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Generational Differences in Cultural Norms: Analysis between Communication Styles of Gen-Z and Gen-Y in Noveleta, Cavite

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Abstract

This study aims to explore the cultural norms and communication styles of Generation Y and Generation Z, focusing on their implications in managing multigenerational ecosystems. The investigation employed a quantitative, ex-post facto research design with data collected through surveys targeting participants from both generational cohorts. The study sought to answer four key questions: The demographic profiles of respondents, the most preferred communication styles of Gen Y and Gen Z, their perceptions of their communication styles, and how these styles benefit them.

Findings reveal significant generational disparities across communication styles, characteristics, and approaches to learning and work. Statistical analysis ($p < 0.001$) underscores the distinct patterns between the cohorts. Generation Y demonstrated higher scores in communication approaches and work/study preferences, while Generation Z consistently showed lower scores across these domains.

Notable differences were observed in their perceptions of their own communication styles, highlighting preferences shaped by generational traits. These insights are critical for fostering effective communication and collaboration in workplaces, educational institutions, and other multigenerational settings.

The implications emphasize the need for tailored strategies that align with each generation's preferences to avoid misunderstandings and conflicts. In workplaces, these strategies can enhance teamwork and productivity, while in education, they can adapt pedagogical methods to diverse learning styles. Effective leadership requires accommodating distinct generational needs, fostering understanding, and promoting inclusivity. Further qualitative research is recommended to delve into the socio-cultural and technological factors driving these differences. Such efforts could inform policy development and optimize intergenerational cooperation.

Keywords: Gen-Z, Gen-Y, Cavite

Introduction

The world has different beliefs and values that preserve to maintain their generation. It has an impact in people's behavior and attitude that they experience in society. This research aims to determine the differences between the cultural norms of millennials and gen-z.

Cultural norms are shared beliefs and values within a society, reflected in the attitudes and behaviors of a group. They are passed down through family, friends, and acquaintances, shaping society as a whole. These norms and values are unspoken rules transmitted through conformity, internalization, socialization, and social control. They provide predictability and help maintain order in society. Without cultural norms and values, chaos and anarchy would occur. They are aided by giving people a set of expectations for how to think and act. Occasionally, cultural norms and values are shaped and changed by the beliefs and behaviors of those who uphold them or work to change them over time (Heunermund and Heberle, 2023).

According to Hayes (2024) a generation gap is the difference between the attitudes and actions of people from different generations. This divide frequently shows up as different attitudes, behaviors, and tastes between younger and older generations. Age and global conditions at the time a generation has grown up are the only factors contributing to generation gaps. On this subject, numerous investigations have been done. For simple reasons—people are born into various times and generations will always differ from one another. Similar to this, people's perceptions will unintentionally vary based on the

time period of their upbringing due to the constant changes in the globe and society. Additionally, research indicates that generational gaps barely differ from one another. Both socioeconomic factors and individual differences are significant.

Objectives of the Study

(1) The objective is to identify and compare the dominant communication styles used by Generation Z (1) and Generation Y(2) in Noveleta, Cavite.(2) It is also important to analyze how cultural norms influence communication styles, particularly the differences between Generation Z and Generation Y in Noveleta, Cavite. (3) Furthermore, it is necessary to explore the impact of technological advances on communication styles (2), with particular attention to the differences between Generation Z and Generation Y in Noveleta, Cavite. (4) Finally, potential challenges in intergenerational communication need to be assessed to find strategies for better communication between Generations Z and Y in Noveleta, Cavite. This is difficult, however, because of the variety of perspectives (3).

Methods and Materials

This is a Quantitative Research that deals with the differences of Gen y and gen z towards language usage. The researchers used quantitative design as a dominant design for this research. According to Olasile Babatunde Adedoyin (2020) Quantitative research is objectives are measurable and cannot be separated from variables and hypothesis; variables are concepts that have variations that can make numerous values while hypothesis are untested assumptions or propositions of relationship between variables. On the other hand, According to Divya Sreekumar (2023) Quantitative research methods are used to observe events that affect a particular group of individuals, which is the sample population. It is also includes the utilization of computational, measurable and numerical devices to determine results. It is inclusive by its motivation as it attempts to measure the issue and see how pervasive it is by searching language usage to a larger population. According to Solomon Akinlua (2020) Ex post facto research is of great relevance to social and behavioral scientists that usually have the constraint of not been able to manipulate variables. According to Omari Bakari Mwayungu (2021) Ex post facto research is of great relevance to social and behavioral scientists that usually have the constraint of not been able to manipulate variables.

The researchers used this design as a method to evaluate the language usage of gen z and gen y through close-ended survey where it was used as a basic of comparison between gen y and gen z towards communication styles.

The researchers used Ex Post facto as a Quantitative approach to explore the variables that affect the Generation y and Generation z towards communication styles.

This study will use quantitative method of research to obtain reliable and sufficient data in support of its objectives.

Table 1. Demographic Profile of the Respondents

Analysis of the 100 respondents shown as approximate mean age of 17.2 years, with most (aged 16-18) appearing to be of typical high school age, although outliers exist.

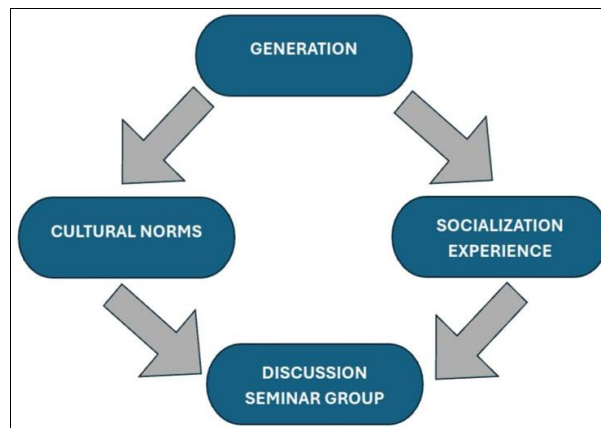


Fig 1: Conceptual Framework of the Study

In this diagram, Discussion group seminar programs are aimed at in-depth discussions and collaborative learning on stipulated topics or themes among the program participants. The usual structure of the program is a number of successive meetings whereby participants meet to discuss pre-chosen materials like articles, case studies, or research findings. In this format, different perspectives can interact with each other; there is a place left for the variety of critical thinking enriching, in a way, the understanding of the subject.

Results and Discussion

Table 1: Characteristics of Gen-Z

Items	Mean	Interpretation
1. I like to work in groups.	4.243697479	High
2. I like my parents to make decisions for me	3.81512605	High
3. I like to be praised.	3.97489539	High
4. I like people to listen to my opinions	4.371308017	High
5. I do not like to be criticised.	3.852320675	High
6. I like clear rules.	4.493723849	High
7. I like to talk with people face-to-face.	4.3125	High
8. I like to get encouragement from the people	4.379166667	High
9. I usually think negatively about things.	3.908333333	High
Average	4.444444444	High

-The average scores for all items (which are presented in Table 1) consistently hover around 4.44. This is interpreted as high value. These findings suggest that Gen-Z respondents display robust preferences for particular characteristics: 1) they enjoy working in groups, favor clear guidelines and generally dislike criticism; 2) they also appreciate receiving praise and encouragement because they value face-to-face communication; 3) However, they tend to harbor negative thoughts about various issues and often depend on their parents for decision-making. This uniformity in scores underscores a consistency in the attitudes and preferences of Gen-Z individuals. It indicates that their behavior is significantly shaped by structure, encouragement and interpersonal engagement. Although these influences can vary, they still play a crucial role in shaping their experiences.

Table 2: Characteristics of Gen-Y

Items	Mean	Interpretation
1. I like to work in groups.	4.243697479	High
2. I like my parents to make decisions for me	3.81512605	High
3. I like to be praised.	3.97489539	High
4. I like people to listen to my opinions	4.371308017	High
5. I do not like to be criticised	3.852320675	High
6. I like clear rules.	4.493723849	High
7. I like to talk with people face-to-face.	4.3125	High
8. I like to get encouragement from the people	4.379166667	High
9. I usually think negatively about things.	3.908333333	High
Average	4.444444444	High

-In contrast, Table 2 indicates (1) a marginally elevated mean score across all items, with values averaging 4.56,

which is interpreted as very high. Several characteristics are apparent among Gen-Y respondents; for instance, Gen-Y individuals exhibit preferences that closely align with those of Gen-Z. They prefer collaborative work, value recognition and tend to resist criticism. (2) Furthermore, they show a pronounced inclination towards seeking parental guidance in decision-making and favor face-to-face interactions. (3) Interestingly, they also reveal a strong propensity for structured environments, as demonstrated by their preference for explicit rules. The persistently higher scores across all items suggest that Gen-Y individuals place significant importance on interpersonal relationships, structured settings and external validation. However, this doesn't mean they reject independence; rather, it illustrates their unique approachial dynamics and support systems. Because of this, their values reflect a blend of traditional and modern influences, although there is a clear emphasis on community and connection.

Table 3: Communication Style of Gen-Z

Items	Mean	Interpretation
10. I have better communication skills than my friends.	3	Moderate
11. I often compare my style of communicating with others.	3.75	High
12. I communicate in the same way as other	4.166666667	Moderate
13. When I prepare powerpoint slides for oral presentation, I focus on the information I want present.	3	Moderate
14. When I prepare powerpoint slides for oral presentation, I make them to suit my audience (people listening to me).	2.833333333	Moderate
15. When we meet for projects, I usually start the discussion.	4.166666667	High
16. When we meet for projects, I usually start the discussion.	3.416666667	Moderate
17. talk more than I listen	3.583333333	High
18. When I talk, I need to express my feelings.	3.666666667	High
19. When we do projects, I usually push members to get the job done.	3.363636364	Moderate
20. When we do projects, I usually want to know what the members think	3.083333333	Moderate
21. When I am given work to do, I usually finish it quickly.	3.666666667	High
Average	4.416666667	

Table 3 highlights communication tendencies of Gen-Z, where mean scores reveal mix of moderate and high interpretations. Self-assessment of communication skills is moderate, as reflected in the item "I have better communication skills than my friends" (M = 3.00). Similarly, when preparing PowerPoint slides, respondents focus primarily on information they want to present, yielding moderate rating (M = 3.00). However, a slightly lower mean score (M = 2.83) indicates they do not always tailor presentations to suit audience. Higher ratings emerge in areas where Gen-Z individuals demonstrate active communication and self-expression. For instance, they often compare communication style with others (M = 3.75) and report needing to express feelings when speaking (M = 3.67). They also show preference for starting discussions in group projects, reflected in items such as "When we meet for projects, I usually start discussion" (M = 4.17), which

aligns with proactive engagement in group tasks. Group project dynamics reveal moderate tendencies to push team members to complete work (M = 3.36) and to gather input from others (M = 3.08). However (respondents), demonstrate higher responsibility when it comes to finishing work efficiently (M = 3.67). This suggests a developing communication style where Gen-Z combines both proactive and task-oriented behaviors (but) may still be refining their ability to facilitate deeper collaboration within group settings. Overall, results suggest that Gen-Z individuals exhibit confidence in their self-expression and discussion initiation; however, their communication practices remain moderately developed in areas that require tailored messaging and collaborative input. Communication styles plays a important role in managing the multi-year rational ecosystem of today's world (H. Raslie, 2021)^[19].

Table 4: Communication Style of Gen-Y

Items	Mean	Interpretation
10. I have better communication skills than my friends.	4.666666667	Very High
11. I often compare my style of communicating with others.	4.666666667	Very High
12.I communicate in the same way as other.	4.666666667	Very High
13.When I prepare powerpoint slides for oral presentation, I focus on the information I want present.	4.666666667	Very High
14.When I prepare powerpoint slides for oral presentation, I make them to suit my audience (people listening to me).	4.666666667	Very high
15.When we meet for projects, I usually start the discussion.	4.666666667	Very High
16. When we meet for projects, I usually start the discussion.	4.666666667	Very High
17. talk more than I listen	4.666666667	Very High
18.When I talk, I need to express my feelings.	4.666666667	Very High
19.When we do projects, I usually push members to get the job done.	4.666666667	Very High
20.When we do projects, I usually want to know what the members think	4.666666667	Very High
21.When I am given work to do, I usually finish it quickly.	4.666666667	Very High
Average	4.416666667	

Table 4 presents (1) summary of communication styles of Gen-Y based on a survey or assessment. The table displays list of communication-related items, their corresponding mean scores and an interpretation of those scores. All mean scores are 4.666666667, suggesting high level of agreement (or prevalence) for these communication characteristics within surveyed group. The interpretation of all scores is "Very High," indicating that surveyed Gen-Y individuals generally exhibit these communication behaviors (or preferences) to a significant degree. Overall, Table 4 suggests that Gen-Y individuals tend to possess strong communication skills, value clear and concise communication and prioritize collaboration and teamwork. They are likely to adapt their communication style to suit their audience (however) engage actively in discussions. Communication styles play an important role in managing the multi-year rational ecosystem of today's world (H. Raslie, (2021)^[19].

Table 5: Study and Working Style of Gen-Z

Items	Mean	Interpretation
22.When I am given work to do, I usually think a lot during each step and do it slowly..	2.6	Low
23.I can find information that I need for my projects easily.	2.6	Low
24.I can analyse information that I find from the Internet well.	2.6	Low
25.I can handle a lot of work at one time	2.6	Low
26.I usually submit my work before the deadline	2.6	Low
27.I like to get feedback on my work in the same day.	2.6	Low
Average	4.123818098	

Table 5 suggests that Gen-Z (individuals) tend to have a different approach to study and work compared to Gen-Y. Gen-Z individuals may prefer a more deliberate and thorough approach; however, this can lead to a slower pace of work (and) less frequent requests for immediate feedback. The systematic approach often comes out of an urge for accuracy, with an attention to the deeper underlying concepts and not just finishing tasks in a speedy manner. Also, their preference for less frequent feedback may well reflect a philosophy of greater independence and self-confidence in coming to grips with problems. I Azad (2023) stated that With an emphasis on formality levels, emoji

usage, and the incorporation of visual communication aspects, this study attempts to investigate how language styles vary between generations on social media. A sample of 4,000 social media posts gathered from Facebook, Instagram, and Twitter were subjected to a quantitative content analysis. Posts from four generational cohorts—Baby Boomers, Gen X, Millennials, and Gen Z—were included in the sample. Language structure, emoji usage, and the presence of visual components like memes were examined in each post. ANOVA and other statistical techniques were used to find significant generational differences. According to the analysis, Baby Boomers stick to established communication conventions and favor more formal language structures.

Table 6: Study and Working Style of Gen-Y

Items	Mean	Interpretation
22.When I am given work to do, I usually think a lot during each step and do it slowly..	4.4	High
23.I can find information that I need for my projects easily.	4.4	High
24.I can analyse information that I find from the Internet well.	4.4	High
25.I can handle a lot of work at one time	4.4	High
26.I usually submit my work before the deadline	4.4	High
27.I like to get feedback on my work in the same day.	4.4	High
Average	4.123818098	

Table 6 suggests that Gen-Y (individuals) tend to have a more efficient and proactive approach to study and work. Although Gen-Y individuals may prefer a faster pace of work, prioritize time management and value regular feedback, this doesn't mean they always succeed. Their drive for efficiency and rapid progress can sometimes lead to burnout if not balanced with adequate rest and self-care. The constant pursuit of feedback and improvement may also introduce heightened levels of stress. The effectiveness of their proactive strategies is highly dependent on the organizational or academic culture they operate within. Peredy et al., (2024) stated that Businesses and policymakers must comprehend Gen Z's communication style. By adjusting to their digital-native manner, you may improve onboarding and recruitment by avoiding misconceptions. Customized communication tactics lead to

increased workplace productivity. Long-term financial gains are ensured by targeted marketing made possible by consumer preference prediction. Reaching this audience requires active participation on social media. Since Gen Z's impact will determine future markets, employing these channels effectively ensures continued growth. Understanding their distinct communication styles is essential to building fruitful relationships and gaining long-term financial advantages.

Table 7: Characteristics of Gen-Z vs Gen-Y

Items	Mean	Interpretation
-Characteristics of Gen-Z vs Gen-Y	11.61653	-An independent samples t-test was conducted to compare the characteristics of Generation Z and Generation Y. The analysis revealed a statistically significant difference between the two groups, $t(119) = -11.62, p < .001$. This result suggests that the mean characteristic scores of Generation Z and Generation Y are significantly different. The negative t-value indicates that Generation Z scored lower on the measured characteristic compared to Generation Y.

Table 8: Communication Style of Gen-Z vs Gen-Y

Item	Mean	Interpretation
-Communication Style of Gen-Z vs Gen-Y	26.77239	-An independent samples t-test was conducted to compare the communication styles of Gen Z and Gen Y (Millennials). The results showed a significant difference in communication styles between the two groups, $t(119) = -26.77, p < .001$. This indicates that there is a statistically significant variation in communication styles between Gen Z and Millennials. Further analysis may be needed to explore the practical implications of this difference.

Table 9: Study and Working Style of Gen-Z vs Gen-Y

Item	Mean	Interpretation
-Study and Working Style of Gen-Z and Gen-Y	38.98926	-An independent samples t-test was conducted to compare the study and working styles of Gen Z and Gen Y (Millennials). The analysis revealed a statistically significant difference between the two groups, $t(199) = -38.99, p < .001$. These results indicate that the study and working styles of Gen Z differ significantly from those of Gen Y. Further research is recommended to explore the practical implications and underlying factors contributing to this difference.

Conclusion

This investigation elucidates that significant disparities exist between Generation Z and Generation Y across various dimensions: Characteristics, communication modalities, as well as learning and working proclivities. In each instance, statistically significant differences ($p < 0.001$) were discerned through independent samples t-tests, suggesting that these generational cohorts manifest distinct patterns in these critical domains. Generation Z consistently exhibited lower scores relative to Generation Y concerning the evaluated

characteristics; conversely, Generation Y surpassed Generation Z on these same metrics. Furthermore, although Generation Z displayed diminished scores in the measured characteristics, notable differences were also evident in communication approaches and study/work methodologies.

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