THE FOOD CONSUMPTION OF GENERATION Z IN COLEGIO DE SAN JUAN DE LETRAN: A BASIS FOR MARKETING PROGRAMS

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ABSTRACT

With its oldest ages being 12 to 24 years old, the Generation Z is considered a group coming of age. Because of this, the Generation Z is considered as the latest and future consumers of the food industry. This study could be a basis for marketers and companies in perceiving how Generation Z drastically affects the food industry in the Bataan, which will provide them some information suited for their marketing strategies. The researchers evaluated the food choices and consumption of the Generation Z, which were born from 1995 to 2012, in the province of Bataan through the use of surveys more specifically, in Colegio de San Juan de Letran-Bataan. The food consumption preferences of the selected respondents were determined through purposive sampling based on the following variables: food trends, individual food habits, creativity of flavor and branding, and social media influence. The researchers were able to conclude the extent of significance of each variable in the Generation Z's food preferences. Only the social media variable is determined to have significant effect on Generation Z' food preference.

Keywords*: generation Z, food preferences, food consumption, food industry, food marketing*

INTRODUCTION

Consumption is defined as the usage of services and products which acknowledges a person's basic needs and promotes the enhancement of life (Fien et al, 2008). As a living person, one cannot disentangle oneself from consuming goods and services for everyday needs (Darmayanti, 2017). Thus, humans will always be labeled as consumers as long as they require basic needs. An example of this "need" is the food we consume. Thus, humans will always be labeled as food consumers.

With today's generation, the ones born from 1995 to 2012, they are labeled as Generation Z or iGeneration (Tysiac, 2016). The oldest of Generation Z, from ages twelve to twenty-four years old, is just on their way to adulthood. With this, they will have an exquisite impact on the food industry because their preferences will be essential in drawing new consumers (Tristano, 2017). They are the future of the market because Gen Z is the group that is coming of age and is looking for food that will satisfy the new standards of the new generation.

This generational group has increased the importance of the quality of food, it's cleanliness, freshness and its nutritional content. Their preferences and attitudes about food are now seen over grocery shelves (Shoup, 2019). According to Susan Schwailie, the executive director of NDP Group which is an Industry Expertise Analytics, there is a large distinctiveness between food choices accessible to Gen Z and the past generations (Maynard, 2019) which makes the Gen Z members experiment with different food fusion and health options (Bodker, 2017). Additionally, since Gen Z is actively connected and have access to computers, smartphones and other devices, there is no question unanswered when it comes to the content of their food, which makes the food industry formulate more ways to attract them (Hartman, 2017).

The Philippines, which is considered as an emerging market and a newly industrialized country (Wilson & Stupnytska, 2007), has food and non-alcoholic beverages as 41% of their household expenditure. This is based from the Philippines Statistics Authority. According to the Consumption Survey by the Food and Nutrition Institute of the Department of Science and Technology year 2013, the top 20 commonly consumed food products by Filipinos are rice, salt, cooking oil, coffee, sugar, bread, onion, garlic, egg/chicken, soy sauce, pork meat, vinegar, vetsin, instant noodles, chicken, biscuits, tomatoes, eggplant, powdered milk, and banana. This is the effect of the contradicting consumptions of the rural and urban areas.

Previous studies have shown that Gen Z lives where there are inevitably changing trends which are not present in previous generations and that continuously shape the market of consumption. Since Gen Z is the present and future consumers of the food industry, the researchers will conduct this study to evaluate the preferences of Filipinos in relation to food consumption. This study differs from past studies due to the culture Filipinos exhibit such as beliefs and traditions not present in the respondents of the past studies conducted in foreign countries such as America and Australia. This makes Filipinos' market distinct from others.

The purpose of this study is to evaluate the food choices and consumption of the latest generation to rise, born from 1995 to 2012 in Colegio de San Juan de Letran-Bataan in order to help marketers and companies perceive how Gen Z drastically affects the food industry in the Philippines. Additionally, this study will help create the right marketing programs that are suited for the current and future consumers because the researchers aim to know what the Gen Z would like to eat and interests that will give food businesses information for their marketing strategies.

Generation Z Favors Robust, Sustainable, and Creative flavors.

Hartman, L. (2017) suggests that Generation Z is the newest force in regards to food consumption nowadays. The Generation Z is continuing what the millennials have started, from media connectivity to eating habits. Ranging from ages 16-24 are generations that love flavorful and exciting foods. The food industry must ready for these newest shoppers as their purchasing power increase. Gen Z populates about 12-17% of the population in the US, and have an estimate of 250 billion dollars of purchasing power. This group is more connected and more active in technologies and connectivity. Bright, E. (2019) also added that brands could use their presence in social media to improve not only their aesthetics but also their values to lure the Gen Z.

Gen Z's menu choices and food habits

According to Bodker, I. (2018), Gen Z is the most juvenile generation; they may be not that far from the millennials but their eating habits are far different from them. Gen Z gives importance to racial equality and loves the different ethnic styles of cooking, which explains why they spend most of their money in food than in other categories. Navarra, T. (2018) also stated that the Gen Z is altering the trends in food and restaurants. 42% of Gen Z prefer having a choice of street foods in restaurant menus.

Consumption Towards Healthier and Organic foods

According to Falguerra, et al. (2012), for the past years, the concern of people in what they consume are rising, as well as the environmental and social consequences that are associated with it. There have been declines in the consumption of certain products like chilled foods, bread, and fresh fish. It is due to the fact that consumers only buy a product if it is healthy and safe for their children. According to Robinson, et al. (2019), how the product was raised will play a big role in one's mental and emotional health. Organic foods contain lesser chemicals and are fresher because it does not contain preservatives.

Gen Z's Food trends and Preferences

According to Allen, A. (2018), Gen Z is expected to be 2.56 billion in the next years and will pass the millennial population in 2019 which concludes that food companies must adjust the food trends for the newer generation. Gen Z can possibly change the food industry, one of the possible trends are student discounts which will help the Gen Z since most of them are still studying. Generation Z wants to experience all of the flavors. The very basic foods like hamburgers, pizzas, and chickens are still trendy to them. New flavors and recipes are also popular among them. They are willing to try unique flavors as well.

Generation Z's Impact in the Food industry

According to Upson, M. (2018), the Gen Z is the latest to make their presence and become the new generation to become investigated. Many companies are changing their marketing plans based on what this generation wants and needs. Gen Z spends more money in food and clothing compared to their predecessors. This latest generation to rise have a great impact

since they have vast knowledge passed down by their parents and with the help of social media. Their diversity and curiosity to try new foods will become a major factor in the restaurant industry (Thompson A., 2019).

Gen Z's Growing Population and its Big Impact

According to Chamberlain, L. (2018), Gen Z is growing up fast. The teens of this generation will soon be responsible for 40% of all consumers and use up to 4 billion dollars in discretionary spending. Many of the Gen Z are being hired which increases the total spending power of Gen Z every day. Their spending power is now in a total of 44 billion dollars. As Claveria, K. (2016) stated, many companies shift focus of marketing and use intelligence on Gen Z customers since they are the first generation to be native to digital media.

More Pinoy eat less

The Filipino consumers have been consistent with what they are purchasing, continuously buying the same products for the past years which are shown in the survey conducted by the Food and Nutrition Research Institute in both urban and rural households. As Gumaru, M. (2013) have stated, 20 foods that are commonly purchased in the Philippines have not changed except the food's rankings, the 5 that topped the rankings were rice, salt, cooking oil, coffee, and bread. Additionally, Gumaru, M. (2013) have also stated that there was a slight increase in the leftovers which are edible foods left on the table or left uneaten. According to Diego, T. (2013), there is a decrease in the consumption of vegetables, many factors are causing this decrease in vegetable consumption, some of the factors are the price of vegetables and pesticide consumption.

Social Media Influence on Food Choices

Gen Z includes youngsters who tend to spend more than 5 hours every day on the internet (Jenkins, 2018). So, even when this generation makes a purchase in a local store, they use social media and search engines to compare and weigh in on their purchase decision (Priporas, Stylos, & Fotiadis, 2017).

This just proved the point that because social networking had become a part of everyday life, it had substantial impact on people and the food choices they made as consumers. An example of that is, because the "majority of buying decisions about what to have for a meal happen approximately two hours before mealtime", a fast food commercial ad on Facebook could be shown two hours prior mealtime and it could mean that said having fast food is the likeliest option to be chosen over any others (Tuder, 2016).

Celebrity Influence on Food Choices

The abundant nature of celebrity media presence in daily basis has influence which extends to food. Corporations have a careful process of choosing a celebrity as an endorser, mostly based on their public stance and the amount of compatibility their personality traits has with the product. In the viewpoint of the consumers, it placed value on the product if a celebrity is repetitively associated with it, just as well as earning credibility, brand recognition, and trust (Tuder, 2016). Such associations could lead consumers towards certain food brands.

Television Influence on Food Choices

One determining factor in food choices were the messages depicted in television advertisements (Tuder, 2016). This is why television is another aspect that has influence in general decisions regarding food. Methods such as "attractive jingles, catchy phrases and attractive photography" were employed to project irresistibility and gave push towards the marketed food item. However, it is not without its own downsides. Misconceptions about the relation between health and body shape were possibilities if not maintained correctly (Tuder, 2016).

Theoretical Framework

According to LaMorte, W. (2019), the Theory of Planned Behavior (TPB) began as the Theory of Reasoned Action in 1980 to anticipate a person's aim to take part in a conduct at a particular time and spot. Meanwhile, a previous study of Ajzen, I. (2015) claimed that the theory was intended to clarify all practices over which individuals can endeavor control. The objective of the theory is to give comprehensive framework in understanding the determinants of such practices. This hypothesis centers on the particular customer behavior of interest. Mentality towards the behavior refers to how much an individual has an ideal or negative assessment or evaluation of conduct, while abstract or social standards refers to the apparent social strain to perform or not to play out the conduct. Social control demonstrates whether the consumer can without much of a stretch devour a specific item or whether its utilization is troublesome or incomprehensible. This theory is related to our study, since Generation Z are consumers

specifically to food industry, their utilization will rely upon their conduct control.

This study aims to investigate the food consumption pattern of Gen Z which will then be a vital data source for possible food marketing program. Specifically, this research aims to answer:

1. What is the food consumption preference of the Gen Z population in Colegio de San Juan de Letran based on the following variables:
   - Food Habits
   - Social Media
   - Creativity of Flavoring and Branding
   - Food Trends
2. What is the significance of each independent variable above in determining the Gen Z's food preference and;
3. Create or develop a marketing plan that may aid food concessionaires in their businesses.
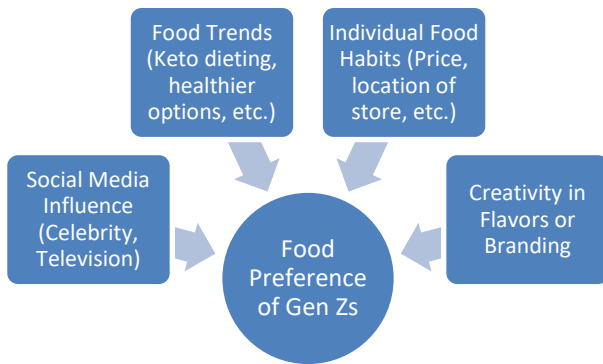
Research Framework

Figure 1. Research Framework

The research framework shows the relationship of the independent variables, particularly the effects in terms of social media influence, food trends, individual food habits, and creativity in flavors and branding to the dependent variable, particularly the food preferences of Gen Z.

One of the objectives of this study is to distinguish the patterns of food choice of Gen Z and how their choices affect the food industry. The result of this study will be beneficial to those who primarily focus on studying the behaviors of Gen Z which will help them analyze the likes of Generation Z and further improve their marketing strategies. This study will help them be more aware of how the people around them consume and choose what they will eat. By that, this will serve as an instrument for awareness. This study will be a good reference for future researchers who's looking forward to make related

studies, precisely, about the food consumptions of Gen Z in the Philippines. This study will be beneficial for nutritionists because this study identifies the food consumption of Generation Z's and will help them their analyzing and curating their meal consultations and plans.

METHODOLOGY

Research Design

Descriptive research design is used in conducting this study. In this study, the researchers used the survey research method. Surveys grant the researchers to collect an amount of data that can be interpreted for frequencies, averages, and patterns for the typical utilization of finding relations between variables, gauging public opinion on certain topics and evaluating satisfaction with a certain company's product or services.

The researchers used the descriptive research method since the result of the study is about the analysis of the food consumption of Generation Z gathered through surveys.

Research Instrument and Construction Validation

For the purpose of this research, surveys from University College London and De La Salle Lipa were used with proper consent, and were modified to fit the study's requirements. The survey will be verified by official and qualified validators.

Participants

In determining the sample size of the study, the researchers gathered information from the Colegio's registrar to get the quantity of the students included in the age range of Generation Z. Out of 838 of the respondents, only 90 of them were randomly chosen to answer the survey. In this case, purposive sampling was used. With the help of Slovin's Formula, the researchers obtained the particular sample size fitted for this study with 10% margin of error and 90% confidence level.

Table 1. Sample Population

Junior High School		Senior High School		College Students and Employees	
12-16	18	17-19	52	20-24	20

Data Analysis

In this study, the researchers used Linear Regression as a statistical tool. Linear Regression is used to determine the extent to which there is a relationship between a dependent variable and independent variables to predict the value of the dependent variable. This tool is fitted for our study because this study aims to determine the significance and relationship of the independent and dependent variables which are present in our study.

The researchers used Basic Statistical Tools. The form of Data Analysis, to be used in this study is Frequency Distribution Table for the demographic profile of the respondents. Descriptive Statistics in turn was used to describe the challenges faced by the small businesses in terms of finance, technology, and competition. One-Way ANOVA was used in determining the differences experienced by the small service enterprises in Abucay when grouped according to profile.

RESULTS

Respondents Demographics

Table 2 displays that majority of the respondents' sex are male, where there are 47 male respondents which is equivalent to 52.2% of the respondents while there are 43 female respondents, which is equal to 47.8%.

Table 2. Sex of Respondents

Sex	Frequency	Percent
Male	47	52.2
Female	43	47.8
Total	90	100

Table 3 displays that majority of the respondents' age are 17-19 years old, where there are 18 respondents that are 12-16 years old, 52 respondents are within 17-19 years old and 20 respondents are within 20-24 years old.

Table 3. Age of Respondents

Age Range	Frequency	Percent
12-16 years old	18	20
17-19 years old	52	57.8
20-24 years old	20	22.2
Total	90	100

Table 4 displays that majority of the respondents come from the Senior High School Department, where there are 20 respondents from the College Department, 52 respondents

from the Senior High School department and 18 respondents from the Junior High School department.

Table 4. Department of Respondents

Department	Frequency	Percent
College	20	22.2
Senior High School	52	57.8
Junior High School	18	20.0
Total	90	100

Table 5 shows the results regarding the preferences in terms of food trends. This is according to the importance that the food they eat: (1) contains no additives; (2) is low in calories; (3) contains natural ingredients; (4) is low in fat; (5) is high in fiber and roughage; (6) helps one cope with stress; (7) helps one control one's weight; (8) contains lots of vitamins and minerals; (9) contains no artificial ingredients; (10) keeps one awake and alert; (11) is high in protein; (12) is good for the skin, teeth, hair and nails; and (13) helps one cope with life. The table also shows how the respondents agree that food trends are important when they choose their food, which is supported by the mean of 1.8111 and standard deviation of .74779.

According to Allen, A. (2018), the food trends must always adjust to the present or newer generations. The reason is that Generation Z members are always willing to try new trends and flavors.

Table 5. The Influence of Food Trends

Factors	Mean	Std Dev	Description
Importance of no additives	2.0444	.65550	Agree
Importance of low calories	2.1667	.69103	Agree
Importance of natural ingredients	1.8444	.89833	Agree
Low in fat	2.2222	.81802	Agree
High in fiber and roughage	2.0556	.73989	Agree
Helps in coping with stress	1.8889	.96506	Agree
Controls weight	1.9333	.90938	Agree
Contains lots of vitamins and minerals	1.9000	.96045	Agree
Importance of no artificial ingredients	2.0222	.84770	Agree
Helps in keeping one awake and alert	2.1000	.92469	Agree
High in protein	1.9667	.92954	Agree
Is good for the skin/teeth/hair/nails etc.	1.9333	.87152	Agree
Helps cope with like	1.3330	.92165	Agree
Food Trends Average	**1.8111**	**.74779**	**Agree**

1.00-1.75:strongly agree; 1.76-2.50:agree; 2.51-3.25:disagree; 3.26-4.00: strongly disagree

Table 6 shows the results regarding the preferences in terms of social media. This is according to the importance of the food page they eat: (1) obtaining up to date information; (2) efficient and convenient communication with others; (3) sharing experiences about brand; (4) relationship with others online; (5) communicating with others online; (6) seeking self-identity; (7) seeking sense of belonging; (8) being amused with others; (9) having fun on the page; (10) seeking enjoyment on the page; (11) being entertained on the page; (12) obtaining discounts/special deals that most don't get; (13) obtaining better prices than others; (14) receiving food coupons online; (15) active participation on brand page; (16) useful information on page; (17) post messages on the page with enthusiasm and frequency; (18) participation in activities offered online; (19) what the food brand says about its product/service is true; (20) feel what he/she know what to expect from the brand; (21) reliability; (22) meets its promises; (23) if the food brand had no available reservations; (24) no problem finding a different restaurant with which one would want to make reservations; (25) consider oneself to be highly loyal to the food brand; (26) when another brand has a special deal (e.g., discount price for meal); and (27) they generally visit that restaurant with the better deal. The table also shows how the respondents agree that the influence of social media is important when they choose their food. This is supported by the mean of 2.1031 and standard deviation of .56673.

Table 6. The Influence of Social Media

Importance	Mean	Std Dev	Description
Obtaining up-to-date information	1.8444	.81983	Agree
Efficient and convenient communication with others	2.0556	.91628	Agree
Sharing experiences about brand	1.9889	.78604	Agree
Relationship with other online	1.9444	.78413	Agree
Communicating with others online	1.9222	.76772	Agree
Seeking self-identity	2.1000	.96045	Agree
Seeking sense of belonging	2.1778	.89415	Agree
Being amused with others	2.2444	.85211	Agree
Having fun on the page	2.1111	.72584	Agree
Seeking enjoyment on the page	2.0889	.82984	Agree
Being entertained on the page	1.9333	.73132	Agree
Obtaining discounts/special deals that most don't get	2.0111	.98864	Agree
Obtaining better prices than others	2.0444	.95883	Agree
Receiving food coupons online	1.9444	.97567	Agree
Active participation on brand page	2.3222	.87188	Agree
Useful information on page	2.1889	.95863	Agree
I post messages on the page with enthusiasm and frequency	2.4111	.87274	Agree
Participation in activities offered online	2.3889	.93249	Agree
What the food brand says about its product/service is tru	2.1667	.85130	Agree
I feel I know what to expect from the brand	2.0778	.76772	Agree
Reliability	2.0222	.77862	Agree
Meets its promises	2.0889	.919975	Agree
If the food brand had no available reservations, I would have no problem finding a different restaurant with which I would want to make reservations	2.0333	.79958	Agree
I consider myself to be highly loyal to the food brand	2.3556	.89079	Agree
When another brand has a special deal (e.g., discount price for meal), I generally visit that restaurant with the better deal	2.1111	.90497	Agree
Social Media OVERALL	**2.1031**	**.56673**	**Agree**

1.00-1.75:strongly agree; 1.76-2.50:agree; 2.51-3.25:disagree; 3.26-4.00: strongly disagree

According to Tuder (2016), majority of buying decisions about what to have for a meal happen approximately two hours before mealtime which explains how important it is to Gen Z member the influence of social media to their choice of food.

Table 7 shows the preferences in the influence of creativity of food and flavoring, this is according to significance of the food that they eat: (1) a low-fat option if having a lunch away from home; (2) one's avoidance of eating fried foods; (3) one's consumption of dessert of there is one available; (4) consumption of at least one serving of fruit a day; (5) keeping one's overall fat intake down; (6) choice of low-fat brand when buying crisps: (7) avoidance of eating lots of sausages and burgers; (8) purchase of pastries or cakes; (9) reduction of one's overall sugar intake; (10) consumption of at least one serving of vegetables a day; (11) preference of low-fat dessert at home; (12) occurrence of eating takeaway meals; (13) one's consumption of plenty of fruit and vegetables; (14) eating sweet snacks between meals; (15) eating vegetables with exclusion of potatoes at the evening; (16) choice of diet drink when consuming soft drinks; (17) minimal usage of butter and margarine; (18) inclusion of chocolate/biscuits in one's packed lunch; (19) choosing fruit as a snack between meals; (20) choosing the healthiest one as a dessert; (21) preference of cream on desserts; (22) consumption of at least 3 servings of fruit most days; and (23) generally trying to have a healthy diet. The table also shows how the respondents agree that the creativity of flavoring and branding is important when they choose their food which is supported by the mean of 2.2923 and standard deviation of .48991.

According to Hartman, L. (2017), the Generation Z is continuing what the millennials have started, from media connectivity to eating habits. Ranging from ages 16 to 24, they are the generation that love flavorful and exciting foods. This is why the creativity of food is important for them.

Table 7. The Influence of Creativity of Flavor and Branding

Factors	Mean	Std Dev	Description
If I am having lunch away from home, I often choose a low-fat option	2.2440	.82532	Agree
I usually avoid eating fried foods	2.4333	.86180	Agree
I usually eat a dessert or pudding if there is one available	2.1111	.96506	Agree
I make sure I eat at least one serving of fruit a day	2.2222	.69956	Agree
I try to keep my overall fat intake down	2.2444	.79762	Agree
If I am buying crisps, I often choose a low-fat brand	2.4444	.80882	Agree
I avoid eating lots of sausages and burgers	2.4778	.87702	Agree
I often buy parties or cakes	2.2333	.88749	Agree
I try to keep my overall sugar intake down	2.2889	.75319	Agree
I make sure I eat at least one serving of vegetables or salad a day	2.2333	.84866	Agree
If I am having dessert at home, I try to have something low in fat	2.3000	.84068	Agree
I rarely eat takeaway meals	2.3333	.74953	Agree
I try to ensure I eat plenty of fruit and vegetables	2.2444	.82532	Agree
I often eat sweet snacks between meals	2.1889	.81963	Agree
I usually eat at least one serving of vegetable (excluding potato) or salad with my evening meal	2.2444	.82532	Agree
When I buy soft drinks, I choose a diet drink	2.3556	.96350	Agree
When I put butter or margarine, I spread it thinly	2.3000	.96512	Agree
If I have packed lunch, I include chocolate/biscuits	2.2889	.86433	Agree
When I have snack between meals, I often choose fruit	2.3222	.84571	Agree
If I am having dessert, I choose the healthiest one	2.4778	.86411	Agree
I have cream on desserts	2.2333	.92469	Agree
I eat at least 3 servings of fruits most days	2.3778	.95491	Agree
I generally try to have a healthy diet	2.1222	.79079	Agree
Creativity of Food and Flavoring OVERALL	**2.2923**	**.48991**	**Agree**

1.00-1.75:strongly agree; 1.76-2.50:agree; 2.51-3.25:disagree; 3.26-4.00: strongly disagree

Table 8 shows the results regarding the preferences of Generation Z members in terms of food habits according to the importance that the food they eat: (1) is easy to prepare; (2) tastes good; (3) is not expensive; (4) is familiar; (5) is nutritious; (6) is easily available in markets/shops; (7) is good value of money; (8) cheers them up; (9) smells nice; (10) is cooked very simply; (11) has pleasant texture; (12) is environmentally-friendly packaged; (13) comes from countries they approve politically; (14) is like the food they ate as a child; (15) looks nice; (16) helps them relax; (17) take no time to prepare; (18) keeps them healthy; (19) makes them feel good; (20) has clear mark of the country of origin; (21) is what they usually eat; and (22) is bought in shops close. The table also shows how the respondents agree that the influence of food habits is important when they choose their food. This is supported by the mean of 1.8111 and standard deviation of .74779.

According to Bodker, I. (2018), Gen Z gives importance to racial equality and loves the different ethnic styles of cooking, which explains why their eating habits are far different from others.

Table 8. The Influence of Food Habits

Factors	Mean	Std Dev	Description
Easy to prepare	1.7111	.87723	Agree
Tastes good	1.6333	.94155	Agree
Is not expensive	1.7778	.98046	Agree
Familiarity	1.8444	.94704	Agree
Nutritious	1.8000	.93856	Agree
Easily available in markets/shops	1.8222	.96661	Agree
Good value for money	1.7444	.97779	Agree
Cheers me up	1.8333	.97439	Agree
Smells nice	1.6556	.95000	Agree
Cooked very simply	1.7889	.94208	Agree
Pleasant texture	1.7444	.88128	Agree
Environmentally-friendly package	1.7778	.94545	Agree
Comes from countries I approve of politically	1.9333	.77605	Agree
Is like the food I ate when I was a child	1.99778	.84770	Agree
Looks nice	1.7444	.81504	Agree
Helps me relax	1.8333	.95105	Agree
Takes no time to prepare	1.9111	.89499	Agree
Keeps me healthy	1.8111	.99317	Agree
Makes me feel good	1.7556	.93989	Agree
Country of origin clearly marked	1.9778	.95961	Agree
Is what I usually eat	1.8778	.818871	Agree
Bought in shops where I live closely	1.8889	.94148	Agree
Food habits OVERALL	**1.8111**	**.74779**	**Agree**

1.00-1.75:strongly agree; 1.76-2.50:agree; 2.51-3.25:disagree; 3.26-4.00: strongly disagree

Table 9 presents the result of the analysis of variances of the regression of food trend on trend, social media, creativity in food and branding and food habits which indicated an F ratio of 25.770 significant at 0.05 alpha. This means that food trends, social media, creativity in flavor and branding and food habits collectively influence preference. This assumption is strengthened by the sig value of 0.00 which less than 0.05.

According to Navarra, T. (2018), Generation Z members are altering the trends in the food industry which the restaurants adjust to which explains how there is influence in food trends. This latest generation to rise have a great impact since they have vast knowledge passed down by their parents and with the help of social media. Their diversity and curiosity to try new foods will become a major factor in the restaurant industry. (Thompson A., 2019) This statement presents that social media and creativity of flavor and branding appeals and

influences the preferences of Gen Z. Moreover, Robinson, et al. (2019) stated that how the product was raised will play a big role in one's mental and emotional health. Organic foods contain lesser chemicals and fresher because it does not contain preservatives. Which explains how Food Habits have an influence on the preferences of Gen Z members.

Table 9. Anova

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.217	4	4.563	25.770	.000a
	Residual	18.621	84	.214		
	Total	33.838	88			

a. Predictors: (Constant) Trend, FH, FB, SM   b. Dependent Variable: FP

As seen in Table 10, results of the regression run show that for every unit increase in food trend and social media could increase 0.532 and 0.631 in food preference. Correspondingly, a unit increase in creativity in flavoring and food habits and would ensues to a corresponding increase of 0.135 and 0.148 in food preference.

Analysis of the calculated Beta coefficients would indicate that social media appeared to be the best predictor of food preference with the Beta coefficient value of 0.581

According to Jenkins (2018), Gen Z includes youngsters who tend to spend more than 5 hours every day on the internet. Also, Artemova, A. (2018) stated that it is important for the Generation Z members that the social media page is technology-reliant, connected, and socially responsible. That way, brands present themselves. The kind of image they create can be a crucial factor in influencing the overall attitude of Generation Z towards the business. This further clarifies those social media best influences the preferences of Generation Z in the present time.

Table 10. Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.096	.274	.234	.350	.727
	Trend	.532	.098		1.354	.044
	SM	.631	.104	.581	6.092	.000
	FB	.135	.118	.107	1.143	.256
	FH	.148	.068	.180	2.166	.033

a. Dependent Variable: FP

The results showed that food trends, social media, creativity in flavoring, and food habits collectively influence food preference of the respondents. This assumption is strengthened by the sig value of 0.00 which less than 0.05 which shows their extent of significance.

CONCLUSION

This study analyzed how Generation Z choose their food intake and how their preference is affected by various factors namely Social Media Influence, Food Trends, Individual Food Habits, and Creativity in Flavors and Branding. While all the mentioned factors contribute to the preference of Generation Z students, it is concluded that it was the influence of social media that pulls them greater than all the other variables. With a 0.581 Beta coefficient value, social media influence is statistically greater than the Beta coefficient values of food trends (0.234), food habit (0.180), and flavors and branding (0.107).

Thus, the marketing plan of those who are into the food industry must be leaning towards social media advertising to reap the greatest benefit.

RECOMMENDATIONS

Based from the results of the research, it is recommended that food companies consider Generation Z customers as the new and populous sector in business. They are expected to be 2.56 billion in number worldwide, making them the next populous sector after the millennial sector (Allen, 2018).

Social media should be utilized in marketing for greater reach. It is also proven by the study that social media is the preferred 'come-on' of Generation Z students that can influence their food consumption.

When it comes to strategies, it is recommended that a combination of online (Facebook) advertising as well as offering of diverse sets of products must be done. Also, as the trend of healthy living is slowly charging through the market, it would be interesting to include healthy food choices in the product list. This is to ensure that the products have something new to offer without losing the influence that Generation Z students are exerting in marketing.

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