

BET NG GEN Z: STANDARDS OF GENERATION Z IN THE SENIOR HIGH SCHOOL DEPARTMENT OF COLEGIO DE SAN JUAN DE LETRAN-BATAAN ON GREEN PRODUCTS

KRISTEN R. HIFE¹, BABY ROCHELLE M. GOROSPE², GENNIE M. MORALES³

<http://orcid.org/0000-0003-0056-2938>

3200002@letranbataan.edu.ph

Colegio de San Juan de Letran

Dominican Avenue, Abucay, Bataan, Philippines

ABSTRACT

At our current millennium, the environment is at risk as economies comply with the advancements. Alternative and efficient strategies are integrated to conserve and preserve the environment, such as green products. This study revolves around determining the standards of Generation Zs in the Senior High School Department of the Colegio de San Juan de Letran-Bataan on green products. This research aims to acquire familiarization with what matters on green products to Generation Z. With the investigation of this qualitative study, the data were gathered through online surveys and semi-structured video conference interviews with Generation Z selected from a non-probability sampling method and analyzed using thematic analysis. From the interpreted data, the researchers found out that the respondents do not often purchase green products but have high standards for the green product's qualities. They also believe that purchasing green products will greatly help the environment by lessening pollution through reducing and recycling waste. Hence, this study revealed that Generation Zs in the Senior High School Department of the Colegio de San Juan de Letran-Bataan are exceedingly conscious of the issues about the natural environment, and they propagate green purchasing. In conclusion, the respondents generally have high standards for the products' performance, brand and reputation, durability, usefulness, aesthetics, and environmental friendliness. However, with the products' quality, such as the features and price, the respondents have low standards as they do not put much attention on these as long as the product does its intended purpose excellently.

Keywords: Standards, Generation Z, Green Products, Thematic Analysis, Philippines