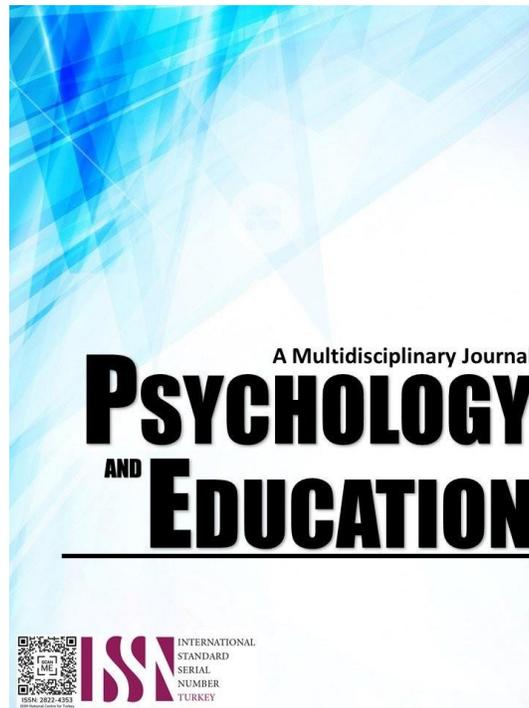


**A MIXED METHOD STUDY ON GAMING PROFILES, GAMING  
BEHAVIOR, SOCIODEMOGRAPHIC CHARACTERISTICS  
AND PERSONALITY TRAITS OF GEN Z  
IN QUEZON CITY**



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## A Mixed Method Study on Gaming Profiles, Gaming Behavior, Sociodemographic Characteristics and Personality Traits of Gen Z in Quezon City

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### Abstract

This mixed-method study explored the relationships among gaming profiles, gaming behavior, sociodemographic characteristics, and personality traits of Generation Z (Gen Z) gamers in Quezon City. Utilizing an explanatory sequential design, the research began with a quantitative phase involving 300 respondents aged 18–27, followed by qualitative interviews with selected participants. Quantitative data were gathered through a researcher-made questionnaire focusing on four domains: socio-demographics, Bartle's player taxonomy (Achievers, Explorers, Socializers, Killers), gaming behavior based on the Theory of Planned Behavior, and the Big Five personality traits. The analysis revealed that most Gen Z gamers identified as Socializers and Explorers, with males spending significantly more time gaming than females. While gaming hours were significantly correlated with gaming behavior and personality traits such as conscientiousness and openness to experience, gender showed minimal association with behavioral domains, except for a slight link between the Killer profile and male gamers. Qualitative insights enriched the understanding of how gaming hours impact emotional regulation, time management, and perceived personality shifts, highlighting positive (independence, stress relief) and harmful (irritability, neglect of responsibilities) consequences. Thematic analysis revealed that motivations, social dynamics, and game types influenced gaming behavior and personality traits. This study underscores the role of gaming as a recreational activity and a social and psychological experience that shapes behavior and identity. The findings can benefit game developers, educators, mental health professionals, and parents by helping them understand and guide Gen Z's gaming experiences. Future research may delve deeper into gender dynamics and the longitudinal impacts of gaming on personality development.

**Keywords:** *Gen Z gamers, gaming profiles, personality traits, gaming behavior, mixed-method research*

### Introduction

Online video games are popular leisure activities among individuals, especially younger ones (Gabia, 2019). Gaming has become a massive part of everyone's life, and it continues to grow even to this day. Most people play games just for fun, while others play games because of their profession, like being an online game streamer or those competitive gamers who join game competitions for rewards. Due to its growing popularity, many individuals became interested in gaming, which made many researchers interested in what could be the reason why these gamers are so invested in playing video games or online games.

To identify why gamers have become interested in gaming, Richard Bartle (1996) created a theory known as the taxonomy of player types. In this theory, Bartle categorizes players into four types based on how they play or interact with the game they play. These categories are the Achievers, Explorers, Socializers, and Killers (Kumar et al., 2020).

This theory has made some researchers more curious about the possibility of gaming profiles associated with other variables like the Player's sociodemographic characteristics, behavior, and personality traits. Thus, Vera et al. (2023) developed a study entitled "The relationship between gamer profiles, sociodemographic characteristics, and the big five personality traits among French law students". This study aims to identify the relationship between gaming profiles, sociodemographic characteristics, and the Big Five personality traits.

Based on their study, they found an association between gaming profiles and gaming behavior. There also seems to be an association between the gaming profile and gamers' sociodemographic characteristics, although it appears to be a weak relationship. Lastly, they found an association between the gaming profile and personality traits.

This research aims to identify the relationship between the gaming profile, sociodemographic characteristics, gaming behavior, and personality traits of Gen Z Gamers in Quezon City. The current research study is "The relationship between gamer profile, gaming behavior, sociodemographic characteristics and the Big Five personality traits among French law students." The gap of this research is to utilize a mixed method research design, which is a quantitative and qualitative study to determine if there is a relationship between the Player's gaming profile, sociodemographic characteristics, gaming behavior, and personality traits.

Completion of this study may provide further understanding of the relationship of the gaming profile, sociodemographic characteristics, gaming behavior, and personality traits of Gen Z. It may bring interest to those individuals who partake in gaming activities, as well as to those game developers in which they could use the information gathered from this research on how to further improve their games by learning more about what motivates their players from playing and to those future researchers who may develop the same interest in developing research with the same concept.

### Research Questions

This part of the research tackles the problems to be addressed through this study: the following questions, which are essential in knowing and understanding each variable and their relationship.

1. What are the sociodemographic characteristics of the Gen Z Gamers in Quezon City according to:
  - 1.1. age;
  - 1.2. sex; and
  - 1.3. no. of hours spent gaming?
2. What are the gaming profiles of Gen Z Gamers in Quezon City in terms of:
  - 2.1. killer;
  - 2.2. achiever;
  - 2.3. socializer; and
  - 2.4. explorer?
3. What are the gaming behavior of Gen Z Gamers in Quezon City in terms of:
  - 3.1. personal attitude;
  - 3.2. subjective norms; and
  - 3.3. perceived behavioral control?
4. What are the Personality traits of Gen Z Gamers in Quezon City in terms of:
  - 4.1. openness to experience;
  - 4.2. conscientiousness;
  - 4.3. extraversion;
  - 4.4. agreeableness; and
  - 4.5. neuroticism?
5. Is there a significant impact of gaming hours spent on personality traits?
6. Is there a significant relationship between Gaming Profiles, Gaming Behavior, Sociodemographic Characteristics, and Personality traits among Gen Z Gamers in Quezon City?
7. How do Gen Z gamers perceive the influence of their gaming profile (e.g., Socializer, Explorer, Achiever, and Killer) on their personality traits such as openness to experience, conscientiousness, and extraversion?
8. In what ways does the number of hours spent gaming impact Gen Z gamers' behavioral attitude control, and how do these dynamics shape their gaming experience?

## Methodology

### Research Design

This research utilized a mixed-method research design, which is a study of both quantitative and qualitative. Thus, using an explanatory sequential design, which is a two-phase research design in which the quantitative data will be gathered and analyzed, followed by the gathering and analysis of the qualitative data based on the results of the quantitative data gathered would help the researchers thoroughly explore the topic by understanding the numerical data and the insights of the Gen Z gamers in Quezon City (Branum, 2023). For the quantitative part of this research, a descriptive correlational research design is utilized as a means to understand the relationship between the gaming profile, sociodemographic characteristics, gaming behavior, and personality traits of the Gen Z gamers in Quezon City and as for the qualitative part of this research, a phenomenological study is also be implemented. Thus, the researchers would gather the quantitative data through surveys and participant observation without manipulating the variables involved in this study. On the other hand, a semi-structured interview will also be conducted to gather the qualitative data after completing the quantitative data gathering.

### Respondents

The study's population consists of Gen Z gamers in Quezon City aged 18 to 27. The target population is individuals who know how to play games regardless of how often they play or whether they play them as a hobby or professionally. The researchers selected a sample of 300 Gen Z gamers using quota and purposive sampling techniques.

The sampling technique to be used for the quantitative part of this study is a non-probability sampling method known as quota sampling, in which researchers select respondents based on specific characteristics or attributes and construct a convenience sample of individuals who represent a population (Simkus, 2023). For the qualitative part of this study, another non-probability sampling technique is purposive sampling, which is also utilized in qualitative research to focus on a specific population. In this sampling technique, participants are chosen not randomly but rather intentionally. Participants must reside in Quezon City, aged 18 to 27 years old, and play games (Heath, 2023).

### Instrument

The researcher made their questionnaire consisting of four (4) parts for the quantitative data. Part I of the research instrument refers to the sociodemographics of the research participants. Part II of the research instrument refers to the participant's gaming profile. Part III allows the researchers to gather data referring to the participant's gaming behavior, and the last part is all about the gaming personality

of the participant. The said questionnaire is answerable by Strongly Disagree as 1 to Agree as 5 in the Likert Scale form Strongly. Answering this would take at least ten (10) to twenty (20) minutes.

For the qualitative data, the researchers asked at least eight (8) questions in a semi-structured interview with the participants. The participants did not have any limitations to the questions, for they were open-ended questions that the researcher asked as long as they answered the questions asked. The interview could last at least ten (10) to thirty (30) minutes for each participant.

### Procedure

The researchers would send a letter of request to the Program Head of the College of Liberal Arts and Education, specifically to the Program Head of the Psychology Program, as a clearance before sending or conducting research surveys and interviews with its participants. Once the researchers have been cleared for clearance and consent, they will begin their data collection. For quantitative data, the researcher created a survey form that consists of 4 parts: sociodemographic characteristics, gaming profile, gaming behavior, and personality traits. The survey form is answerable by rating how participants agree or disagree with the statement. Once it is completed and several 300 responses from the participants have been accumulated, the researcher will conduct a statistical and data analysis to find out the result of the quantitative data. After analyzing the quantitative data, the researchers begin their data collection for the qualitative data. For the qualitative data, the researchers would be conducting an interview session which consists of eight (8) questions that would be answered by the participants verbally. Once all the data has been gathered, the researchers will conduct a thematic analysis to determine if the qualitative data supports the quantitative data and understand the research findings best to fill the research gap and statement of the problem.

### Data Analysis

The researchers utilized a descriptive analysis to identify each participant's personal data, such as their sociodemographic, gaming types, gaming behavior, and personality traits. This will allow the researchers to determine the attributes related to participants' gaming types. The researchers used correlational analysis to show how participants' data correlates to their sociodemographic, gaming types, gaming behavior, and personality traits.

Thematic analysis offers a rich understanding of the subtleties and complexities within gamer profiles, gaming behavior, sociodemographic characteristics, and personality traits, allowing researchers to delve deeper into the subject. The research will use focus groups and interviews with people willing to participate as respondents to gather information. Researchers also use integration to combine and examine the relationships between sociodemographic, gaming behavior, and personality traits in gaming profiles.

### Ethical Considerations

The researcher's primary responsibility in this study is to protect the participant's safety, dignity, and rights and obtain permission, informed consent, anonymity, and confidentiality since it is the researcher's primary obligation. The researchers prioritize the confidentiality of the individuals who participate in this research by allowing them to keep their personal information, such as their name, anonymous. Aside from that, it is also the responsibility of the researchers to inform the participants about what this research is about and what benefit they could gain from participating in this research. The researchers adhere to the data protection measures to safeguard the personal information of the participants. Any potential risks and harm brought to the participants shall be minimized, as well as any statements and information that could be offensive to them. The study has received ethical approval, and thus, by following the ethical standards, the researchers shall protect the participant's confidentiality, welfare, and integrity throughout the research procedure.

## Results and Discussion

### *Sociodemographic profile of the respondents*

Using a cross-tabulation analysis, it examined the relationship between the number of hours spent gaming and gender among Gen Z gamers. This table shows the number of respondents, their sex, and the hours they have spent gaming. Female respondents have the highest number count, with 166 (55.3%), which outnumbers the male respondents, who have 134 (44.7%). Aside from that, the hours that most Gen Z gamers spend playing games are 2 hours, 3 hours, 4 hours, and 5 hours, with 7 hours with the least count. This also shows that males have a higher tendency to spend more time playing games than females; 14.9% of the male respondents spend more than 8 hours playing games. Research studies have indicated that men spend more time gaming than women. In a large German teenage sample (N = 11003; M = 14.9 years), Rehbein et al. (2015) discovered a particularly significant gender disparity, with boys playing 162 minutes per day compared to girls' 27 minutes. Males play video games for about 60 minutes daily, while ladies play them for 40 minutes. This is a lower but still significant gender gap in gaming time among German adult gamers.

### *Gaming Profiles of Gen Z Gamers*

The table states that extrinsic rewards like achievements and badges greatly motivate Gen Z's gaming behavior (e.g., M = 4.19, SD = 1.02 for reward motivation). Exploration in open-world games was also highly rated (e.g., M = 4.03, SD = 1.12 for exploration preferences), and social interaction amongst other players also played a big role in their gaming motivation. In addition, competitive

elements like outperforming others and showcasing skills positively contribute to gaming enjoyment and self-esteem. According to Kumar et al. (2017), these types are not flexible or rigid, as some people display more than one category of gaming profile. However, some types are just more dominant than the other. Kumar et al. (2017) suggested that some types of gaming profiles are not flexible or rigid, as some people display more than one category. However, some types are more dominant than other gaming profiles. Thus, this suggests that Gen Z gamers are driven by a blend of intrinsic and extrinsic motivators, with a marked preference for games that balance exploration, social interaction, and opportunities for skill demonstration.

With the analysis of Gen Z's gaming behavior to understand their motivations, time management, social influence, and emotional responses. It was found that Gen Z views gaming as somehow just a causal activity or some reward mechanism (e.g.,  $M = 3.99$ ,  $SD = 1.05$  for reward-based gaming). Playing games also relieves stress; this was not a predominant motivator ( $M = 3.39$ ,  $SD = 1.39$ ). In social influence, it is stated that it showed a neutral impact, with players being moderately influenced by their friends' preferences but not strongly motivated by the trends (e.g.,  $M = 3.24$ ,  $SD = 1.25$  for popular games). For time management, the practices were mixed, with players setting limits on how much time they should spend on games but not always adhering to them ( $M = 3.63$ ,  $SD = 1.24$  for setting time limits). Emotional responses in team-based gaming were also varied, with a general tendency towards cooperation despite occasional challenges in managing frustration ( $M = 3.74$ ,  $SD = 1.12$  for calm assistance to teammates).

### *Personality Traits of Gen Z Gamers*

In analyzing the personality traits of Gen Z gamers, it has been found that there is a high score on Openness to Experience (e.g.,  $M = 4.34$ ,  $SD = .82$ ) in which they are open to trying new things and doing something they have not done before as well as being able to customize their avatars to be unique from other players. Some players also exhibit Extraversion ( $M = 4.13$ ,  $SD = .96$ ) and Agreeableness ( $M = 3.77$ ,  $SD = 1.14$ ) as they like socializing with other players they meet in the game and being able to help other players with their tasks. Aside from that, some players also exhibit conscientiousness ( $M = 3.85$ ,  $SD = 1.29$ ), as they have stated that even though they play games a lot, they do not fail in complying with their tasks. Lastly, some players also exhibit Neuroticism ( $M = 3.27$ ,  $SD = 1.36$ ), as some of them claim to get mad and irritated whenever someone interrupts their games or a teammate fails to do what they need to do. This shows that playing games can subtly influence the gamers' personality traits in-game and in real life (Yee, 2016). Thus, in conclusion, Gen Z gamers exhibit a mix of Openness to experience, competitiveness, social affinity, and controlled emotional responses in their behavior in gaming.

The descriptive summary of findings shows that Socializers and Explorers constitute the largest groups in the gaming profile, followed by Achievers and Killers. This suggests that socializing and exploring the game are prominent factors that motivate gamers, while achievements and competitive elements are less valued by them. Regarding gaming behavior, it is noted that gamers exhibit a positive personal attitude and maintain controlled behavior when playing games. Subjective norms or trends within the gaming community less influence them. In analyzing the personality traits of Gen Z gamers, the findings reveal that they score highly on conscientiousness and moderately on agreeableness, extraversion, and Neuroticism. Specifically, socializing ( $M = 3.73$ ,  $SD = 0.87$ ) and exploring ( $M = 3.75$ ,  $SD = 0.80$ ) are significant motivators for gamers. Conversely, achievements ( $M = 3.36$ ,  $SD = 0.93$ ) and competitive elements ( $M = 3.63$ ,  $SD = 0.99$ ) are also motivators but are valued less. Furthermore, Gen Z gamers demonstrate a positive personal attitude ( $M = 3.54$ ,  $SD = 0.74$ ) and controlled behavior ( $M = 3.45$ ,  $SD = 0.76$ ), with lesser influence from subjective norms ( $M = 2.99$ ,  $SD = 0.96$ ). Their personality traits indicate high conscientiousness ( $M = 4.21$ ,  $SD = 0.73$ ), moderate levels of agreeableness ( $M = 3.10$ ,  $SD = 0.95$ ), extraversion ( $M = 3.20$ ,  $SD = 0.95$ ), and neuroticism ( $M = 3.22$ ,  $SD = 0.98$ ).

A linear regression analysis explored the relationship between gaming hours and personality traits among participants. The results were statistically significant,  $F(1, 298) = 5.64$ ,  $p = .01$ , with an  $R^2$  of .01, indicating that gaming hours accounted for approximately 1.9% of the variance in personality traits. The regression coefficient for gaming hours was  $B = .01$ ,  $\beta = .13$ ,  $t(298) = 2.37$ ,  $p = .01$ , demonstrating a small yet significant positive correlation. This implies that as gaming hours increase, personality trait scores also slightly increase, although the effect size is modest. Hesselte et al. (2021) state that understanding the elements that influence gaming behaviors is crucial, given the extensive gaming use and the significant amount of time people spend engaging in it. Personality differences and game motivations are two examples of these characteristics. Insights into the relationship among personality characteristics, gaming motivations, and gaming time are thus the goal of this study. Individual variations in personality traits related to gaming motives have not been well studied.

After the analysis, the researchers interviewed 10 random respondents who were Gen Z gamers and residents of Quezon City. The respondents discussed how much time they usually spend gaming in a day or week and what motivates them to spend that amount of time as follows:

Based on the table above, most female respondents usually spend 1 to 2 hours per day playing games and exhibit more controlled gaming behavior than male gamers. While on the other hand, male gamers usually spend 4 to 6 hours per day playing games. According to Rehbein et al. (2016), male gamers spend more hours playing video games than female gamers. The table shows that female respondents exhibit a more controlled gaming behavior. On the other hand, male gamers are more prone to exhibiting problematic gaming behavior, which makes them spend more time engaging with games. However, some of them show control in gaming in which

they have stated that they only play games as a form of reward to themselves for finishing an activity.

The said question was followed by another question determining how Gen Z gamers feel that their gaming habits, particularly the hours that they spend in gaming, affect their daily responsibilities or activities outside of gaming as follows:

According to the data, most players overlook or forget their obligations at home and school. Nordby et al. (2019) stated that playing video games is one of the reasons why most individuals procrastinate with their tasks, which results in cramming their task that needs to be completed and passed the next day or even forgetting it. Some individuals have also stated that their sleep schedules are affected by playing video games. According to Kristensen et al. (2021), their data showed that the number of individuals who play video games has increased over the years, as well as the prevalence of sleep problems. In addition, it was also stated that reports of problematic gaming are more familiar to boys and men, usually younger generations.

Gaming hours are said to have more impact or influence than other variables, which indicates that the more time they spend playing games, the more subtly their behavior and personality traits can be influenced. Some have stated to have no changes in their personality traits. However, some have stated that playing games made them more irritable and impatient whenever someone interrupted them. Some have gained independence as they do not rely on other people to avoid getting bored.

### ***Relationship between Gaming Profile and Sociodemographic***

Correlation analysis utilizing Kendall's tau-b examined the relationships between gaming profiles, sex, and gaming hours. The results indicated that gaming hours were positively correlated with both the Socializer ( $\tau = .19, p < .01$ ) and Explorer ( $\tau = .15, p < .01$ ) profiles, suggesting that individuals with these profiles typically spend more time gaming. Additionally, a small but significant negative correlation was found between sex and the Killer profile ( $\tau = -.10, p < .05$ ), indicating that men are slightly more likely to identify with this profile. Furthermore, there was a positive correlation between the Killer profile and gaming hours ( $\tau = .104, p < .05$ ).

No significant relationships were observed between the Achiever profile and gaming hours or sex. The data imply that preferences for socializing, exploring, and competitive gameplay are associated with the amount of gaming time, with minor gender differences in competitive gaming approaches. The analysis showed that gamers with the Socializer, Explorer, and Killer profiles are more prone to spending additional time playing games compared to other profile types. There is a subtle, significant correlation between sex and gaming profile, indicating that men are slightly more likely to identify with the Killer profile. However, no significant correlation was found between gaming hours and the Achiever profile. These findings suggest that gamers' preferences are more closely related to the time they spend gaming, with minor gender differences (Heiden et al., 2019).

After the analysis, the researchers interviewed 10 random respondents who are Gen Z gamers and residents of Quezon City. The respondents discussed their preferred style of gaming and their gaming profile as follows:

Based on the responses, those players who are in the killer type of Bartle's Player's taxonomy are more likely to be interested in competitive games and being better than other players, while on the other hand, players who are in the explorer type enjoy playing games with colossal map area and aside from that, they are also the type to explore different genres of games. Socializer types prioritize making friends and socializing. The achiever type said they like collecting achievements or unlocking achievements as it feels satisfying, and lastly, as seen on the last one, there is one response in which they are a mix of both socializer and achiever type; they have stated that they like socializing with others and earning rewards and achievements (Kumar et al., 2024). Most respondents with the killer type usually like playing games like 5v5 or 1v1 since those games feed their competitive sides. Those with explorer types like playing adventure games that enable them to explore to their heart's content. Those with the socializer type enjoy playing open-world games or online games that allow them to interact with other players, and lastly, those with achiever types like collecting badges and rewards that the game gives them.

### ***Relationship between Gaming Behavior and Sociodemographic***

Correlation analysis using Kendall's tau-b was performed to investigate the relationships between gaming behavior domains, gender, and the number of gaming hours. The findings revealed significant positive correlations between gaming hours and Personal Attitude ( $\tau = .163, p < .01$ ), Behavioral Control ( $\tau = .156, p < .01$ ), and overall Gaming Behavior ( $\tau = .151, p < .01$ ). These results indicate that favorable attitudes towards gaming and greater behavioral control are associated with increased gaming hours.

No significant correlations were found between gender and any gaming behavior domains, suggesting that gender does not significantly influence attitudes, subjective norms, or behavioral control concerning gaming. Further correlation analysis explored the relationships between gaming profiles, sociodemographic characteristics, gaming behavior, and personality traits. The results showed a positive correlation between gaming hours, personal attitude, and gaming behavior. This indicates that positive personal attitudes and greater behavioral control are linked to increased hours of gaming. On the other hand, no significant correlation was found between gender and gaming behavior, suggesting that gender does not influence personal attitudes, subjective norms, or behavioral control about gaming (Williams et al., 2009). These findings highlight the importance of personal attitudes and behavioral control in gaming behavior, while gender appears to have a minimal impact.

After the analysis, the researchers interviewed 10 random respondents who are Gen Z gamers and residents of Quezon City. The respondents discussed how they handle their emotions, such as frustration or excitement, during gaming sessions. They also had been asked if they think the hours spent gaming influence these emotions as follows:

The study of video games has made significant strides in recent years. A study on the effects of video games on players' emotional experiences was carried out. Although this study extensively uses conventional media impact paradigms, it has not successfully incorporated advancements in emotion and emotion regulation (Hemenover, 2018). If players play too hard, it affects their emotions. Some must vent their irritation and rage because they cannot contain it.

The study has shown a significant relationship between gaming profiles, sociodemographic characteristics, gaming behavior, and personality traits. However, in terms of the correlation between gender and the other variables, it was stated that there is little to no relationship between them aside from the killer type being more compatible with male gamers. Gaming hours are said to have more impact or influence than other variables, which indicates that the more time they spend playing games, the more subtly their behavior and personality traits can be influenced. In addition, female gamers are said to have more controlled behavior over their gaming than male gamers. It was stated here that male gamers are more likely to spend more time playing games and are more prone to problematic gaming behavior than females. It was also found that in terms of gaming behavior, most gamers tend to forget about their tasks at home or school, resulting in procrastination.

### ***Perceived Influence of Gaming Profile on Gen Z's Personality Traits***

The researchers interviewed selected Gen Z gamers in Quezon City, and the respondents discussed how they perceive the influence of gaming profile on their personality traits as follows:

Players who exhibit problematic gaming behavior are those who play games for a long time, which also affects their physical and mental health. Thus, their problematic gaming behavior increases (Hirche et al., 2020). Based on the table shown above. Some people claim that they do not notice any changes in their personality. However, some reported becoming easily irritated, exhibiting attachment issues with their online friends, and becoming impatient. On the other hand, some have positive changes, like becoming independent or not depending on their happiness with other people.

### ***Ways that Impact hours spent gaming in Gen Z's behavioral attitude control and the dynamics that shape their gaming experience***

The researchers interviewed selected Gen Z gamers in Quezon City, and the respondents' discussed ways that impact hours spent gaming on their behavior and attitude control and the dynamics that shape their gaming experience as follows:

Based on the table, some individuals stated that they should have their tasks done first and prioritize their responsibilities before engaging in video games. Some manage their time by using alarm clocks to control their gaming habits. According to Hilliard (2022), video games can be very helpful when it comes to managing stress. However, they can take up a lot of time, as some games consume hours or even days to complete. Therefore, time management is crucial to balancing gaming activities and responsibilities.

## **Conclusions**

This study investigated the relationships between Gaming Profiles, Gaming Behaviors, Sociodemographic Characteristics, and Personality Traits among Gen Z gamers in Quezon City.

Regarding Sociodemographic Characteristics, gaming hours significantly influence Gaming Profiles, Gaming Behaviors, and Personality Traits. On the other hand, in terms of sex, females and males show no significant differences when it comes to gaming. However, it was said that male gamers are more likely to be associated with Killer profiles. For the Personality traits, specific Gaming Profiles correlate with distinct personality traits like Killer types being more associated with Openness to Experience, Socializer and Explorer being more associated with Extraversion, and the Achiever type being more associated with conscientiousness. Lastly, for the Gaming Behavior, it was stated that controlled behavior is more common among gamers with Socializer and Killer types as their Gaming Profile. Thus, this indicates that their goals and preferences are aligned with how players manage their gaming time.

This study hypothesized no significant relationship exists between gaming profile, sociodemographic characteristics, gaming behavior, and personality traits among Gen Z Gamers. The result shows that there is a relationship between the variables. Although some are weak, such as sex and Gaming profiles, there is still some evidence that states a relationship between them, like the Killer type being more prominent with male gamers, while female gamers dominate the Socializer and Explorer profiles.

With this, new games can be developed that cater to individuals with specific gaming profiles, like competitive games being more focused on male audiences or those with the Killer profile, while games with customization or exploration are more focused on female gamers or those with the Socializer or Explorer types.

Also, gaming may enhance and encourage social skills amongst gamers, especially those with the Socializer and Explorer types. This also helps in an educational setting where gaming elements can be included to enhance the students' engagement with the discussion and develop teamwork and problem-solving skills through gaming.

After reviewing the findings of this research, a list of several recommendations was made. Generation Z gamers can benefit from determining what type of gaming profile they have, as it can help them understand themselves better; gaming profiles can reflect their personality traits and how they interact with the games they play. Game developers can use insights into the preferences and styles of Gen Z gamers to improve their games and create new ones that cater more effectively to their audiences. Parents may find value in knowing their children's gaming preferences, as this understanding could foster stronger relationships with their children.

Educators can use students' gaming preferences to increase engagement with lessons, incorporating topics students are interested in to improve attention and participation; this knowledge can also help teachers understand their students better. Mental health professionals can gain insights into their clients by examining how they interact with games or how much time they spend playing, allowing for improved management of gaming habits and stronger therapeutic relationships through enhanced understanding and communication. Future researchers, recognizing that gaming is a broad and complex topic, can build upon this study by analyzing the data from Generation Z gamers and using it as a foundation for further investigation. Since this research did not find significant correlations between gender and most variables—aside from the "Killer" profile being most prominent among male gamers—future studies may explore gender dynamics in gaming more deeply.

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