

GENZ PREFERENCE: IMPACT OF INTERNATIONAL CLOTHING BRANDS ON CONSUMER PURCHASING BEHAVIOR

ABSTRACT

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This study explored the purchasing behavior of Generation Z in the Philippines toward international clothing brands, including Shein, Zara, and H&M, through the lens of Lewis' (1898) AIDA Model, which encompasses Attention, Interest, Desire, and Action. This study used a descriptive quantitative design, surveying 200 Generation Z respondents aged 12 to 27 through quota sampling. A validated questionnaire was administered to evaluate the impact of the AIDA model components—Attention, Interest, Desire, and Action—on their purchasing behavior. The findings revealed that Attention was the strongest driver of Generation Z's purchasing behavior, with a mean score of 4.12, largely influenced by social media trends, influencer endorsements, and visually appealing advertisements. This was followed by Interest (mean = 3.85) and Desire (mean = 3.78), shaped by factors such as brand storytelling, affordability, and alignment with sustainability values. However, Action scored the lowest (mean = 3.25), reflecting hesitation primarily due to ethical concerns regarding fast fashion's environmental impact and budget constraints. ANOVA and regression analyses confirmed a significant relationship ($p < 0.05$) between AIDA components and purchasing decisions, with Attention ($\beta = 0.42$) and Desire ($\beta = 0.35$) serving as key predictors. Despite valuing sustainability, 68% of respondents prioritized affordability, highlighting a conflict between ethical ideals and spending habits. Additional challenges included distrust of greenwashing (58%), rapid fashion trend cycles, and inconsistent brand transparency. To address these challenges, the study recommends a four-pillar marketing strategy for local brands: (1) Increase Attention by using TikTok and Instagram Reels to highlight eco-friendly practices; (2) Build Interest through partnerships with micro-influencers and AR-powered virtual try-ons; (3) Drive Desire with limited-edition collections and loyalty programs; and (4) Prompt Action via "buy now, pay later" options and clear sustainability certifications. The strategy emphasizes balancing affordability with ethical production, leveraging user-generated content to foster trust, and implementing agile supply chains to keep pace with Gen Z's fast-changing trends. These recommendations offer practical guidance for brands navigating Gen Z's demand for both style and social responsibility in the digital marketplace.

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