

The Love Languages of Generation Z in Philippine School Doha: Basis for Designing the Student Development Program

Elmerson L. Baranao, Maed^{a,b}, Neil Anthonn Sean B. Real^{a,b}, Crishen M. Alfonso^{a,b}, Zionaire I. Galvez^{a,b}, Benedict B. Sales^{a,b}, Julie Ann B. Real^{a,b}

^aPhilippine School Doha, Doha, Qatar

^bResearch Development, Accreditation and Publication Office, PSD, Doha, Qatar

Abstract

Understanding and loving the Generation Z can bridge the gap of miscommunication between them and their loved ones. Since everyone feels love differently, it is vital to know what generation Z's expectations are different from the others. The objective of this study is to determine the types of love languages of the generation Z. Specifically, this research aims to investigate the level of the respondents' love languages in terms of: words of affirmation, acts of service, receiving gifts, quality time, and physical touch. The study utilized the quantitative descriptive design of research. Data collection strategy was gathered through survey questionnaires. The population of this study consists of the Generation Z. Respondents were selected using the stratified random sampling method. Frequency, percentage, and weighted mean were used to analyze the data in this study. Based on the results of the study, generation Z feel loved whenever words of affirmation are spoken to them, acts of service are rendered for them, gifts are given to them, quality time is devoted to them, and physical touches are shown to them. Results show that among the five love languages, the *Words of affirmation* got the first rank. Generation Z always feel loved whenever positive words and phrases are spoken to them. It is followed by *Quality time*, *Acts of service*, *Receiving of gifts* and the last on the rank of love language is *Physical Touch*. It is highly recommended that Generation Z should be shown love through words of affirmation, acts of service, gift giving, quality time and physical touch. Specific attention to the primary type of love languages should be given consideration, to lay the foundation for better understanding the perspectives and behaviors of generation Z.

Keywords: Generation Z; love language; words of affirmation; physical touch

1. Introduction

Each generation grew up with different conditions and has different styles and expectations. The generation typology is well covered in various sources. According to Glass (2007), five general trends can be identified, broadly referring to: (1) The traditionalists, born between 1928 and 1944, who values authority and a top-down management approach; (2) The baby boomer generation, born between 1945 and 1965 who tend to be workaholics; (3) Generation X, born between 1965 and 1979, a generation who is comfortable with authority and view the work-life balance as important, (4) Generation Y, been born between 1980 and 1995 and who generally grew up in prosperity and have technology savvy and (5) Generation Z, born after 1995, who are digital natives, fast decision makers, and highly connected. Since each generation has different values, different views on what is important in life, their attitudes and behaviors can be different. This is often referred to as the generation gap. Having a large generation gap can create conflicts and miscommunication in an environment, and in turn hurt the relationship.

Generation Z are born after the year 1996, and they are the youngest yet most ethnically-diverse, and largest generation in history. Rothman (2016) mentioned that the brains of Generation Z are structurally different from those of earlier generations, not as a result of genetics, but as a result of the external environment and how the brains respond to such. Gen Z grew up with technology, the internet, and social media, which sometimes cause them to be stereotyped as tech-addicted, anti-social, or social justice warriors.

Understanding and loving the Generation Z can bridge the gap of miscommunication between them and their loved ones. Without the presence of love, they would feel discouraged and unmotivated (Gordon, 2022). Love plays an important role in helping them express love and act as a guide in strengthening their relationships in the process. Since everyone feels love differently, it is vital to know what generation Z's expectations are different from the others. Knowing the generation Z's love language can help them feel loved and appreciated. This study is anchored from Chapman (1992). He described the five love languages that make people feel loved and appreciated. He discussed that a person can feel loved through words of affirmation, acts of service, gift giving, quality time and physical touch. Words of affirmation is a type of love language about expressing affection through spoken words, praise, or appreciation. When this is someone's primary love language, they enjoy kind words and encouragement as well as uplifting quotes, love notes, and cute text messages. On the other hand, in acts of service, a person feels loved and appreciated when someone does their chores and tasks for them. Furthermore, gift-giving is symbolic of love and affection for someone with this love language. They treasure not only the gift itself but also the time and effort the gift-giver put into it. Also, love and affection are expressed for someone with quality time as a love language through undivided attention. The person feels loved if their loved ones are present and focused on them. This means putting down the cell phone, turning off the tablet, making eye contact, and actively listening. Lastly, a person with physical touch as their primary love language feels loved through physical affection (Gordon, 2022).

Knowing the generation Z's love language can help them feel loved and appreciated. This study explores the love languages of generation Z, which gives them the chance to recognize the love language in terms of receiving. It can provide them a way to self-reflect on their wants and needs. This can also give them wider insights of different love languages, that they may also apply with their loved ones. By recognizing the different love languages, it would help them show their care to others. Knowing more about the five love languages can help everyone to notice the way others show love.

Research Questions

The objective of this study is to determine the types of love languages of the generation Z students. Specifically, this research aims to answer the following questions:

1. What is the level of the respondents' love languages?
2. Based on the profile of the respondents, what group is influenced by the love languages?

Null Hypothesis

H₀: There is no significant difference in the love languages of the respondents in terms of their profile.

2. Method

This study utilized the quantitative descriptive design of research. Data collection strategy was gathered through survey questionnaires. The population of this study consists of the Generation Z in grade 10 level in, enrolled in the SY 2021-2022. Respondents were selected using the stratified random sampling method. Frequency, percentage, and weighted mean were used to analyze the data in this study.

3. Results

The prominent findings of the study are

1. Level of the respondents' love languages

Table 1
Generation Z's level of love languages

Love Language	Overall weighted mean	Verbal Interpretation
Words of affirmation	3.69	Always
Acts of Service	3.61	Always
Receiving gifts	3.54	Always
Quality Time	3.65	Always
Physical Touch	3.40	Always

Legend: 1-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Sometimes); 3.26-4.00 (Always)

Table 1 illustrates the summary of the respondents' level of love languages. Among the five love languages, the *Words of affirmation* got the highest overall weighted mean of 3.69, and verbally interpreted as always. It is followed by *Quality time*, with the overall weighted mean of 3.65. The third on the rank is *Acts of service*, which garnered 3.61 overall weighted mean, and it is followed by *Receiving of gifts* with overall weighted mean of 3.54. The last on the list is *Physical Touch*, and garnered 3.40 as its overall weighted mean and verbally interpreted as always.

This study shows that among the five love languages, the primary love language of generation Z is words of affirmation. Positive words 'always' make the generation Z feel loved. Positive words generate information exchange, interpersonal interaction and positive feelings, which enhance the connectedness of people within a group (Cameron, 2008). Real et al. (2021) discussed that non-verbal language is interpreted in different ways and may have different meanings, which can cause miscommunication. It is then helpful that direct communication in a positive manner can make the generation Z feel loved, since it is a key element in the development of interpersonal relationships in general (Tranca, 2018). Since generation Z learners are equipped with technology, parents and teachers can express their words of affirmation through digital technology, such as sending text notes and texts.

Among the five love languages, physical touch got the lowest weighted mean, which means that it is the least preferred love language of generation Z, in terms of receiving. Physical touch can look different depending on age. Teens draw back from excessive physical touch (Alvarez, 2020). Expressing physical touch in front of generation Z's peers can make them feel embarrassed and annoyed. Appropriate time, place and manners should be considered in expressing physical touch to Generation Z.

2. Based on the profile of the respondents, the group which is influenced by love language

Table 2
Level of love languages based on their sex

Love Language	Female	Verbal Interpretation	Male	Verbal Interpretation
Words of affirmation	3.75	Always	3.63	Always
Acts of Service	3.64	Always	3.57	Always
Receiving gifts	3.57	Always	3.51	Always
Quality Time	3.66	Always	3.64	Always
Physical Touch	3.45	Always	3.37	Always
OWM	3.61	Always	3.54	Always

Legend: OWM (overall weighted mean); 1-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Sometimes); 3.26-4.00 (Always)

Table 2 shows the summary of the respondents' level of love languages based on their sex. The respondents answered that they 'always' feel loved whenever 'Words of affirmation' are spoken to them. This is shown on the 3.75 overall weighted mean from the female respondents, while 3.63 from the male respondents. When the respondents were asked to rate the level of their love language, the data show that both sexes, male and female, feel that they are always loved whenever they hear words of affirmation.

The result of the study is related to the study of Darmawati et al. (2018), which showed that when the students were given positive affirmation technique, students' confidence increased. This means that words of affirmation have a significant effect on students, and make them feel loved and valued.

In terms of 'acts of service', the Generation Z respondents always feel loved whenever someone does something for them. This is manifested on the 3.64 overall weighted mean from the female respondents, while 3.57 from the male respondents. When the respondents were asked to rate the level of their love language, the data show that both sexes, male and female, feel that they are always loved whenever someone does something for them.

Furthermore, the data revealed that respondents 'always' feel loved whenever they receive gifts. This is shown on the 3.57 overall weighted mean from the female respondents. While 3.51 from the male respondents. When the respondents were asked to rate the level of their love language, the data show that both sexes, male and female, feel that they are always loved whenever someone gives gifts to them.

Moreover, in terms of 'quality time', the Generation Z respondents always feel loved whenever someone devotes time with them. This is seen on the 3.66 overall weighted mean from the female respondents, while

3.64 overall weighted mean from the male respondents. When the respondents were asked to rate the level of their love language, the data shows that both sexes, male and female, feel that they are always loved whenever someone devotes quality time for them.

Lastly, Generation Z respondents always feel loved whenever someone expresses affection for them in physical ways. This is manifested on the 3.45 overall weighted mean from the female respondents, while 3.37 from the male respondents. When the respondents were asked to rate the level of their love language, the data shows that both sexes, male and female, feel that they are always loved when someone expresses affection for them in physical ways.

Null Hypothesis

Based on the result of the study, the data shows that there is no significant difference in the love languages of the respondents in terms of their profile. The data revealed that the p -value 0.035 is greater than 0.05 level of significance, therefore, it fails to reject the null hypothesis, which manifests that there is no significant difference in the love languages of the Generation Z, in terms of sex.

4. Discussion

The findings revealed that based on the profile of the respondents, both sexes, females and males, of generation Z feel loved whenever words of affirmation are spoken to them, acts of service are rendered for them, gifts are given to them, quality time is devoted to them, and physical touches are shown to them. It is concluded that, there is no superior sex in terms of the love language. Among the five love languages, the *Words of affirmation* got the first rank. Generation Z always feel loved whenever positive words and phrases are spoken to them. It is followed by *Quality time*, *acts of service*, *receiving of gifts* and the last on the rank of love language is *Physical Touch*. It is concluded that words have a really big impact on generation Z. *Words of affirmation* is generation Z's primary love language. They feel loved and cherished when positive words are spoken to them. These affirmations are usually in the form of compliments or praise. Compliments, words of encouragement and requests, rather than demands all affirm the self-worth of generation Z. These can bring out their full potential. The second primary love language of the generation Z is *quality time*. Spending time with them through sharing, listening and participating in joint meaningful activities feel that they are loved. *Acts of service* is the third primary love language of generation Z. It is the act of doing something for them that they would like, such as helping them in their chores and tasks. Generation Z also feel loved when they are given gifts. For them, gifts are visual symbols of love. These repress the value of their relationship. Lastly, though the *physical touch* is the last of the rank, generation Z still feel they are loved when physical touches are shown to them. Expressing physical touch in front of generation Z's peers can make them feel embarrassed and annoyed. Appropriate time, place and manner should be considered in expressing physical touch to Generation Z.

Involvement of parents is one of the factors of distress experienced by the students, it includes the way the students were brought up and the treatment they receive from their parents (Rea et al., 2021). Better communication between parents and children can be accomplished when one can demonstrate caring to the other person in the love language the recipient understands. Understanding the love languages of the generation Z can help the parents show their love and care to their children. Knowing the generation Z's love language allows the parents to meet their children's needs before they even express them. Miscommunication issues will be lessened if the love languages are shown on their level best. This interchange will grow generation Z's relationship on deeper levels. Specific attention to the primary type of love language should be given consideration, to lay the foundation for better understanding the perspectives and behaviors of generation Z.

It is concluded that there is no significant difference in the love languages of the respondents in terms of sex. It means that there is no specific love language preference in terms of sex. Generation Z, whether male or female, feel that they are always loved whenever they hear words of affirmation for them, acts of service are rendered for them, gifts are given to them, quality time is devoted to them, and physical touches are shown to them.

After a thorough examination of the findings and conclusions of the study, the researcher emphatically offers the following recommendations: Parents and teachers should show Generation Z love through words of affirmation, acts of service, gift giving, quality time and physical touch; Specific attention to the primary type of love language, which is words of affirmation, should be given consideration, to lay the foundation for better understanding the perspectives and behaviors of generation Z; School administration should include in their faculty development program the different techniques and strategies that teachers can do to show their love to their students; School administration should include in their student development program the different techniques and strategies that students can do to show their love to their friends and classmates; and Future researchers should make a study that describes the love language of the generation Z in terms of sending.

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