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Examining the Effectiveness of Lifestyle Blogs and its Influence on the Product Preference of Filipino Generation Z (Gen Z) Consumers

Raimon Carl Jalandoni, Reuvelyne Shayne Dollete,

Ronnel Relao & Karlvin Chester Vallejos

De La Salle University, Manila

raimon_jalandoni@dlsu.edu.ph, reuvelyne_dollete@dlsu.edu.ph,

ronnel_relao@dlsu.edu.ph, karlvin_vallejos@dlsu.edu.ph

Abstract

Eleven years after the internet's inception comes the formation of Blogs. Blogs have become one of the primary sources of information. Due to the decreasing collective attention span, particularly among younger cohorts (Generation Z), the rise of video blogging or "vlogs" on social media sites has become an alternative and replaced the prevalence of blogs. By using validated survey questionnaires, this study investigates the effectiveness of lifestyle blogs and their influence on the product preferences of Filipino Generation Z (Gen Z) consumers. The data was evaluated using structural equation modeling-path analysis. (SMART-PLS) to support the proposed hypotheses using the Theory of Reasoned Action Model. Findings reveal that the relationship between Attitude, Content, and Subjective Norms to Engagement leading to Purchase Intention was significant. However, survey results show that Content does not significantly moderate Attitude and Subjective Norms to Engagement, leading to Purchase Intention. It can be implied in this study that Generation Z has a decreased attention span, and they enjoy watching videos rather than reading blogs unless the subjects are closer to their

interests. Overall, lifestyle bloggers and businesses, and companies should create and curate

engaging content directed toward their consumers.

Introduction

The rise of social media has transformed how people consume information and make purchasing decisions. One of the most popular forms of content on social media is the lifestyle blog. Lifestyle bloggers have become powerful influencers, attracting millions of followers worldwide. Lifestyle blogs offer a variety of topics that concern an individual's overall way of living, as described by Britannica. There have also been several topics under lifestyle: fashion, beauty, travel, food, and daily life. (Spacey, 2018). They allow brands to connect with their target audience and promote their products more organically.

Nowadays, the ability to interact with audiences has become more advanced with the advent of technology. YouTube, Facebook, Instagram, Twitter, and other social media sites have become alternatives and somehow replaced the prevalence of blogs. However, blogging remains popular and leveraged to generate web traffic and attract customers. Companies use blogs to create awareness and connect with their audience to build a business or sell consumers' products and services (Scott, 2018).

Due to the amount of information presented to the general public, a recently published study from the Technical University of Denmark suggests that the collective attention span is decreasing (Lorenz-Spreen et al., 2019). The study shows that people have more things to focus on quickly. We can observe this, especially in the younger cohorts (Generation Z), with the rise

of video blogging or "Vlogs" on Youtube and Tiktok and even listening to podcasts, somehow influencing consumer behavior.

Generation Z, born between 1997 and 2012, is an increasingly important demographic in the Philippines, according to a study by Dulay et al. (2022). With their strong digital presence, social media savvy, and growing purchasing power, this group is a crucial target market for companies looking to capture new customers and establish brand loyalty. This study aims to provide insights into the effectiveness of lifestyle blogs as a marketing tool and their potential to influence the preferences of Generation Z consumers in the Philippines. The study's findings may be helpful for marketers and businesses looking to target this demographic in their marketing strategies.

Statement of the Research Problem

There have been several reports regarding Generation Z having a short attention span, which gives marketers some advantages and disadvantages. Lebow (2022), in her article, explained that advertisements on the internet have been more and more controllable by users – in which they can opt to skip or watch a particular advertisement. This study aims to answer the following:

1. What factors influence the effectiveness of lifestyle blogs in influencing product preferences of Filipino Generation Z consumers?

2. What types of lifestyle blogs appeal most to Filipino Generation Z consumers?

3. What factors affect Filipino Generation Z's engagement in reading lifestyle blogs?

Objectives of the Study

The objectives of this study are the following:

1. To assess the factors that influence the effectiveness of lifestyle blogs in influencing product preferences of Filipino Generation Z consumers.

2. To identify the types of lifestyle blogs that appeal the most to Filipino Generation Z consumers.

3. To identify the factors affecting the engagement among Filipino Generation Z in reading lifestyle blogs.

Significance of the Study

The study on the effectiveness of lifestyle blogs and their influence on the product preferences of Filipino Generation Z consumers. The following are some of the study's significant implications:

For Marketers/Advertisers: The study can help marketers and advertisers understand how to engage Generation Z consumers via lifestyle blogs effectively. Understanding Filipino Generation Z preferences will enable marketers to tailor their marketing strategies to appeal to this demographic and build brand loyalty?

The study can provide valuable insights into how these demographic think about and approach product consumption by examining how lifestyle blogs influence purchasing decisions.

For Future Researchers: This research aims to add to the body of knowledge on consumer behavior and product preferences, focusing on the younger Filipino generation. It can help future researchers by informing them and assisting in developing theories and models that explain consumer behavior and brand effectiveness. They can also use this data to develop more targeted marketing strategies and content for this demographics' needs and interests.

Scope of this Study

The study will focus on the research findings and their implications for marketers targeting Generation Z (with the birth year of 1997 to 2002 bracket), preferably between 20 to 25 years old, inclusive to all genders (LGBTQIA+), living within Metro and Mega Manila.

The researchers believe the chosen target audience comprises young professionals, college students, and degree holders. It provides a wealth of information due to their diverse interests, including travel, technology, and pop culture, and fashion. Given that they are setting their foot into adulthood, they wanted to make the most out of their curiosity by exploring different hobbies and the like.

The study will provide insights into the effectiveness of lifestyle blogs as a marketing tool and their influence on the product preference of Generation Z consumers in the Philippines. The discussion will also examine the study's limitations and suggest avenues for future research.

Review of Related Literature

In recent years, the growth of lifestyle blogs has influenced consumer purchase decisions. These blogs have become popular information sources for people seeking guidance on lifestyle topics such as fashion, diet, health, and fitness. With the development of the Filipino Generation Z population in the Philippines, it is critical to study the effectiveness of lifestyle blogs and their impact on this generation's product preferences. In this review, the researchers will examine the literature on lifestyle blogs, product preferences, and the Filipino Generation Z population.

Definition of Blogs, Purpose, Types

Forsey (2022) explained that a blog is a website or a webpage that entails written articles with a wide variety of narratives, opinions, and information about different topics. Tuca (2023)

explained that the recent blogging types and trends are personal, professional, corporate, and niche blogs.

Individuals create personal blogs for self-expression or to document their experiences. Professional blogs, on the other hand, are used for marketing, branding, or establishing expertise in a particular field. Companies often use corporate blogs to communicate with their stakeholders or market their products or services. Niche blogs focus on a particular topic or interest, such as travel, lifestyle, or technology. According to Fu and Jen-Ruei (2012), businesses can use blogs to interact with customers, influence their attitudes, and foster high interaction and loyalty. (Fu and Chen, 2012). Shih Ju Wang stated that the specific topic nature of blogs makes it possible to draw more online consumers with comparable interests, enabling marketers to identify target customers (Wang et al., 2015).

While blogs contain a substantial amount of information, it is indeed not free from restraints. In an empirical study by Ho and Lee (2015), the authors concluded that blogs are less interactive and interesting than other information-disseminating platforms.

Defining Lifestyle Blogs

Lifestyle, as defined simply by Cambridge Dictionary, refers to someone's way of living, hobbies, interests, and daily activities. Lifestyle blogs have become a popular form of communication among consumers, especially those seeking information about a particular lifestyle topic.

Lifestyle blogs revolve around Fashion and Style, focusing on Fashion Trends, Styles, Makeup, and Beauty (Lu et al., 2015). On the other hand, Health and Fitness focus on Nutrition, Exercise, Wellness, and Self-Care (Kim et al., 2018). Travel and Leisure revolve around Hiking, Outdoors, and Destinations (Park et al., 2016). Food and Beverage involve Food Reviews and

Restaurants to try on (Bak et al., 2018). Lastly, Home and Interior Design expounds on DIY

Projects, Furniture, and Interior Design Trends (Huang et al., 2017).

An article created by Feedspot (2023), called "100 Best Philippines' Lifestyle Blogs and

Websites," shows that most Filipinos follow travel, food, and fitness blogs that fall under the

lifestyle niche. The literature suggests lifestyle blogs influence consumer behavior, especially

among Generation Z. However, the effectiveness of lifestyle blogs may vary depending on the

consumer's personal, social, and cultural factors – such as the COVID-19 pandemic causing a

domino effect in people's way of living, influencing how people absorb 'lifestyle content' in their

lives. In an article provided by Zhang (2023) on China's Top Lifestyle Trends, there was an

influx of posts on self-care, healthy routines, and travel interests, as well as significant

differences in fashions appealing toward a 'simplified life.'

Relationship of Content to Blog Engagement

When the image the blogger presents is realistic and genuine rather than ideal, the blog

will be more persuasive to readers and encourage them to believe the blogger's product

judgments and evaluations (Wang et al., 2015). Businesses must consider a blogger's similarity

to the target audience and the perceived trustworthiness of their communications, not just the

activeness-based, content-based, and network-based characteristics of a blogger (van Esch et al.,

2018). While Fu and Jen-Ruei (2012) also state that customers of all levels of involvement are

affected significantly by the number of comments about products stated on the blog (Fu & Chen,

2012).

Long Chuan Lu stated that if consumers believe the content of a recommendation article

has a favorable attitude toward the blogger, they will form the intention to purchase the product

recommended in the blog post (Lu et al., 2014). Blog readers will accept a blogger's

recommendation if they find it helpful, and as a result, they will adopt a more positive perspective on the brand and be more inclined to shop online (Hsu et al., 2013).

A study by Ho and Lee (2015) demonstrated how different blog types have different perceived risks and buying intentions, and products with high brand recognition had a more significant impact than those with low brand recognition; for low brand awareness products, regular consumer blogs outperformed celebrity blogs in terms of effectiveness.

Relationship of Visual to Blog Engagement

According to the book Brain Rules, people will only remember 10% of the information they hear after three days. However, by adding a relevant image to the information, people can remember up to 65% after three days.

Visual elements also play an essential role in blogs because it creates blogs that are engaging and compelling to the audience (Snow, 2019). Visuals help the content of a blog to be easily digestible. Hence, the readers still understand the message without reading the whole blog, especially in this age where the attention span is shrinking.

Visual images are easy to understand, especially when presented with much information. Infographics, on the other hand, help increase and bring traffic to a blog post. Simply put, people buy with their eyes, which is the power of visuals - convey the message to readers as quickly as possible. Therefore, incorporating visual elements into blogs can be a powerful tool for improving engagement, retention, and, ultimately, the message's effectiveness.

Relationship of Credibility Source to Blog Engagement

A blog with a small audience can be highly credible if its authors are reputable and its content is well-researched and accurate. Conversely, a blog with a large audience may be unreliable if its authors lack expertise or its content is inaccurate or biased.

Credibility is essential to persuasion, affecting how people perceive the message and the messenger. In the context of blogs, credibility can be defined as the degree to which readers perceive the author or publisher as trustworthy and knowledgeable (Flanagin & Metzger, 2003). Furthermore, some show that if readers perceive similarity to the blogger, they are more likely to view the ads as more sincere, effective, credible, trustworthy, and less misleading (van Esch et al., 2018). Research has shown that credibility is a significant predictor of online behavior, such as information seeking, sharing, and engagement (Flanagin & Metzger, 2003).

Relationship of Interest to Blog Engagement

The more positive a person feels about a company, the better they feel about the blog. Businesses may use this to their advantage by establishing their reputation and fostering positive feelings about themselves (Colton, 2018).

When experiencing products, consumers are more likely to buy something if other consumers recommend them (Ho et al., 2015).

Blogs consistently providing high-quality, engaging content can attract a dedicated and engaged audience over time. It can increase traffic, brand recognition, and even revenue generation through advertising or affiliate marketing.

In summary, interest plays a vital role in blog engagement. Bloggers who understand their audience's interests and create content that caters to those interests can build a dedicated following of engaged readers.

Framework

Figure 1

Theoretical Framework
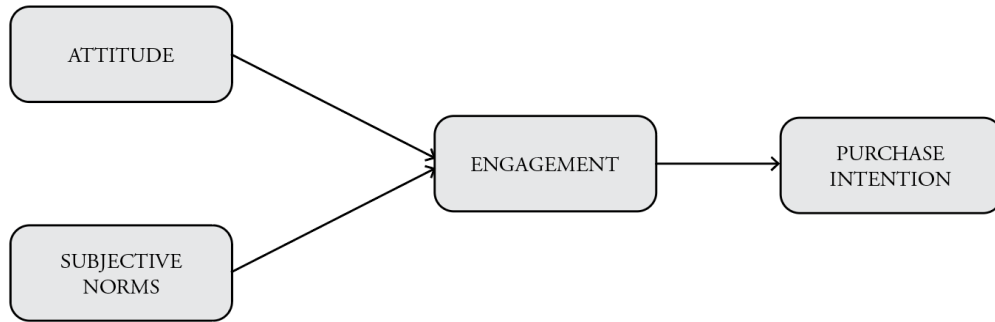
The theory used in this study is the Theory of Reasoned Action, conceptualized by Azjen & Fishbein in the mid-70s. It explains how a person is often triggered by their intention to perform the behavior, and the intention is a function of their attitude toward behavior and their subjective norm. The intention is the cognitive representation to perform the behavior.

Figure 2

Conceptual Framework
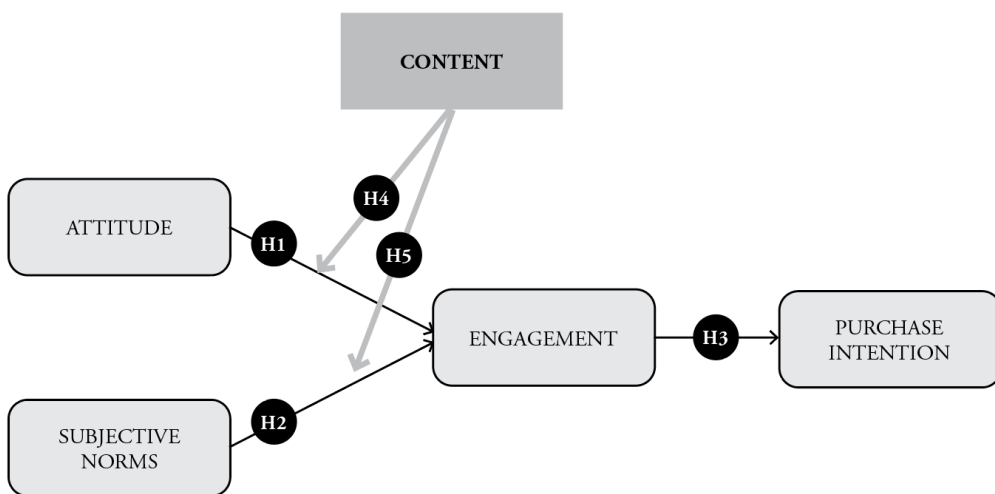
The researchers have chosen Content as the modifying variable that moderates the relationship between attitude and engagement leading to purchase intention.

Hypotheses

The researchers created the following hypotheses based on the literature that has already been written and discussions on the constructs:

H1: Attitude towards the blog positively affects engagement and purchase intention.

H2: Subjective Norm towards the blog positively affects engagement and purchase intention.

H3: Blog content positively affects engagement and purchase intention toward the blog.

H4: Content moderates the relationship between attitude and engagement, leading to purchase intention.

H5: Content moderates the relationship between subjective norms and engagement leading to purchase intention.

Methodology

Research Design

The study was conducted in the Greater Manila Area and targeted Generation Z consumers aged 21-26. The researchers selected this age group as they are more likely to be familiar with lifestyle blogs and have the purchasing power to make informed buying decisions, according to a study by Ayuni (2019). This generation is also known for meticulously evaluating brands and products, making them an essential business target.

The study was carried out using the survey research method. Researchers used purposive sampling to select respondents from a population for the survey. The online survey was disseminated via Google Forms. A total of 157 respondents were gathered and asked about the

types of lifestyle blogs they normally read, wherein Travel, Food and Beverage, and Beauty and Wellness blogs were chosen as the top three topics.

The five components that reflected the variables and were obtained from the book Marketing Scales Handbook Volume 5 (Gordon et al. II, 2016) were attitude (AT), subjective norms (SN), content (CN), engagement (EN), and purchase intention (PI). Each segment features profile questions that assessed the participants' attitudes using a four-point Likert scale (4-Strongly Agree, 3-Agree, 2-Disagree, 1-Strongly Disagree; 4-Always, 3 -Often, 2-Rarely, 1-Never; and 4-Very Likely, 3 -Likely, 2-Unlikely, 1-Very Unlikely).

Figure 3

Sample questions in the survey questionnaire

	Code	Questions
ATTITUDE (AT)	AT1	I feel burdened when I have to click on a shared blog post on my newsfeed.
	AT2	I rather watch a video than read a blog that appears on my newsfeed.
	AT3	I feel the importance of reading a lifestyle blog.

	Code	Questions
CONTENT (C)	C1	I am excited to read well-put lifestyle blogs with visually appealing graphics.
	C2	I get interested to learn more about lifestyle when it is published cohesively (i.e., the lifestyle blog has an appealing layout, an easy-to-navigate webpage, fewer ad pop-ups, fast loading, etc.)
	C3	I enjoy reading blogs that recommend brands and products I am already familiar with.

	Code	Questions
SUBJECTIVE NORMS (SN)	SN1	I look for blogs when seeking specific information about a lifestyle product.
	SN2	I read lifestyle blogs because my peers do.
	SN3	I feel pressured when someone I know quotes a paragraph from a lifestyle blog.

	Code	Questions
ENGAGEMENT (EN)	EN1	I click, open and read a blog site when I find the topic interesting and relatable.
	EN2	It helps my decision-making about the lifestyle product if the lifestyle blogger responds to my queries or comments.
	EN3	I find a blog credible when it has many engagements from its readers (Likes, Comments, Shares).

	Code	Questions
PURCHASE INTENTIONS (PI)	PI1	It is important for me that my trusted lifestyle blogger recommends lifestyle products before I purchase them.
	PI2	Lifestyle blog reviews and recommendations help me with my purchasing consideration.
	PI3	I still consider price when purchasing a lifestyle product recommended by a lifestyle blog.

In the earlier stage of the study, the researchers conducted a pre-test of answers provided by 15 respondents. It generated a Cronbach's Alpha mean of 0.89, regarded as favorably or acceptable in social science research. Further reliability tests were performed to evaluate consistency and correctness, as shown in Table 1 under the results section. The researchers analyzed the data using a multivariate method called Structural Equation Modeling-Partial Least Squares, or "SEM-PLS." The collected data provides possible interpretations for relations between the variables' attitudes, subjective norms, and content to the engagement and purchase intention of Filipino Generation Zs to test the validity of the survey.

Discussion of Results

Results and Discussion

Table 1

Measurement of reliability and consistency (Partial et al.)

	Cronbach's Alpha	Composite reliability (rho_A)	Composite reliability (rho_C)
Attitude (AT)	0.722	0.781	0.763
Content (CN)	0.810	0.824	0.863
Engagement (EN)	0.750	0.767	0.834
Purchase Intention (PI)	0.777	0.800	0.839
Subjective Norms (SN)	0.732	0.745	0.799

Table 1 measures the reliability of different constructs or variables in the research study. The three measures of reliability used here are Cronbach's Alpha, Composite reliability (rho_A), and Composite reliability (rho_C).

Cronbach's Alpha is a measure of internal consistency, indicating how well the items in a scale or questionnaire are related (Bruin, 2006). Typically, a value of 0.7 or higher is considered

acceptable for this measure. In this study, all the constructs have Cronbach's Alpha values greater than 0.7, indicating good internal consistency.

On the other hand, Spearman's rank correlation coefficient, or Spearman's rho_A, named after Charles Spearman, is a nonparametric measure of rank correlation. In the SEM context, rho_A must be above 0.70 (Bruin, 2006). The cut-off score for composite reliability is generally considered 0.70 (Nunally, 1978). Composite reliability (rho_A) and Composite reliability (rho_C) are measures of construct reliability, indicating how well the items in a scale or questionnaire measure the underlying construct they are intended to measure. These measures are typically recommended as alternatives to Cronbach's Alpha. A value of 0.70 or higher is considered acceptable for construct reliability. In this study, all constructs have Composite reliability values greater than 0.70, indicating good construct reliability. Overall, the results suggest that the variables being measured in this study have good internal consistency and reliability.
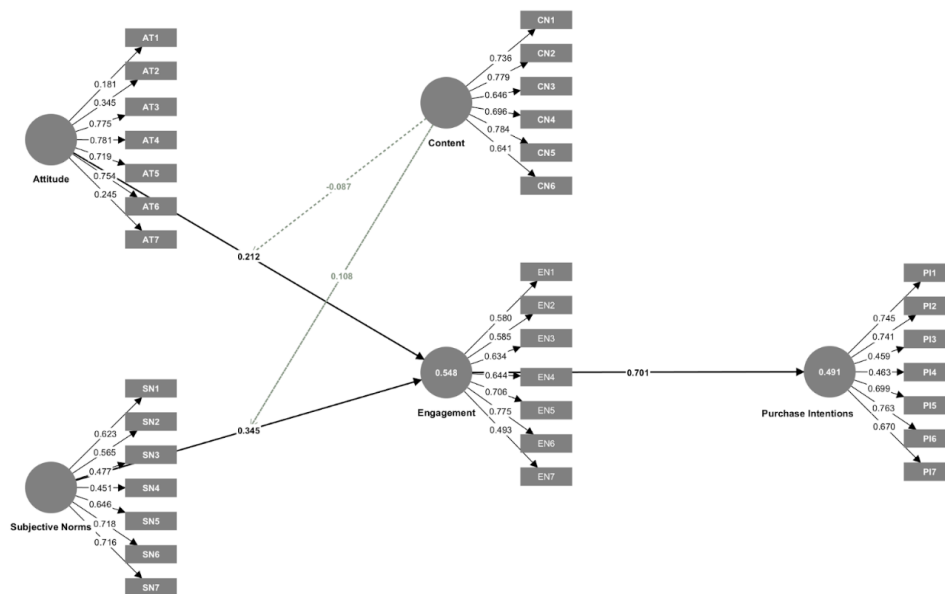
Table 2

Hypothesis Test Results

	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV	T statistics (|O/STDEV|)	P values	Verdict
H1	Attitude -> Engagement -> Purchase Intentions	0.149	0.151	0.057	2.614	0.009	Supported
H2	Subjective Norms -> Engagement -> Purchase Intentions	0.241	0.25	0.048	4.994	0.000	Supported
H3	Content -> Engagement -> Purchase Intentions	0.243	0.248	0.052	4.708	0.000	Supported
H4	Content x Attitude -> Purchase Intention	-0.061	-0.052	0.06	1.009	0.313	Not supported
H5	Content x Subjective Norms -> Engagement -> Purchase Intentions	0.076	0.057	0.059	1.284	0.199	Not supported

Table 2 shows the results of the bootstrapping analysis performed with SMART-PLS. The researcher interpreted the results using basic statistical principles: the results are very significant if the P-value is less than 0.05. The results are considered non-significant if the P-value is more than 0.05 (Rumsey, 2010). The direct paths are also summarized in this table. The three significant parts are AT to PI, CN to PI, and SN to PI are the three significant parts. The other paths are insignificant.
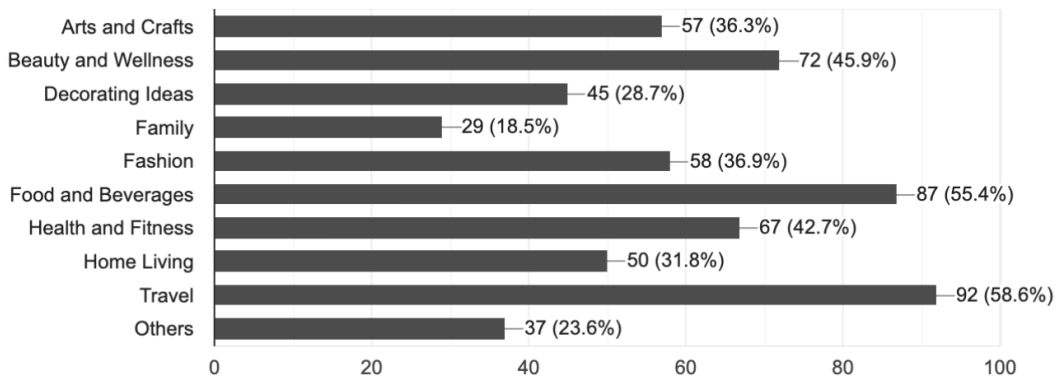
Figure 4

Structural equation modeling using Bootstrapping

Bootstrapping is a nonparametric procedure for determining the statistical significance of PLS-SEM results, such as path coefficients, Cronbach's alpha, HTMT, and R2 values shown in the figure above.

Table 3

Lifestyle blogs that appeal to Filipino Generation Z

The survey results also show that 'Travel' is the most appealing topic to Filipino Generation Z, having 58.6%, followed closely by Food and Beverages at 55.4%. Beauty and Wellness came in third at 45.9%. This is consistent with the findings in Chapter 2, where Jing Daily explained that the COVID-19 pandemic has significantly affected people's lifestyles and consumer choices, leading to a preference for self-care, health, wellness, and travel interests. This could imply that companies under these categories could leverage these trends in targeting Filipino Generation Z.

Discussions

This research examines the effectiveness of Lifestyle Blogs and their influence on the product preference of Filipino Generation Z (Gen Z) consumers' attitudes. These findings result from a series of hypothesis tests designed to investigate the relationships between various variables in the study. Based on these findings, here are some results:

The relationship between Attitude (AT), Engagement (EN), and Purchase Intention (PI) is significant (H1). The p-value is less than 0.05, indicating that the relationship between these variables is significant. Colton (2018), the more positive a person feels about a company, the more positive they feel about the blog.

The relationship between subjective norms, engagement, and purchase intentions is significant. The p-value is less than 0.05 (H2). According to research, subjective norms, engagement, and purchase intentions are positively related. According to Lee and Koo (2015), subjective norms and engagement are significant predictors of purchase intention. They discovered that when consumers believe that others expect them to buy a specific product, they are more likely to engage with the brand and have a stronger purchase intention.

Additionally, the relationship between Content (CN), Engagement (E), and Purchase Intentions (PI) is significant (H3). The p-value is less than 0.05. According to Long Chuan Lu, if consumers believe the content of a recommendation article reflects a positive attitude toward the blogger, they will form the intention to purchase the product recommended in the blog post (Lu et al., 2014).

This study's findings indicate that CN does not moderate the link between AT and SN to EN, as indicated by a p-value more than 0.05 and t-statistics less than 1.96 (H4 & H5). The majority of respondents (54.8%) rarely read blogs. The results of this study imply that even if you have good and visually appealing content, if only a few people read it, engagement may be low, or the relationship may be insignificant. In addition, businesses must consider a blogger's similarity to the target audience and the perceived trustworthiness of their communications, not just the activeness-based, content-based, and network-based characteristics of a blogger (van Esch et al., 2018).

These results suggest that subjective norms, attitude, and content are important predictors of engagement and purchase intentions, while the interaction effect between content and attitude may not be significant. Future Researchers can use these findings to understand better the factors

that influence consumer behavior and develop strategies to improve engagement and purchase intentions in Lifestyle Blogs.

Conclusions

The study looked at the effectiveness of lifestyle blogs and their influence on the product preferences of Filipino Generation Z consumers. The research examined the relationships between content, subjective norms, attitude, engagement, and purchase intentions. Based on the results of the hypothesis tests, it is possible to conclude:

Hypothesis 1: It was discovered that the relationship between attitude and engagement has a significant positive effect on purchase intentions. This implies that when Filipino Generation Z consumers have a positive attitude toward a product or brand, they are more likely to engage with it and have a stronger purchase intention. Hypotheses 2 and 3 significantly affected purchase intentions when the relationships between subjective norms and engagement and content and engagement were examined. This suggests that when Filipino Generation Z consumers believe their peers or social groups expect them to buy a certain product or find the blog content engaging, they are more likely to purchase.

The relationships between content as a moderator of attitude and engagement and content as a moderator of subjective norms and engagement did not significantly affect purchase intentions in hypotheses 4 and 5. This implies that the combination of content and attitude or subjective norms had no greater influence on purchase intentions than the individual effects of each factor.

Based on these findings, lifestyle bloggers targeting Filipino Generation Z consumers should create engaging content that appeals to their target audience—significantly affecting social proof and influencers to highlight the subjective norms associated with their products.

Furthermore, effective marketing strategies must be used by brands to cultivate positive attitudes toward their products or services. Further research could be conducted to investigate the specific factors contributing to engagement and purchase intentions among Filipino Generation Z consumers.

<p align="center">**Limitations and Recommendations for Future Research**</p>

Limitations of the study

The study only examined the influence of lifestyle blogs on fashion, beauty, books, slices of life, and travel and not on other product categories. It may need more generalizability due to a small sample size and limited geographical coverage, which may need to accurately represent the entire population of Generation Z consumers in the Philippines. The study may only capture the short-term effects of lifestyle blogs on consumer behavior, and long-term effects may be difficult to assess. Overall, these limitations should be considered when interpreting the study's results on the effects of lifestyle blogs on Filipino Generation Z consumers in the Philippines.

Recommendations

Based on the result of this study, one major contributing factor is that most Filipino Generation Zs need to read blogs more regularly. The advent of mobile devices, instant messaging, apps, and social media has dramatically influenced Filipino Generation Z's lifestyle, which is considered the true "digital natives." These individuals have grown up in a world where Internet access is always available, and digital technologies are integral to their daily routines. As a result, attention span has become a concern as they are exposed to an overwhelming amount of information daily. Shatto et al. (2016) referenced Dr. Ratey of Harvard Medical School, who stated that the attention span of Generation Z is four seconds shorter than their millennial counterparts.

In addition, Filipino Generation Z has also been found to learn visually. According to Pew Research Center, cited under Shatto et al. (2016), these individuals understand subjects better when presented with appealing images. The reliance on the internet and social media, where pictures and emoticons dominate, has wired their cognitive processes to comprehend complex visual information and imagery better. Moreover, Filipino Generation Z is proficient in multitasking, constantly switching between various applications. These factors have led to a highly adept generation in processing visual information.

The study's findings are critical for marketers because this will also help them determine which types of blogs appeal to Filipino Generation Z.

Marketers can experiment with gamification in blogs to encourage reader engagement. Gamification has numerous benefits. It is an effective method of motivating and inspiring people. Games are inherently enjoyable, and marketers can capitalize on this playful approach to keep people interested and hold their attention by incorporating game mechanics into the blog. Marketers can learn much about what motivates and engages readers by watching how they interact with gamified content.

Another approach marketers can take is social listening. American (2022) defines social listening as the monitoring of your brand's social media channels for any customer feedback and direct mentions of your brand, as well as discussions about specific keywords, topics, competitors, or industries, followed by an analysis to gain insights and act on those opportunities. Marketers can collect data on how readers feel about a product or service. They can obtain information from online customer forums and gather feedback from social media sites.

Lastly, future researchers may focus on and explore probable reasons why Filipino Generation Z read blogs and what it is for them. The researchers also recommend expanding research coverage in Metro Manila and other parts of the country to arrive at more conclusive evidence.

In this 60-second world of reels and stories, the message must be clear and concise regarding blogs. Although blogs are still essential as one of the marketing tools for awareness, marketers should focus on creating engaging content that appeals to Filipino Generation Z.

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