades
 ADDRESS : Maningcol, Ozamiz City
 SCHOOL YEAR : 2013-2017

ELEMENTARY EDUCATION

SCHOOL : Ozamiz City Central School
 ADDRESS : Pilot Tinago, Ozamiz City
 SCHOOL YEAR : 2007-2013

CURRICULUM VITAE



VENUS R. VASQUEZ
 Purok Golden Shower, San Pedro Dist., Pagadian City
 Contact No. 0976-0923-226
 Student ID Number: 1900036
venusrectovasquez@gmail.com

PERSONAL INFORMATION

Date of Birth : October 29, 2000
 Age : 22 years old
 Place of Birth : Pagadian City, Zamboanga del Sur
 Religion : Roman Catholic
 Sex : Female
 Civil Status : Single
 Language/Dialect Spoken : Cebuano, English, and Tagalog

EDUCATIONAL ATTAINMENT**TERTIARY**

SCHOOL : Misamis University
 DEGREE : Bachelor of Science in Business Administration
 SCHOOL YEAR : 2019-Present

SENIOR HIGH SCHOOL

SCHOOL : Zamboanga del Sur National High School-SH High
 School Stand Alone : Sta. Maria, Pagadian City
 ADDRESS : 2017-2019
 SCHOOL YEAR

JUNIOR HIGH SCHOOL

SCHOOL : Zamboanga del Sur National High School
 ADDRESS : Sta. Maria, Pagadian City
 SCHOOL YEAR : 2013-2017

ELEMENTARY EDUCATION

SCHOOL : San Pedro Central Elementary School
 ADDRESS : San Pedro, Pagadian City
 SCHOOL YEAR : 2006-2013

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