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GRADUATE PROGRAM

**MEDIA TYPOLOGY AND MEDIA AFFINITY OF MILLENNIALS IN
SELECTED UNIVERSITIES IN CAVITE AND THE MEDIA DRIVERS OF
PURCHASE INTENT: TELEVISION VS. SOCIAL MEDIA**

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De La Salle University – Dasmariñas

GRADUATE PROGRAM

Table of Contents

TITLE PAGE.....	i
DEED OF DECLARATION.....	ii
APPROVAL SHEET.....	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vii
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	5
Hypotheses of the Study.....	6
Significance of the study.....	8
Scope and Limitations.....	10
REVIEW OF RELATED LITERATURE.....	13
FRAMEWORK.....	64
METHODOLOGY.....	70
Research Design.....	70
Time and Place of Study.....	70
Sources of Data.....	72
Methods of Data Collection.....	73
Sampling Procedures.....	74
Methods of Analysis.....	75
RESULTS AND DISCUSSION.....	77



De La Salle University – Dasmariñas

GRADUATE PROGRAM

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS.....	100
BIBLIOGRAPHY.....	111
APPENDIXES.....	116





CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This research was conducted to describe the relationship between Media Typology and Media Affinity to the Purchase Intent behavior of millennials in Cavite. The study also identified the relationship of the variables, gender, type of school and media exposure of the respondents to media affinity. It also investigated which among television and Social media is the driver of Purchase Intent among millennials.

The research was participated by mostly female (53.5 percent). Majority of the millennial sample come from private schools (65 percent). (See Table 2). Over half of the total respondents (51 percent) are frequent users and they access social media frequently (several times a day). Only 6 respondents or 1.5 percent are less frequent users both accessing the social media once a month and less than a month. (See Table 3). Less than half of the respondents (49.25 percent) frequently access television several times a day. Less frequent users comprise merely of 3.2 percent of the total sample size. (See table 4).

In general, the majority of the respondents of this study are frequent users of both media, Social Media and Television. The findings are in alignment with the results gathered by Killian (2012) that Millennials are heavy users of both media.



But in terms of media use the respondents access Social Media more (51 percent) than Television (49.25 percent). This result is consistent with the findings of Mafe (2006) that Millennials are frequent users of Social Media than television.

The proponent discovered that majority of the respondents are highly exposed to Social Media. They were exposed from five to eight years and comprise a total of 53 percent of the whole sample. Merely 19 percent have low exposure. They have been exposed to Social Media for less than 12 months. (See Table 5, pp. 76)

In addition, the research examined that a greater part of the sample size (77.5 percent) are highly exposed to television as well. They have been exposed for more than three years. Those millennials with low exposure having been exposed for less than twelve months to television are very minimal (9 percent) (See table 6)

The results uncovered that majority of the respondents have high media exposure. This finding again supports Mafe (2006) that millennials have been using Social Media and Television explicitly. Though if we compare the level of exposure of these millennials by medium, there are more millennials who have been using television than social media for a long time. (Killian, 2012)

The motives for media use of the respondents are described in the following discussions. The specific items used in the instrument and the mean for each item is also specified with the corresponding standard deviation. Media Typology was divided into four motives which are: information, entertainment, social interaction and personal identity.



De La Salle University – Dasmariñas

GRADUATE PROGRAM

The respondent's reasons for using media for Information are described in Table 7. Each item revealed how millennials use both social media and television as a medium for information. The data gathered revealed that millennials use social media primarily to keep up with world events (TI1). Furthermore, with a mean average of 3.09, they do not really use social media to check when figuring out what and where to buy (TI3).

Results also show that the respondents use television as medium for information (TI5). With a mean of 3.19, majority of the respondents agree that they are informed by watching TV. On the other hand, the least reason for watching Television is to get updated on latest events, gadgets, etc., via TV (TI6). (See table 7, pp.79)

In terms of Entertainment (See table 8, pp. 80) as a motive for media use, the respondents agree that they use social media sites to chat with family and friends (TE4), which is the primary reason why they use Social Media for Entertainment (3.46). On the other hand, the least intention for logging in to social media sites is find relaxation (TE1-3.14).

Meanwhile, the use of television as form of entertainment described through TE6, turning on the TV after a hard day's work, has a mean of 3.37, the highest mean for this category. This is the primary reason of the respondents why they use television for Entertainment. Meanwhile, watching TV together with family and friends is part of their daily routine (TE7) with a mean of 2.83 is the least reason why they use television to be entertained.



De La Salle University – Dasmariñas

GRADUATE PROGRAM

Overall, the respondents' motive for media use in terms of entertainment varies. The data also revealed that they use more of Social Media than Television for Entertainment. These findings disagree with the findings of Killian (2012) that millennials use Television for entertainment than Social Media.

For Social Interaction as motive for media use (See Table 9, pp 81), the respondents use the social media sites mainly to stay connected with my family (TS3). This finding is the result the mean of 3.35, which is the highest mean score for this category. Moreover, the research also found out that the respondents mostly enjoy sharing TV program details, scenes, stories with family and friends, justified with a mean of 3.28 (TS6) These are in conjunction with the findings of Killian (2006) that millennials use both media for Social

The study revealed that the respondents seek Personal Identity through the two media (See Table 10, pp.82). The main reason for their need of Personal Identity through social media is to be able to observe how others cope with problems or situations like theirs with social media sites (TP3). This is manifested through the mean of 3.31, which is the highest mean for this category. Moreover, the data revealed that the respondents also seek Personal Identity through television. The main reason described is TP5 item that states that with their favorite TV program, they are able to generate ideas on how to approach others who may be in important or difficult situations, with a mean score of 3.15, the highest mean for this cluster. The results are in alignment with the findings of Killian (2012) that Millennials seek Personal Identity



through Social Media and Television. But favors social media more than television for Personal Identity.

Conclusively, the research found out that the respondents' motive for media use mainly revolves around entertainment (3.27). Information is the second reason for the respondents' media use (3.20). Third in the list is Personal Identity with a mean rating of 3.18 and Social Interaction, having the lowest mean of 3.17, is the least reason why millennials use the aforementioned media. This supports the claim of Killian (2012), that the motives for use of media; Entertainment, Information, Personal Identity and Social Interaction, respectively.

Aside from the results gathered for both media, the proponent summarized the motives for media use by specific medium to analyze whether social media or television is the dominantly used medium per Media Typology.

The study revealed that the millennial respondents use more of Social Media as a source of Information (3.35) than Television (3.01) (See Table 11). The findings are in conjunction with the study of Killian (2012) that social media is the primary source of information for millennials and television is the second choice.

Furthermore, the study revealed that the respondents' primary source of Entertainment is Social Media (3.33). The findings are in contrast to Killian (2012), revealing that television (4.28) is the primary source of entertainment than social media (4.13).

Consequently, the data gathered suggests that that Social Media is the venue for Social Interaction (3.28). This result is in contrast to Killian (2012), describing that



De La Salle University – Dasmariñas

GRADUATE PROGRAM

television with a mean of 3.25 is the venue for Social Interaction than Social Media with a mean of 3.01.

Finally, in terms of Personal Identity, millennials choose Social Media with a mean of 3.28 over Television with a mean of 3.08. This supports the findings of Killian (2012) that Millennials get their personal identity through Social Media (3.78) than Television (3.44)

The four motives for media use: information, entertainment, social interaction and personal identity, does not vary through gender. With the results given (See Table 12) the male respondents use of the medium is not fairly high than of the female respondents. This reveals that there is no significant difference in the motives of media use for male and female for Media Typology. This result is in contrast with Killian (2012) that gender is a factor for investigating differences in Media Typology. With this in mind, the findings lead the proponent to accept *H1* that there is no significant difference in Media Typology among male and female respondents.

Respondents per given media typology was also classified through the type of school they attend to whether public or private. The data revealed that students going to Public Schools use more of the media for Information (see Table 13). Information for Public (1) has a 3.3097 and Private (2) resulted to a 3.2469 mean.

Results also show that the respondents from Public Schools (1) use more of the media for Entertainment. This is explained through the mean of 3.2800 for Public and for Private (2) has 3.1294.



De La Salle University – Dasmariñas

GRADUATE PROGRAM

Public Schooled respondents find social media and television as a venue for Social Interaction than those from Private Schools. This is justified through the mean scores presented with Public (1) 3.3000 and for Private (2) 3.0905.

The data also found out that respondents from public schools seek Personal Identity from the two media than those who are from private schools. The findings was sought through the mean scores given as follows; Public (1) has 3.2572 and for Private (2) 3.0824.

The results of these findings for Media Typology per Type of School support the study of Chen (2008) that there are differences in behavior and choices of students from Public and Private Schools. The results lead the researcher to reject H_2 , there are no significant differences in the Media Typology of respondents from a state university and from a private university.

The study revealed that the media preference of the respondents per Media typology is Social media (see Table 14). This is indicated through items MP1-MP8 which describes revealed that millennials prefer social media for information with a mean of 3.36 over television (MP2) with a mean of 3.02. Preference of media for Entertainment favored social media (MP3) with a mean of 3.31 over that of Television (MP4). The respondents prefer Social Media for Social Interaction (MP5) with a mean of 3.26 than Television for Social Interaction (MP6) with a mean of 3.06. For Personal Identity, Social Media (MP7) is again favored with a mean of 3.09 than Television (MP8) with a mean of 2.90.



The results are in alignment with the key findings of Deborah (2012) that social media have destroyed traditional options. The findings also prove that Dumeresque (2012) was correct in stating that millennials prefer social media adaptation. Based on the result, the proponent rejects *H3*, The social media sites are not the preferred sources of information. *H4*, TV is not source of entertainment is accepted. *H5*, The social media sites are not the venue for social interactions is rejected and *H6*, The use and choice of social media sites does not reinforces personal identity is also rejected.

The results revealed that the respondents have High Media Affinity over the two media (see Table 15, pp. 89) Most of the respondents depend too much on Television and Social Media that if there is power interruption they miss the medium (A3-3.15) All of these suggest that the respondents have high affinity or media dependency.

After assessing the level of affinity in general, Table 16 (p. 90) shows which medium they depend on. The items were segmented into two, Social Media and Television.

The results suggest that Millennials are more dependent on Social Media than in Television. The study revealed that millennials have higher affinity for Social Media with a mean of 3.06 than for television with a mean of 2.95. This supports the theory of Mafe et.al, (2006) that Social media captures the importance of media to an individual or affinity. This follows the result of the respondents Media Preference for



De La Salle University – Dasmariñas

GRADUATE PROGRAM

Social Media over Television. Thus, the proponent rejects H9 Higher media exposure does not lead to higher affinity.

The results indicate that there are no significant differences in Media Affinity for male and female (gender). The T-test between Male and Female respondents for Media Affinity (see Table 17) showed the variation between the two. This is reported that the 186 male respondents had a mean score of 3.00. The other 214 Female respondents resulted to a mean score of 3.02.

This supports Mafe et al (2006), that there are no significant difference in Media Affinity for male (0.40) and female (0.48). Thus the researcher accepts H2, that there are no significant differences in Media Affinity in terms of gender.

The study found out that respondents from Public school (2.7988) are less dependent on the prescribed media than their private school counterparts (3.035).. Meanwhile respondents from Private schools give more importance on media and depend on them suggesting that they have higher Media Affinity than their Public School counterparts. Conclusively, there is a significant difference in Media Affinity in terms of Type of School. This finding is in alignment with the study of Fan (2011) that students from different school types have variations in behavior and attitudes. Thus, the proponent rejects H2, there is no significant difference in Media Affinity of respondents from Public and Private Schools.

The study revealed that respondents with High Media Exposure have High Media Affinity (see Table 19). Using Pearson R Correlation, the relationship of Media Exposure to Media Affinity results were significant ($p > .05$). This is in conjunction



De La Salle University – Dasmariñas

GRADUATE PROGRAM

with the result stated by Mafe (2006) that the longer the Media Exposure the Higher the Media Affinity. The proponent rejects H9, stated as; higher media exposure does not lead to higher media affinity.

Finally the study revealed that Television is a higher purchase intent driver than Social Media (see Table 21). Respondents who answered Strongly Agree (4 out of 4) for Purchase Intent through Social media is 139 or 34.75 %, while those who believe that purchase intent is driven by Television are 183 or 45.75%,

This supports the findings of Killian et. al (2012) that although Media Typology is dominated by Social Media, millennials' purchase intent decision is affected strongly by television. Thus, *H11*, stated as; There is no significant difference on purchase intent between respondents who prefer Social Media and Television, is rejected.

Conclusions

With the data at hand, the researcher therefore concludes that:

1. Gender is not a factor in Media Typology, Media Affinity and Media Preference.
2. Millennials have high levels of media exposure in terms of frequency of access and length of use. Answering problem statement 2.
3. The media typology of the respondents include Information, Entertainment, Social Interaction and Personal Identity answering problem statement 3.



De La Salle University – Dasmariñas

GRADUATE PROGRAM

4. That the respondents prefer Social Media than Television, answering problem statement 4.
5. That the respondents have high media affinity over the prescribed media, answering problem statement 5.
6. That there is a positive relationship between media typology and media affinity, answering problem statement 6.
7. That media affinity has an effect on purchase intent. The higher the media affinity the more favorable purchase intent would be, answering problem statement 7.
8. That the media that drives millennials to purchase is Television, answering problem statement 8.

Recommendations

The researcher recommends that marketing professionals should cluster and classify further the Filipino Millennial Market not only through segmented age brackets but also by level of socio economic status and other related psychographic variables for convenient segmentation for the purpose of marketing and advertising campaigns for the mentioned market segment.

Since it has been proven that social media is a strong platform for advertising and purchase intent, marketers and businesses should further integrate this medium as part of their marketing strategy.



De La Salle University – Dasmariñas

GRADUATE PROGRAM

Mass media practitioners should think of excellent strategies to reinforce and strengthen mass media typology and media affinity or the dependency of the millennial market to this media, since this study have proven that high media affinity leads to purchase intent and millennials now prefer Social Media over Television. The strategies may include; 1. Deliver more informative content through its programming since it has been proven that Television is not the primary source of information for Millennials; 2. Having Social Platforms that Millennials may interact with. Since based on the study television is not really a venue for Social Interactions; 3. Strengthening of Television as a medium through intensifying *engaging activities* patterned from Social Media, since it has been proven that Social Media is more engaging than Television and 4. Create more entertaining programs that could entice viewers to be hooked on this medium.

The investigation of the factors affecting the dependency of Private School Students over Public School Students to Social Media should also be further investigated. Although they have the same age bracket there must be more factors that dictates the importance of Media to them. On the other hand, Millennials from Public Schools should also be further investigated as to the reasons why they are not too dependent on the aforementioned media.

Further studies on topics relevant to this study are also recommended by the proponent.