Filipino Millennials Motivational Behavior Toward Mobile Service Providers and Its Brand Advertising

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Abstract

This descriptive-correlational study which involved survey among 278 participants and investigated how Filipino millennials think, feel, and behave toward mobile service providers' brand image and advertising initiatives. Filipino millennials believe that advertising can influence their brand preference and choice. Aside from the satisfaction of network coverage and quality, this generation strongly believes that advertising can influence the loyalty of subscribers. Overall, the respondents are satisfied with the current mobile service providers' advertising initiatives and information dissemination and believe that the mobile service provider advertising initiatives can influence the loyalty as customers. There is a significant difference among the Filipino millennials' overall perspectives on advertising initiatives of mobile service providers ($0.851 < \alpha$). There is also a strong positive relationship among the factors influencing Filipino millennials' choice of mobile service provider and the psychographic profiles ($\Phi = .65$). Furthermore, there is a moderate positive relationship between mobile service providers' advertising initiatives and millennials' brand preference and choice ($\Phi = .36$) Similarly, moderate positive relationships are obtained on the mobile service providers' advertising initiatives and millennials' motivation to continue using the products ($\Phi = .32$) and the mobile service providers' advertising initiatives and millennials' loyalty to the brand ($\Phi = .3$). In an industry where products and services are intangible in nature and with customers who are highly demanding, telecommunication companies should give consideration and effort in understanding the evolving needs and desires of their customers which can be applied in the form of usage, acquisition, up-sell, and cross-sell components.

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1. Introduction

The concept of quality nowadays has gained traction in corporate management all around the world. In a globalized economy, internationalized markets, and severe competition, customer demand for quality has become increasingly sophisticated. In this regard, business survival and prosperity will rely more than ever on their capacity to detect consumer expectations, establish the internal causes of customer unhappiness, and ensure enhanced quality in order to supply services that match those needs. Quality is a broad concept that encompasses all services, goods, raw materials, and manufactured things (Rahmoun, 2020).

Due to continuous innovations and major technological developments, global telecommunications market transitioned into an industry which involves sharing and digital economy. The telecommunications industry is shaping one's lifestyle and behavior toward society, culture and environment. While the telecom industry undergoes continuous innovation to mold the behavior in dealing with everything - socially, culturally, and environmentally, business organizations are dependent to this industry because millennials are influenced by innovation and media. Among them are France Telecom, Vodafone, MTN, Bharti Airtel, Econet Wireless, and Millicom (Chapeyama, 2017). Developments and growth in the telecommunications industry have also had an impact on the economy of a nation (Sharif, 2016; Musingrimi et al., 2020), and the telecommunications business has also become vital for the development of the agriculture sector, education, manufacturing, and banking industries.

The Philippines recognizes that the importance of millennials have largest portion of the population (36%) in contrast to baby boomers or 50-64 years old age group (12%.). Millennials also make up 75% of the workforce (Olivan, 2016) and expected to gain consumption due to their influence in the household (Nielsen, 2015). These are a complex group of individuals, but clearly make mark even though portrayed negatively in various circumstance. The generation intents on pushing the envelope and going beyond the box which provides a clear perception on the positive spectrum (Lim, 2015).

Understanding the consumers is key to business success. Dealing and conversing with Filipino millennials are more complicated than ever due to their very emotional and

apprehensive attitude. In order to connect with Filipino Millennials, it is vital to get to know them than just simply the "selfie generation" (Ramos, 2015). The availability of devices feeds into the desire of Millennials to be the "first to know" (Adobo Magazine. 2015; Nielsen, 2015). Thus, one challenge for marketers, retailers, and advertisers is the idea that millennials have a keen observation on prices and promotions, which everybody expects that this generation to be the same online and offline experiences (Accenture, 2015). In addition, there are numerous promotional activities and severe rivalry in the telecommunications market, where subscribers can easily transfer network providers (Nhundu 2017). As a result, switching network providers is less expensive and easier, and subscribers can keep their mobile phone numbers while switching service providers. Thus, this paper presents a conceptual argument and model for managing mobile telecommunications subscribers, particularly their switching behavior, by conducting a thorough theoretical investigation of the literature on customer satisfaction, loyalty, and switching behavior and proposing some kind of relationship between the aforementioned constructs.

2. Literature Review

2.1. Millennials

Millennials are those born from 1980 to 1993, but some would include those born until 2000 (Rappler, 2015; Frey, 2018). Millennials are the people who want to live now, to experience many things and always aspire for something new to fulfill their wants and needs. Due to its lifestyle, this is generation tagged as "YOLO" (You Only Live Once); it symbolizes that there is no such thing as permanent, every choice whether big or small will affect one's life (Levin, 2015; Leblanc & Gensler, 2018). The Majority of millennials have careers, with some raising their own kids, some living their own homes and some living with their parents; and because of their influential power, their spending habits will surely increase by 2020 (Accenture, 2016). Despite being the children of Baby Boomers and some in early Gen X, this generation grew up in optimism and economic prosperity and treated to be the most distinct group in history (Turner.com, 2016). This generation has been shaped by both the technological advancement and economic recession. These young professionals are said to be living in cloud storages, owning various gadgets from mobile and smart phones, laptop,

PC/Desktop, and tablet; and wanted a more flexible working conditions across different categories (ZenithOptimedia, 2015).

Given its increasing population, this generation is by far the largest group. Like other communities, millennials can be segmented into specific subgroups based on cause marketing, general outlook on life, and technology. These segments include *Hip-ennial, Old-School Millennial, Gadget Guru, Clean and Green Millennial, Millennial Mom,* and *Anti-Millennial:*

Table 1

Millennial Persona, Characteristics and Psychographic Profile

Millennial Persona	Characteristics	Psychographic Profile
Hip-ennial	• "I can make the world a better place." • Cautious consumer, global, charitable, and information hungry • Greatest user of social media, but does not push/contribute content; looking for entertainment	• Has a positive view of the environment • Always sees everything has a solution • Very adventurous and outgoing • Has high regard with other religions • They read online articles • Shops most frequently for especially for clothes and food • Cause-minded brand • Looks for product quality
Old-School Millennial	• "Connecting on Facebook is too impersonal, let's meet up for coffee instead!" • Disconnected, cautious consumer, and charitable • Confident, independent, and self-directed • Spends least amount of time online in most activities; reads printed media	• Finds fulfillment in her career • Has a positive outlook on her generation • Tends to provide insights about life and products • She knows what she wants • Prefers a personal visit in the store versus online shopping
Gadget guru	• "It's a great day to be me" • Successful, wired and free-spirited, confident, at ease • Now is his best decade • Greatest device ownership, pushes/contributes to content	• An impulsive buyer most of the time • Values time with his family and friends • Big fan of Facebook and Instagram • Loves going to museum • Has high interest in travel, fashion, and food.
Clean and Green Millennial	• "I take care of myself and the world around me." • Impressionable, cause driven, healthy, green, and positive • Greatest contributor of content, usually cause related	• Wants a healthy lifestyle • Enjoys going online in the evenings • Loves to go for outdoor activities • Likes to explore anything they want • Values brand that mirrors their personality • Tends to be economical at the same time
Millennial "Mom"	• "I love to work out, travel, and pamper my baby." • Wealthy, family-oriented, works out, confident, and digitally savvy • High online intensity in terms of time, activities, and shopping • Highly social	• Has a positive outlook on life • Spends much of her time on social media • Very economical in everything • Reviews online comments and inputs on brands and products • Her career is very important
Anti-Millennial	• "I'm too busy taking care of my business and my family to worry about much else." • Locally minded, conservative • Does not spend more for green • Seeking for comfort, familiarity over excitement, expansion, and interruption	• Very systematic, wants everything in order • Business minded • Concerned also with appearance • Tends to favor quality over economy • Always value time both personally and professionally

As more organizations face the issue of merging the newest working age with older colleagues, the work environment may suffer productivity challenges if changes to accommodate employees with differing attitudes and expectations are not made (Stewart, Oliver, Cravens, & Oishi, 2017). Similarly, marketing has taken their steps to the next level as millennials are not easily influenced at all by marketing and advertising. Only 1% from the millennial surveyed said that a compelling advertisement would encourage them to trust a brand or product because they believe that advertising is just a spin, and not organic nor authentic, hence they use to skip commercials from different platforms such as YouTube, Facebook, and various sites (Dan Schawbel as cited in Forbes Online Magazine, 2015). When it comes to this generation, they simply want to be more involved with the product development; their opinions must be heard by brands and organizations. From a media consumption standpoint, this generation is the biggest users of the digital media from mobile and smartphones, tablets, and PC/Desktops. Millennial consumers want a sincere and honest communication with every brand they love and they are looking for brands to value their relationship (Trautman, 2015).

Millennials have a strong preference for renting in cities or towns. When   people decide to buy homes in downtown areas, they more closely resemble previous generations. The increasing number of millennials purchasing single-family homes in suburban areas is a good example of this phenomenon. According to NAR (2018), the share of millennials who bought in urban or central city areas decreased from 21 percent in 2015 to 15 percent in 2017. In 2017, approximately 57 percent of millennials who bought homes chose suburban areas, which was more than three times the figure for urban areas (NAR, 2018; Leblanc & Gensler, 2018). Today's youth can be defined as a culturally "atomized" generation (Salasuo & Poikolainen, 2016).

2.2.Consumer Behavior

Industry 4.0 has transformed ordinary machines into intelligent systems capable of sensing and collecting necessary inputs without the need for human intervention, resulting in significantly improved overall performance. Industry 4.0 has enabled real-time data monitoring, allowing sellers to adjust prices and output in response to changes in a variety of factors (Vaidya et al. 2018). Until the 1960s, economic models and consumer behavior

theories were based on the assumption of rationality. It was assumed that consumers were always rational in their purchases and thus purchased products that provided them with the greatest level of satisfaction (Le & Liaw, 2017). Consuming refers to the ways, which people acquire and use the products they buy; the process includes when the product is consumed and how the product is disposed. Consumer behavior has its own high advantage since it represents dynamic features and emphasizes many factors in determining the intended action of the consumer. This assumes that a strategy that worked in the past may not work or function in the future because strategy needs a constant review and that the world is in a constant change. The desire for successful and agile business plans fueled the development of business intelligence, which was aided by the internet of things and big data within organizations. This enabled businesses to obtain useful customer information, allowing for efficient decision-making through the identification of opportunities and threats, particularly by monitoring customers, suppliers, and competitors in real-time (Oláh et al. 2018).

Since the beginning of the 21st century, consumer behavior has been a major focus of market research. Consumer behavior and attitudes toward various brands, offers, sellers, and business strategies have been the focus of most studies (Mokrysz 2016). For instance, users typically search the Internet for information before purchasing goods or services for possible variations. Jun and Park (2016) investigated the relationship between purchase and search activity and behavior which showed that "*search traffic can be a significant predictor of purchases, depending on both price and frequency of purchases*" for non-durable goods.

2.3. Telecommunications Industry

Like any other categories of food, drinks, beverages, and apparel, the telecommunication industry became more complex due to the consumer's lifestyle. Telecommunication sector is composed by networks, telephone, internet-linked PC's, and mobile phones that touches each and every one of us. It permits all of us to share and speak our thoughts via new technology and do business with nearly anyone around the world (Beers, 2021). In recent decades, the telecom industry has been under vast deregulation, innovation and witnessed dramatic growth in number of subscribers, network in size, and number of operators. In majority of the countries around the globe, this industry is already facing a plethora of new competitors. Traditional or old paradigm markets have

tremendously experiencing growth and decline as internet is about to replace the voice system. Telephone calls were considered to generate revenues for companies, but this paradigm is changing quickly due to technological advancement. Telecom business is not just about voice, but it integrates already to text and image exchanges. Another important component is the high-speed internet accessibility to all, which delivers data applications and enable consumers to interact with others on a real time basis (Ranger, 2020). It is considered that residential and small business markets are the toughest. With the penetration of both the market players and products, each business owner is heavily dependent on price. Thus, the corporate market remains the industry's favorite. In another perspective, customers from the corporate accounts most likely concerned with the quality and reliability of the network. Big corporations both local and international, invest heavily on telecom infrastructure to provide a seamless experience to its customers (Twin, 2021). It is projected that telecommunication firms around the globe will post a higher growth year on year. This growth will be driven by cloud computing, mobile broadband, and big data management that will ensure the growth of firms to generate more revenue (Rogers, 2015). The industry predicts, even more, a vital growth in the future expanding business in terms of broadband network infrastructure, ranging from smartphones to the all-new-fiber connections from home to cities.

The number of mobile subscribers in the Philippines has reached 117 million by end of 2016. This growth is mainly driven by prepaid subscribers who have multiple SIM cards. This system helps the inflation of business figures and is a challenge to the organizations as well. While most countries are experiencing declining demand for fixed-line services, the number of fixed lines in the Philippines continues to increase, which is attributed to the operator's efforts to expand into undeserved rural regions (Business Monitor International, 2016). In the data released by Nielsen Consumer Media View, Q1 2016, which surveyed 10,000 respondents across the country-specific to millennial segment, 36.07% are Smart subscribers, 29.2% are Globe Telecom subscribers, 21.84% are Talk N Text subscribers, 15.94% are Sun Cellular holders, and 15.18% are Touch Mobile subscribers, and others at 0.08%. These major players are offering different products and services in the form of Prepaid, Postpaid, and Broadband. Across all these brands, majority of their subscribers are prepaid (Nielsen Consumer Media View, Q1 2016). Across the Filipino millennial segment, 56.35% has Smartphones, followed by 47.64% who owns mobile phones, 6.81% owning any

table device, 6.6% has laptop computer/notebook, and 4.63% owns digital camera. In addition to increased competition and consumer choice, landlines have been overtaken by mobile phones, and postpaid telephone by prepaid; and now, offering digital fiber optics is on the line to intersect the market (Arangkada Philippines, 2016). The telecommunications industry is fastest as other industries like food, coffee, and retail. In just a decade, the Philippine telecommunications industry advanced a high-cost and monopolistic public utility to a sector with considerable competition. To date, two large and two smaller companies are active in the local telecommunications market.

According to Galla (2016), the Philippines telecom industry is currently heavily dominated by mobile communication, with players shifting their focus away from legacy telecoms such as voice and short messaging and toward data services and internet connectivity. To the extent that data is available, the discussion is further subdivided into prepaid and postpaid markets. The market cannot be divided into retail and wholesale due to the volume of data disclosed by Telcos. Finally, the market's geographic scope is national.

A Congressional franchise is required for a service provider, which is unique to the Philippines. Apart from the lengthy and time-consuming process of obtaining a franchise from Congress, licenses and permits to operate from the regulator, various national government agencies, and local governments can be seen as a deterrent to new entrants (Mirandilla-Santos, 2016). The availability of spectrum may be the most significant single barrier to entry at the moment. The PLDT and Globe purchases of SMC's telecom assets for PhP 69.1 billion leave less than a quarter of spectrum available for a third entrant; Globe claims this is sufficient to enable a future telecom player (Genio, 2016). This transaction was the subject of a legal battle between PLDT and Globe versus the PCC; in mid-October 2017, the Court of Appeals (CA) ruled that the acquisition was approved by operation of law and should be recognized by the PCC (Torres-Tupas, 2017). On the marketing side, this could take the form of customer product/contract lock-in, promotions that effectively temporarily lower prices, or an increase in advertising intensity; telcos' advertising expenditures are among the highest (Nielsen, 2016).

3. Methodology

This study used a mixed-method descriptive research design. This study aims to determine and describe the Filipino millennials, their general outlook on life, their lifestyle, values goals, traits, and attitudes, what psychological processes and motivational features behind Filipino millennials interactions, with their selected mobile service provider and toward its brand advertising initiatives; the Filipino millennials desire in their mobile service provider's brand television and social media advertisement and how crucial is the role of mobile brand advertising in motivating subscribers for their continuous usage of the product.

The data were gathered, described, interpreted and analyzed from validated online-survey questionnaires (Cronbach's alpha = .891.) and face-to-face interviews, involving purposively selected students, professionals, and parents in Metro Manila who are mostly 26 – 29 years old (42.09), female (58.99%) and single (76.26%).

The respondents were asked about their thoughts, emotions, and intended behavior toward their current relationship as customer with their mobile service provider and its brand advertising. Given that most humans process visual information (pictures) faster than verbal information (text and words) (Harper, 2002), photo elicitation of four popular ads of Globe and Smart was used to assist in data gathering or to trigger a reaction from respondents. Photos are symbols with meanings people must explain or document to others. Four advertisements of the following telecommunication brands were utilized in measuring the respondent's psychological constructs specifically the AIDA (awareness, interest, desire, and action) measurement toward brand TV and social media video materials, and in discovering how features of motivations are focused Globe Telecom, and Smart Communications. In creating Filipino millennial psychographics, the researcher has chosen the six Filipino millennials patterned on the segments/framework adapted from the Pew Research Center (2013) about millennials. These six chosen Filipino millennials provided the most valid and credible characteristics of the population. Since the study do not have access to all the millennials in Metro Manila, the personal Facebook account was used instead. Out of 1,774 Facebook friends, a total of 1,000 millennial friends were chosen as population. The study used the Philippine Social Survey Council (PSSC) formula in determining the desired number of respondents with 95% confidence level and 5% margin of error.

$$n = \frac{NZ^2_{\frac{\alpha}{2}} p(1-p)}{Ne^2 + Z^2_{\frac{\alpha}{2}} p(1-p)}$$

Where:
N= Population size
n= sample size = 277.54
p = probability value = 0.5
e = margin of error = 5%
$Z_{a/2}$= 1.96 at 95% confidence level

Substituting the given values to the formula would yield the following results:

n= $\frac{(1000)(1.96)^2(0.5)(1-0.5)}{(1000)(0.05)^2+(1.96)^2(0.5)(1-0.5)}$

n= 277.54

n≈ 278

Weighted means, standard deviations, frequency and percentage were computed. ANOVA was used to determine the significant differences among the responses. Phi square contingency coefficient (Φ) was also computed to establish the relationships and associations between and among variables like millennials perceptions, impact of brand image/ advertisement, consumer behavior, gender and age group.

4. Findings and Discussion

Table 1

Classification of Respondents according to their millennial type

Type of Millennial	f	%
Hip-ennial	122	43.88%
Old-school millennial	39	14.03%
Gadget-guru millennial	42	15.11%
Clean and Green millennial	28	10.07%
Millennial Mom	25	8.99%
Anti-millennial	22	7.91%

The respondents are comprised of 43.88% *Hip-ennials*, 15.11% *Gadget-guru millennials,* 14.03% *Old-school millennials*, 10.07% of *Clean and Green millennials,* 8.99% *Millennial Moms* and 7.91% Anti-millennials.

Table 2

Top of Mind Awareness of Respondents with regard to Mobile Service Providers

Top of Mind Product Awareness	f	%
Globe	203	73.02%
Smart	76	27.34%

When the respondents were asked about the first company that comes to mind (top of mind awareness or association) when they think of a mobile service provider, 73.02% answered *Globe* while 27.34% answered *Smart.* This result is mainly due to multiple strategic and efficient advertising efforts whether on a traditional and new media touchpoint (TNS Kantar PH Telecom Survey, Q3 2016). Breaking down into each segment, Hip-ennial has the highest point top of mind awareness and association with Globe Telecom, compared to other segments while Smart remains low for the said attributes. High association can be driven by both influence of advertising on different media touchpoints and majority of their friends are Globe subscribers.

Table 3

Respondent's Reasons for choosing their service mobile brand

Reasons for Choosing mobile service brand	f	%
Network quality	91	32.73%
Data services	64	23.02%
Network coverage	44	15.83%
Service bundle offer	41	14.75%
Brand image	11	3.96%
Reputation of the company	10	3.60%
Low cell rates	8	2.88%
Customer service	6	2.16%
Handset bundle offer	3	1.08%

In selecting their mobile service provider, this generation looks for the network quality, which can give them a 100% seamless performance in terms of internet connection and efficiency in operation use. Except for the clean and green millennials, they chose data services offer, which include options such as the capacity of internet that will fit their budget and lifestyle compared to network quality.

Table 4

Mobile service provider brand used by the respondents

Mobile Service Brand	f	%
Globe	229	82.37%
Smart	49	17.63%

Table 4 shows that 82.37% of the millennial respondents are currently Globe subscribers while 17.63% are Smart subscribers. Globe Telecom dominated the six segments on contrast to Smart. Moreover, 36% of Hip-ennials are Globe subscribers, and 5% millennial moms.

Table 5

Type of connection for mobile phone preferred/used by the respondents

Type of Connection	f	%
Prepaid	173	62.23%
Postpaid	105	37.77%

The majority of the respondents (62.23%) are prepaid users while 37.77% are postpaid subscribers. Value for money is the main reason for choosing prepaid, for instance, on a specific promo value, it offers more access to different content such as gaming, music, and videos compared to a postpaid plan, which mainly offers a limited content access and fixed bandwidth of the internet. Since the majority of the respondents are prepaid users, Hip-ennial tops all at 29%. This segment comprises of both students and young professionals who are not yet ready for commitment like billing on a monthly basis; that they still value being efficient on their spending like food, apparel, and anything that has something to do with their mobile costs.

Table 6

Gaining product knowledge prior to subscription

	f	%
Yes	182	65.47%
No	75	26.98%
Maybe	21	7.55%

When the respondents were asked if they tried to research about the product before signing subscription, 65.47% of the respondents said that they researched first about their mobile service provider before the purchase engagement. They were keen to know such information about the network quality, bundle offer, and features of mobile phones.

Table 7

How product knowledge was gained prior to subscription

Indicators	f	%
Asked friends, family for recommendations	158	56.83%
Visited the brand website	37	13.31%
Visited retail store	29	10.43%
Visted review sites (e.g., Google Reviews)	25	8.99%
Used social media (Facebook, Twitter, Instagram, etc.)	19	6.83%
Called customer service	9	3.24%
Visited by door to door salesperson	1	0.36%

As shown in Table 7, 56.83% of the respondents considered their friends and family's recommendations in knowing and getting such information about their mobile service provider. While 13.31% visited the brand website. Across all segments, recommendations from friends and family are very important when considering a certain mobile service provider. It is essential for them to hear such feedback from peers, which will help them during the pre-stage of their decision making.

Table 8

Preferred source/platform of Product knowledge/ input

Indicators	f	%
Social Media (Facebook, Twitter, Instagram, etc.)	119	42.81%
Television	61	21.94%
General Internet (Website)	46	16.55%
Through family and friends (word-of-mouth)	38	13.67%
On-ground promotions	8	2.88%
Billboard, LRT Ads, Bus and Jeepney Ads, etc.	3	1.08%
Print (Newspaper and Magazine)	3	1.08%

When the respondents were asked how they want to know and learn something about their mobile service provider, 42.81% of the respondents prefer the use of social media such as Facebook, Twitter, Instagram, and more, as these platforms are faster and real time, compared to television. When in fact, in social media, respondents able to revisit from time to time such advertisement versus a television commercial, where one needs to wait and predict when it will be shown again. From Hip-ennial to Anti-millennial, they all preferred social media channels in getting information about their mobile service provider product and advertising offerings. With this channel, they are not just visually informed, but they get more information about the brand. They considered television as a secondary platform.

Table 9

Factors Influencing Respondents 'Buying decision

Indicators	f	%
Product features	115	41.37%
Price	60	21.58%
Brand name	36	12.95%
Brand adverrtisement	32	11.51%
Durability	16	5.76%
Product attributes	14	5.04%
After sales	5	1.80%

When the respondents were asked what influences their buying decision, 41.37% answered *product features;* 21.58% are influenced by *price;* 12.95% by *brand name* and 11.51% by *brand advertisement.* This generation, across all segments, significantly considered that their primary consideration before the actual purchase engagement is the

features of the product. All they want is to have a seamless benefits for their call, data, and access to everything in a cost-effective way.

Table 10
Key factors influencing continued association with current mobile service provider

Indicators	f	%
Awareness of the mobile service provider	163	58.63%
Friends/Family's recommendations	94	33.81%
Advertisements	16	5.76%
Retailer	5	1.80%

Table 10 shows that 58.63% of the respondents continue to associate with their current mobile provider due to awareness. This association (awareness) is mainly driven by heavy presence such as simple branding in stores, social media channels, transportation vehicles, and in malls. While 33.81% of the respondents attribute their continued association to the recommendations from their family and friends.

Table 11

Respondents' Overall Perspectives on Advertising Initiatives

Indicators	XW	SD	Interpretation
In general, I believe my mobile service provider advertising initiatives can influence my brand preference and choice.	3.19	0.50	Agree
In order to know and learn about the brand and product of my mobile service provider, I follow their advertising initiatives (e.g., social media).	3.69	0.35	Strongly Agree
My mobile service provider advertising initiatives motivate me for my continuous usage of the product.	3.00	0.35	Agree
Aside from the network and service satisfaction, I believe that my mobile service provider advertising initiative can influence loyalty as a customer	3.15	0.08	Agree
Overall, I am satisfied with my current mobile service providers' advertising initiatives and information dissemination	3.23	0.15	Agree

Legend: 3.25-4.00 - Strongly Agree; 2.50-3.24 – Agree; 1.75-2.49 – Disagree; 1.00-1.74 - Strongly Disagree

Table 11 shows the overall perspectives of respondents (n=278) on advertising initiatives. The respondents believe that their mobile service provider advertising initiatives can influence their brand preference and choice (3.19; *agree*); they *strongly agree* that in order to know and learn about the brand and product of their mobile service provider, they should follow their advertising initiatives (3.69). Their mobile service provider advertising

initiatives motivate them for their continuous usage of the product (3.00; *agree*). They likewise *agree* that aside from the network and service satisfaction, they believe that their mobile service provider advertising initiative can influence their loyalty as customers (3.15; *agree*). Overall, the respondents *are* satisfied with their current mobile service providers' advertising initiatives and information dissemination (3.23; *agree*).

Table 12

Respondents' Preferred Tonal Quality of Advertisements

Indicators	WM	SD	Interpretation
When I want to know and learn about a mobile service provider product offering advertisement, I appreciate an *Informative* tone.	3.68	0.26	Strongly Agree
When I want to know and learn about a mobile service provider product offering advertisement, I appreciate a *Friendly* tone.	3.31	0.12	Strongly Agree
When I want to know and learn about a mobile service provider product offering advertisement, I appreciate a *Serious* tone.	1.77	0.19	Disagree
When I want to know and learn about a mobile service provider product offering advertisement, I appreciate a *Humorous* tone.	2.47	0.08	Disagree
When I want to know and learn about a mobile service provider product offering advertisement, I appreciate an *Educational* tone.	2.98	0.11	Agree

Legend: 3.25-4.00 - Strongly Agree; 2.50-3.24 – Agree; 1.75-2.49 – Disagree; 1.00-1.74 - Strongly Disagree

When the respondents want to know and learn about a mobile service provider product offering advertisement, they most prefer an *informative* tone (3.68; *strongly agree*) and *friendly* tone (3.31; *strongly agree*). The respondents also like advertisements with *educational tone* (2.98; *agree*). However, the respondents least prefer either *humorous* (2.74; *disagree*) and *serious* (1.77; *disagree*) tonal qualities of advertisements.

Table 13

Respondents' Preferred Brand, Product and Advertising Initiatives

Indicators	WM	SD	Interpretation
I appreciate seeing several advertising efforts at the same time	2.55	0.41	Agree
I appreciate when the brand and product mirror my personality	3.33	0.14	Strongly Agree
I appreciate when brand and product value its attributes more than its features	3.15	0.09	Agree

Legend: 3.25-4.00 - Strongly Agree; 2.50-3.24 – Agree; 1.75-2.49 – Disagree; 1.00-1.74 - Strongly Disagree

According to the respondents, they appreciate brands and products that reflect their personality (3.33; *strongly agree*). They prefer brands and products that give more value to its attributes than features (3.15; *agree*).

Table 14

Respondents' Preferred Type of Ad

Indicators	WM	SD	Interpretation
Transformational Ads by the mobile service provider can influence my brand and product preference.	2.98	0.83	Agree
Informational adds by the mobile service provider can influence my brand and product preference.	3.36	0.69	Strongly Agree

Legend: 3.25-4.00 - Strongly Agree; 2.50-3.24 – Agree; 1.75-2.49 – Disagree; 1.00-1.74 - Strongly Disagree

As shown in table 17, the respondents' brand and product preference are most likely to be influenced by *informational ads* (3.36; *strongly agree*) than *transformational ads* (2.98; *agree*).

Table 15

Respondents' Reasons for Following Ad Initiatives

Indicators	WM	SD	Interpretation
I follow the brand's advertising initiatives because I like the brand so much	2.24	0.13	Disagree
I follow the brand's advertising initiatives because I want to be notified of special offers and promos	3.57	0.15	Strongly Agree
I follow the brand's advertising initiatives because I want learn about new products and services	2.50	0.47	Agree
I follow the brand's advertising initiatives because I want free stuff	2.26	0.29	Disagree
I follow the brand's advertising initiatives because I hope to remain up to date with brand/product news	3.18	0.13	Agree

Legend: 3.25-4.00 - Strongly Agree; 2.50-3.24 – Agree; 1.75-2.49 – Disagree; 1.00-1.74 - Strongly Disagree

As per table 15, the respondents *follow the brand's advertising initiatives because they* want to be notified *of special offers and promos* (3.57; *strongly agree*), they *hope to remain up to date with brand/product news* (3.18; *agree*) and *they want to learn about new products and services* (2.50; *agree*).

Table 16

Suggested Improvement on Brand Image and Advertising Initiatives

Indicators	WM	SD	Interpretation
My mobile service provider should offer more innovative subscription packages	3.41	0.19	Strongly Agree
My mobile service provider should ensure and invest better quality of service and positive brand experience	3.12	0.06	Agree
My mobile service provider should constantly build and upgrade their network and bandwidth	3.07	0.10	Agree

Legend: 3.25-4.00 - Strongly Agree; 2.50-3.24 – Agree; 1.75-2.49 – Disagree; 1.00-1.74 - Strongly Disagree

In order for mobile service providers to improve their image, the respondents suggest that *mobile service providers should offer more innovative subscription packages* (3.41; *strongly agree*), they *should ensure and invest better quality of service and positive brand experience* (3.12; *agree*) and they *should constantly build and upgrade their network and bandwidth* (3.07; *agree*).

Table 17

Test of Significant Differences

Hypothesis	F	P-Value	F crit	Decision
H_{01}: There is no significant difference among the respondents' overall perspectives on advertising initiatives based on their psychographic profiles	3.41	0.01	2.37	Reject Ho Accept Ha
H_{02}: There is no significant difference among the respondents' preferred tonal quality of advertisements based on their psychographic profiles	0.03	1.00	2.37	Accept Ho Reject Ha
H_{03} There is no significant difference among the respondents' preferred brand, product and advertising initiatives based on their psychographic profiles	0.63	0.70	2.57	Accept Ho Reject Ha
H_{04}: There is no significant difference among the respondents' preferred type of ad based on their psychographic profiles	0.18	0.98	2.85	Accept Ho Reject Ha
H_{05}: there is no significant difference among the respondents' reasons for following ad initiatives based on their psychographic profiles	0.41	0.86	2.85	Accept Ho Reject Ha
H_{06}: there is no significant difference among the respondents' suggested improvements on brand image and advertising initiatives based on their psychographic profiles	0.83	0.56	2.57	Accept Ho Reject Ha

There is a significant difference among the respondents' overall perspectives on advertising initiatives ($0.851 < \alpha$) based on their psychographic profiles because the *P-value* is lower than the alpha (*a*), thus the alternative hypothesis is accepted. The ANOVA for hypotheses 2, 3, 4, 5, 6, yielded the following: There are no significant differences among the respondents' preferred tonal quality of advertisements ($1.00 > \alpha$); preferred brand, product and advertising initiatives ($0.70 > \alpha$); preferred type of ad ($0.98 > \alpha$); reasons for following ad initiatives ($0.86 > \alpha$); and suggested improvements on brand image and advertising initiatives ($0.56 > \alpha$); based on their psychographic profiles, thus the null hypothesis of no significant difference is accepted.

Table 18

Phi Square Contingency Coefficient of Factors Influencing Filipino Millennials' choice of Mobile service provider and their psychographic profiles

Choice of Mobile service provider and customer psychographic profiles	Φ	Interpretation	Decision
	+.65	Strong Positive Relationship (+40 to +.69)	Reject H_0 Accept H_a

$H_{07:}$ There is no association among the Factors Influencing Filipino Millennials' Mobile service subscription and psychographic profiles

As shown in Table 18, there is a strong positive relationship among the factors influencing Filipino millennials' choice of mobile service provider and their psychographic profiles as indicated by its Phi square contingency coefficient of +.65. Using their psychographic profiles as basis, in selecting their mobile service provider, this generation considers product features as the foremost factor in choosing a mobile service brand. The mobile service provider of their choice must be compatible with who they are and must cater to what they need. One of the indicators of product feature is network quality, which can give them a 100% seamless performance in terms of internet connection and efficiency in operation use.

Table 19

Phi Square Contingency Coefficient of mobile service providers' advertising initiatives and influence on Millennials' brand preference and choice

Mobile service provider advertising initiatives and customer brand preference and choice	Φ	Interpretation	Decision
	+.36	Moderate Positive Relationship (+.30 to +.39)	Reject H_0 Accept H_a

$H_{08:}$ *There is no association between Mobile service provider advertising initiatives and Millennials' brand preference and choice*

As shown in Table 19, there is a moderate positive relationship between mobile service providers' advertising initiatives and millennials' brand preference and choice as indicated by its Phi square contingency coefficient of +.36. In Telecommunications industry, brand choice and preference are two important attributes to be considered. The inferential data shows that this generation's brand preference and choice are moderately influenced by advertising. Such discussion of course will depend on how the advertising will be made to entice the customer to purchase or use such product. This generation is not after sales at all; Telecommunication is an intangible industry, since this generation is pragmatic and want to stay connected with the World Wide Web, they are looking for the product features such as ease of accessibility, call and phone features that can respond to their demands and needs, and cost-effective platforms with very rich business essentials. Hip-ennial and millennial moms believe that advertising initiatives from their mobile service provider could influence their brand's preference and choice. This is due to their being emotional and fond of seeing several advertisements from their service provider; that it helps them gain value as subscribers.

Table 20

Phi Square Contingency Coefficient of mobile service providers' advertising initiatives and motivation for millennials' continuous usage of their products.

Mobile service providers' advertising initiatives and customer motivation for continuous usage	Φ	Interpretation	Decision
	+.32	Moderate Positive Relationship (+.30 to +.39)	Reject H_0 Accept H_a

$H_{08:}$ *There is no association between mobile service provider advertising initiatives and motivation for millennials' continuous usage of the product*

Table 20 shows that there is a moderate positive relationship between mobile service providers' advertising initiatives and millennials' motivation to continue using their products

as conveyed by its Phi square contingency coefficient of +.32. They are most likely motivated to remain using the brand, if the brand mirrors their personality, personal values and caters to their desire to connect with the community. Given the tough competition in this industry, many products and services are being offered from time to time; thus, it is a must for marketers and advertisers to challenge their brands to keep their competition at bay.

Table 21
Phi Square Contingency Coefficient of mobile service providers' advertising initiatives and millennials' loyalty to the brand.

	Φ	Interpretation	Decision
Mobile service providers' advertising initiatives and customer loyalty	+.38	Moderate Positive Relationship (+.30 to +.39)	*Reject H$_0$* *Accept H$_a$*

H$_{09}$: There is no association between mobile service providers' advertising initiatives and millennials' loyalty to the brand.

There is a moderate positive relationship between mobile service providers' advertising initiatives and millennials' loyalty to the brand as denoted by its Phi square contingency coefficient of +.38. All segments hold the notion that advertising initiatives from their mobile service providers can influence them to be loyal customers, as long as the brand also values them not just as customers but as partners in building the brand.

5. Conclusion

Consumer motivation and brand engagement of Filipino millennials can be best understood by examining their thoughts, emotions, motivations and intended outcomes. Millennial psychographic groups are constantly exposed to different social and economic opportunities, different technological activities, different social perceptions and community norms. In Telecommunications industry, brand choice and preference are two important factors to be considered. The data showed that this generation is highly influenced by such advertising on their brand preference and choice. Such discussion of course will depend on how the advertising will be made to entice the customer to purchase or use such product.

The Filipino Millennials believe that their mobile service provider advertising initiatives can influence their brand preference and choice. They are aware that in order to know and learn about the brand and product of their mobile service provider, they should follow their advertising initiatives. Their mobile service provider advertising initiatives

motivate and influence them to continue using their products. The respondents are satisfied with the overall quality of their mobile service providers' advertising initiatives and information dissemination. When it comes to tonal qualities of their mobile service providers' advertisements and promotional materials, the millennials mostly prefer the ones with informative and friendly tones. They also like advertisements with educational tone. They do not like advertisements that are either humorous or serious. Such results imply that millennials are no longer fascinated by generic brand advertising; they prefer a story that talks and symbolizes social value which then intrinsically motivates them to gain a deeper value as subscribers. The brand and product preferences of the millennials are most likely to be influenced by informational rather than transformational advertisements of mobile service providers. The millennials follow the brand's advertising initiatives because they want to be notified of special offers and promos, to remain up to date with brand/product news and they want to learn about new products and services. There is a significant difference among the millennials' overall perspectives on advertising initiatives of mobile service providers $(0.851 < \alpha)$ based on their psychographic profiles. There is a strong positive relationship among the factors influencing Filipino millennials' choice of mobile service provider and their psychographic profiles. There are moderate positive relationships among the following variables: mobile service providers' advertising initiatives and millennials' brand preference and choice; mobile service providers' advertising initiatives and millennials' motivation to continue using their products; and mobile service providers' advertising initiatives and millennials' loyalty to the brand.

In an industry where products and services are intangible in nature and with customers who are highly demanding, telecommunication companies should give consideration and effort in understanding the evolving needs and desires of their customers; this may also be applied in the form of usage, acquisition, up-sell, and cross-sell components. Telecommunication companies may leverage on the power of technology and advertising creativity to incentivize customers by integrating human social values and mobile brand experience. Incentivizing, in the form of rewards and freebies for continuous usage of the product, cultivate strong relationships between the brand and the customer.

With the mobile phone penetration reaching a saturation, 'retention' became more significant than 'acquisition'. Further strategic and detailed consumer behavior exploration is

required to provide stronger base in the study. Future studies on consumer behavior should concentrate on understanding the desires and motivations, which can be applied in real-world situations. Future research should also embrace the challenge of the new era where technology is disrupting everything. A brand is not only a powerful tool, but also a selection criterion which consumer base their decision. More attention and focus should be given to psychological components of attitude of consumers. Expose gaps that will lead every researcher to discover meaningful insights that can contribute to the body of knowledge, the academe and the industry. Researchers should expand the scope of their studies and go beyond the consumer's purchase and usage behaviors. Greater emphasis may be placed on non-purchase modes (e.g., motivation and loyalty) of their behavior, such as how they are as subscribers, and how they perceive brand advertisements. They may cover other areas such as consumer learning, perception, decision making, attitudes, and personality.

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