

The Preferred Marketing Communication Mix of Millennial Customers: Basis for Promotion Strategy

Cleofe P. Macaraeg^a, Angel Hya S. David^b, Nadeen A. Sakay^c, Brenan Mari G. Pineda^d,
Justin Ethan C. Castro^e, Ryan Gabriel P. Ventura^f, Ahmed Fuad A. Ibrahim^g

cleofepprimary@psdqatar.com¹, david.angel@psdqatar.com², sakay.nadeen@psdqatar.com³, pineda.brenan@psdqatar.com⁴,
castro.justin@psdqatar.com⁵, ventura.ryan@psdqatar.com⁶, ibrahim.ahmed@psdqatar.com⁷
a,b,c,d,e,f,g,h Philippine School Doha, Doha, Qatar

Abstract

Promotion for any product or service is essential in order to attract and communicate one's product to the target customers. It is because only through promotion that people would come to know about the product (Khan, 2014). Marketing communication mix, or promotion mix is considered to be a fundamental aspect of business marketing initiatives. This study focuses on the preferred marketing communication mix of millennial consumers. The purpose of this study is to find out the preferred marketing communication mix of millennial customers so that current and aspiring business owners can use this as a basis for promotion strategy. Using a quantitative descriptive research design, a survey questionnaire was made and validated. The researchers administered the validated questionnaire to 100 millennials using quota and purposive sampling. This study presented the preferred marketing communication mix used by businesses to communicate their product or service. Five out of eight marketing communication mix emerged to be "dominantly preferred" by the millennial customers namely: Sales Promotion, Word-of-Mouth, Personal Selling, Public Relations and Publicity, and Advertising. The conclusion drawn from this study states that most millennials find Sales and Promotion to be the most effective marketing communication mix that can be executed by businesses to promote their product. Followed by Word-of-Mouth, Personal Selling, Public Relations and Publicity, and Advertising. It is recommended that teachers, marketing officers, and entrepreneurs, use the information gathered in this study to plan and create strategies appropriate to attract the millennials to purchase products offered and boost their company's performance.

Keywords: Advertising; Direct Marketing; Events and Experiences; Interactive Marketing; Marketing Communication Mix; Personal Selling; Public Relations and Publicity; Sales Promotion; and Word-of-Mouth.

1. Introduction

1.1. Background of the Study

The Millennials, born between 1981 and 1996, are the best target customers for businesses. There are about 1.8 billion millennials, accounting for about 23% of the world's population. About 2.18 million millennials are living in Qatar as of January 2023 (Planning and Statistics Authority, 2023). They are expected to represent 75% of the global workforce by 2025 (Smith & Nichols, 2023). That means millennials now have tremendous purchasing power and will continue to have it in the future. Their estimated purchasing

power of 2.5 trillion dollars makes them the most lucrative market to do business with (Fromm & Garton, 2013). Millennials also have a more extensive understanding of marketing, money and their value as customers or consumers much more than their parents did at their age (Davidson, 2021). Additionally, millennials are not as susceptible to marketing tactics as other audiences. This audience is the most risk-averse and less likely to convert easily to advertising due to their general skepticism, a saturation of 2000's marketing campaigns, and previous life experience during the market crisis (Dash et al., 2021).

Promotion for any product or service is essential to attract and communicate one's product to the target customers. Only through promotion would people come to know about the product (Khan, 2014) only after learning about the product they are considering purchasing. Since many companies and brands compete to sell their products to the same customers, promotion is essential to ensure each brand is differentiated and identified (Shujahat et al., 2017). Promotion is a crucial element in putting across the benefits of your product or service to the customers (Akman, 2013).

A promotion strategy is a plan to create or increase demand for a product. It outlines the tactics entrepreneurs or businessmen use to raise awareness about their products and get their target customers interested in buying them (Tsikirayi et al., 2013). A promotion strategy aims to introduce potential customers to the product and convince them to make a purchase. Businesses choose their promotional strategy based on product type, marketing budget, target audience etc. It is critical to increase product awareness and sales (Genchev & Todorova, 2017). Additionally, it is the element of a firm's decision-making concerned with choosing the most appropriate marketing communication with its target market.

Marketing communication or promotion mix is a fundamental aspect of business marketing initiatives. It refers to specific methods to promote the business or its products to its target customers (Belch, 2010). It is defined as a dialogue between a business unit and its present and potential customers during the pre-selling, selling, and post-selling stages (Kotler & Keller, 2012). The eight types of marketing communication mix are Advertising, Direct Marketing, Online Marketing, Personal Selling, Public Relations, Publicity, Sales Promotion, and Word-of-Mouth.

One difficult challenge for entrepreneurs and businessmen is the significant, diverse communication and communication options available to support their brands (e.g., TV (Television), print, and interactive advertising; trade and customer promotions; arts, sports, and cause sponsorships, etc.). Consequently, entrepreneurs and businessmen must understand what various marketing communication options offer and how they should be combined to optimize their marketing communications programs (Todorova, 2015).

In the era of mass communications and emerging mobile technologies, businesses must build an adequate mix of marketing communications not to avoid drowning in a sea of information. Marketing communication mix is how firms attempt to inform, persuade, and remind their present and future customers - directly and indirectly - of the products and brands they sell (Kotler & Keller, 2012). Marketing communications represent the voice of the businesses and their brands; they are the means by which the company can establish a dialog and build a relationship (McCartney et al., 2018).

1.2. Theoretical Framework



Figure 1: Marketing Communication Mix by Kotler & Keller (2012)

Figure 1 presents the theoretical framework to be used in the study. It shows the different marketing communication mixes used to create a promotion strategy. An organization's marketing communications are a collection of techniques, tactics, and methods used to educate customers about its products, services, or brand. In marketing communications, firms attempt to inform, persuade and remind their customers - directly and indirectly - of the products and brands they sell (Kotler & Keller, 2012).

Advertising

Advertising is any form of paid, commercial promotion of concepts, products, or services to promote a business. To attract potential customers, businesses use print media similar to flyers, magazines, newspapers, and magazines broadcast or public media such as radio and television, wherein potential and interested customers can listen to a business's product or service (Sundararaj & Rajeesh, 2021). Another is display media, which includes billboards, signs, and posters; wireless electronic media, including audiotapes, videotapes, video disks, Compact Disc Read-Only Memory, and websites. Advertising is more likely to be used by companies with deep pockets or many competitors in the market. As well as being unique, the advertising message must be so. Advertising messages that are unique and compelling have a stronger connection with their target audience than those that are not (Fifield, 2012).

Direct Marketing

Direct marketing relies on direct communication or distribution to individual customers rather than through a third party, such as mass media (Zaretsky & Kenton, 2007). Emailing clients for upcoming product releases, asking for a client's mobile number or social media for texting campaigns, and sending complimentary items similar to their orders to advertise new products and elicit feedback are among the tactics used in direct marketing. It is called direct marketing because it generally eliminates the middleman, such as advertising media (Adesoga, 2016).

Events and Experiences

This marketing communication mix includes company-sponsored activities and programs designed to create particular interactions with customers and potential customers. Recreational activities, the arts, entertainment, and brand-related events, as well as more informal activities—are all supported by the company and intended to foster regular or unique brand-related interactions with customers (Vitek, 2020). In these events, customers and potential customers can experience a business's product or service to test its efficiency. Events like these also allow companies to showcase their new products or services to interested customers (Dudovskiy, 2013). Repurposing previous successful advertising techniques and working with other entrepreneurs, businessmen, or organizations such as non-profit organizations, wherein customers can aid causes to set up these events are also being executed in this marketing communication mix (Verma, 2008).

Interactive Marketing

Online campaigns and activities are intended to engage users, either directly or indirectly, to increase brand recognition, enhance the perception of a company, or encourage the purchase of goods and services (Grewal & Levy, 2022). In this communication mix, customers can interact with companies online and have their questions answered. Interactive marketing has recently gained popularity as a marketing communication tool (Fifield, 2012). Among the most successful interactive marketing campaigns is that of Amazon.

Interactive marketing is a strategy that uses engaging visuals or videos to get the audience to engage with a business' content. This form of marketing captures one's customer's attention, delights them, and creatively presents one's product or service (Khan, 2014). Examples of interactive marketing include customers participating in online giveaways, taking online forms to find which product caters to their needs, online campaigns, and interactive storytelling.

Personal Selling

Selling through a person is known as personal selling (usually in a face-to-face setting). Salespeople, specifically in customer service, representatives, brand ambassadors, and even influencers, are included in this group. They aim to enlighten, persuade, and warm up potential customers to buy or try a product or service by utilizing their expertise, specialized knowledge, and communication skills. It is not just the communication skills of an entrepreneur that matter when it comes to personal selling; it is also how the product is being represented and explained because they are more intrigued with the knowledge of how the product works (Campbell et. al., 2009).

Public Relations & Publicity

This marketing communication mix includes a wide range of initiatives designed to enhance or safeguard a company's reputation or its branding for each product, whether directed at company employees or customers, other businesses, the government, or the media (Fifield, 2012). Public relations turn brand messages into stories that appeal to the media and target audiences by turning them into compelling stories. News, strategies, and campaigns are amplified through partnerships with newspapers, journalists, and other relevant organizations to create a positive view of the company. Through this, customers and potential customers can assess the credibility of a business and the products or services they offer (Mariani et.al., 2022). Publicity concerns presence in the media. It creates public awareness for a brand. It is a promotion used to attract attention. (Vitek, 2020). This is an excellent public image of the company. The idea behind the public image is that the perceptions and beliefs that the general public may hold about a person or a business

may need to be revised. Firms with an excellent public image attract potential customers (Stonedahl et. al., 2010). Additionally, being aided by a public figure to promote one's product will build ease around the customers, potential customers, and the enterprise (Padveen, 2017).

Sales Promotion

In this marketing communication mix, a business can promote its products through sales and discounts (Todorova, 2015). To attract customers to try more of a business's products or services, one can bundle a few together at a discounted price and make a gift bundle. Discounts attract customers because of the loss aversion principle. Furthermore, discounts create a sense of joy by releasing happy chemicals, namely, oxytocin, that generate excitement and make the customer feel like they saved money (Nartea et. al., 2017). Entrepreneurs can also use different holidays to promote their products or services to attract more customers. Holiday promotions could be discounts or other deals valid only during the holidays. The most common promotion strategy in this communication mix to attract more customers is BOGO Deals, which means "buy one, get one." These deals allow customers to purchase one product and get another product for free or for a reduced price (Garcia et. al., 2007). Customers are most likely to buy BOGO deals because the products seem to have no extra cost and are more valuable due to the agreement (Bronson et. al., 2014).

Word-of-Mouth

These are oral, written, or electronic interactions between individuals that discuss the benefits of using or buying goods or services or user experiences. In addition to being one of the most widely used communication tools, it allows customers to inform others about the goods and services they recently purchased (Hayes, 2022). A brand's image is determined by the customer's perception of the brand and by what he tells others about the brand. Because it's free, word-of-mouth marketing may be the least expensive form of advertising a business can engage in. However, it is also one of the most challenging forms of advertising because entrepreneurs have no control over what is said about their business or by whom (Fifield, 2012). Through word-of-mouth, customers are drawn to a product or service that their friends or family speak highly about, has good reviews on social media, or when many people talk about the product or service (Chen & Xie, 2018).

1.3. Research Questions

The objective of this study is to investigate the preferred marketing communication mix of millennial consumers as a basis for promotion strategy. Specifically, this research aimed to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 age,
 - 1.2 sex;
 - 1.3 level of education, and;
 - 1.4 number of years of work experience?

2. What is the marketing communication mix of the respondents in terms of:

- 2.1 Advertising
- 2.2 Direct Marketing
- 2.3 Interactive Marketing
- 2.4 Personal Selling
- 2.5 Public Relations
- 2.6 Publicity
- 2.7 Sales Promotion
- 2.8 Word-of-Mouth

3. What is the preferred marketing communication mix of the respondents?

4. What is the marketing communication mix dominantly preferred by the respondents when grouped based on their profiles?

- 4.1 age
- 4.2 sex
- 4.3 level of education
- 4.4 number of years in service

2. Methodology

2.1. Research Design

This study utilized the descriptive research design. Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions but not why questions (Nassaji, 2015). In this study, the phenomenon that was investigated is the preferred marketing communication mix of entrepreneurs. The descriptive research design was utilized in providing data to answer the indicated statement of the problems. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Albers, 2017). The quantitative method was used during the data collection. In order to gather data needed, survey questionnaires were utilized. The quantitative data that were gathered through this research were utilized in the interpretation of data and identification of findings.

2.2. Research Locus and Sample

This study was conducted at Doha, State of Qatar. A total of one hundred millennial customers were chosen as respondents in this study, fifty male respondents and fifty female respondents. The researchers applied the quota and purposive sampling technique in selecting the respondents. Quota sampling ensures that a certain characteristic of a population sample was represented to the exact extent that the investigator desires (Futri et al., 2022). While purposive sampling is to select a specific group of individuals or units for analysis. This method is appropriate when the researcher has a clear idea of the characteristics or attributes they are interested in studying and wants to select a sample representative of those characteristics (Heath, 2020). The researchers purposely selected the millennial customers as their respondents since it is only with the knowledge and experience of one they could answer the survey questionnaire reliably. This combined sampling technique involves the identification and selection of individuals or groups of individuals that are proficient and well-informed with a phenomenon of interest within a given quota.

2.3. Research Instrument

A self-made questionnaire was developed based on the different variables involved in the study. The questionnaire was checked by experts to ensure the reliability and validity of the items.

The first part of the instrument included the letter to the respondents, the second part is the demographic profile of the respondents, and the third part contained the various types of marketing communication mix: Advertising, Direct Marketing, Online Marketing, Personal Selling, Public Relations, Publicity, Sales Promotion, and Word of Mouth.

2.4. Development and Validation of the Instrument

STEP 1 – Content Validation

In this stage, a formal assessment by the experts into the appropriateness of content and identification of misunderstandings or omissions were checked. The theoretical framework of the communication mix was used as the basis.

STEP 2 – Face Validation

In this stage, the researchers sought the help of the experts in the review of the questionnaire. The clarity, comprehensibility, and appropriateness of the indicators for the target respondents were examined.

STEP 3 – Final Administration

The researchers administered the valid questionnaire to the 100 respondents. The administration was done during the month of March 2023, and collection of questionnaires and tallying of responses were made after.

Parts of the Research Instrument

1. Personal Data Form. This includes items of particular details of the respondents which are as follows:

Table 1. *Table of Demographic Variables*

Area	Item Placement
Age	26-30
	31-35
	36-40
	41-45
Sex	Male
	Female
Level of Education	Undergraduate Bachelor
	Bachelor's Degree
	Tertiary Undergraduate
	Master's Degree
	Doctorate Degree
Number of Years in Service	Below 4 years
	5-8 years
	9-12 years
	13 years and above
	Unemployed

2. Marketing Communication Mix. The Marketing Communication Mix items were used to create a promotional strategy. It includes eight types as shown in the table.

Table 2. *Table of Specification for the Marketing Communication Mix*

Area	Number of Items	Item Placement
Advertising	3	1-3
Direct Marketing	3	4-6
Events and Experiences	3	7-9
Interactive Marketing	3	10-12
Personal Selling	3	13-15
Public Relations and Publicity	3	16-18
Sales Promotion	3	19-21
Word-of-Mouth	3	22-24

The following codes were used:

- 1- Never
- 2- Rarely
- 3- Often
- 4- Always

Below is the scale used:

Table 3. *Scale Used in Interpreting the Means Computed*

Scale	Description	Interpretation
1.0 - 1.74	Never	Not Preferred at all
1.75 - 2.49	Rarely	Slightly Preferred
2.50 - 3.24	Often	Moderately Preferred
3.25 - 4.00	Always	Dominantly Preferred

2.5. Data Gathering Procedure

The data was collected in the following manner: First, the number of respondents was determined through the quota and purposive sampling techniques. Second, millennial customers, fifty male respondents and fifty female respondents, were selected. It was made sure that respondents are English speakers to ensure that they clearly understood all the items of the questionnaire. It was ascertained too that all the respondents are willing to participate in the conduct of the research. The third step was the actual administration of the questionnaire to the respondents, followed by its retrieval. The questionnaires were collected, responses were tallied and analyzed using the given scale.

2.6. Statistical Treatment of Data

The following statistical tools were used for the interpretation of data:

Frequency and Percentage. These were used to establish the profiles of the respondents in terms of age, sex, level of education, and number of years of work experience.

Mean. This was used to determine the level of marketing communication mix as perceived by the respondents and the dominant communication mix by the respondents and the dominant communication mix used by the respondents.

3. Results

The objective of this study is to find out the preferred marketing communication mix of millennial customers. The results of this study will help current and potential business owners create promotional strategies that will help them reach millennial customers. Additionally, the results of this study answer the different research questions presented in the introduction part of the paper.

Table 4. *The Demographic Profile of the Respondents in terms of Age*

Age	Frequency	Percentage
26-30	23	23%
31-35	26	26%
36-40	39	39%
41-45	12	12%
Total	100	100%

Table 4 presents the respondents when grouped by age. The majority, comprising 39% of the total respondents, falls within the 36–40 age bracket. Followed by 26% which falls under the 31-35 age range, 23% in the age bracket of 26-30, and 12% under the age bracket of 41 - 45.

It has been stated that “Age is the age of an individual at which life events and transitions take place.” Millennials under the age group of 36 and above comprise an estimated 51 percent of the total

population of millennials around the world (DeVaney, 2015). Additionally, millennials that fall under the age bracket of 36-40 have the highest financial literacy rates compared to the other millennial age groups due to their understanding of modern age financial technology (Xiao et al., 2015). This could be interpreted to mean that the majority of the respondents have the highest financial literacy rates.

Table 5. *The Demographic Profile of the Respondents in terms of Sex*

Sex	Frequency	Percentage
Male	50	50%
Female	50	50%
Total	100	100%

Table 5 shows the distribution of respondents according to sex. It can be seen in the table that there is an equal number of male and female respondents with 50% identifying as male and the remaining 50 percent as female.

Table 6. *The Demographic Profile of the Respondents in terms of Level of Education*

Level of Education	Frequency	Percentage
Undergraduate Bachelor	11	11%
Bachelor's Degree	59	59%
Tertiary Undergraduate	18	18%
Master's Degree	10	10%
Doctor's Degree	2	2%
Total	100	100%

Table 6 presents the respondents when grouped according to level of education. The majority, comprising 59% of the total respondents, have completed a Bachelor's degree, followed by 18% who have completed Tertiary Undergraduate studies, 11% who are Undergraduate Bachelors, 10% who have attained a Master's Degree, and 2% who have completed a Doctorate Degree. This can be interpreted to mean that the majority of the respondents are bachelor's degree holders, while only 2% of the respondents are with doctorate degree.

The Bachelor Degree currently accounts for 59% of all good jobs due to greater demand for workers with at least a four-year college education. Nearly three out of four BA jobs (74%) are good jobs. This pathway comprises a majority of professional and technical jobs, including those held by doctors, lawyers, engineers, accountants, computer programmers, journalists, architects, and managers, among many others." (Carnevale et al., 2018). This shows that the bachelor's degree is one of the degrees that is more accessible to the majority and the degree required by most jobs which explains why the majority of the respondents graduated with a bachelor's degree, comprising 59%.

Table 7. *The Demographic Profile of the Respondents in terms of Number of Years in Service*

Number of Years in Service	Frequency	Percentage
Below 4 years	8	8%
5-8 years	22	22%
9-12 years	24	24%
13 years and above	40	40%
Unemployed	6	6%
Total	100	100%

Table 7 presents the respondents when grouped by their number of years in service. The majority, accounting for 40% of the total respondents, consists of individuals with 13 years or more of service, followed by 24% with 9-12 years of service, 22% with 5-8 years, 8% with less than 4 years of service. Notably, 6% of the respondents are presently unemployed.

Organizational tenure, representing the duration of one's service with a specific employer, significantly impacts work commitment, job satisfaction, and turnover intention. Research indicates that longer organizational tenure correlates with stronger work commitment and higher job satisfaction. This suggests that employees who have served for extended periods have likely received substantial benefits from the company, which could explain why a majority of our respondents reported having worked for 13 years or more (Teclaw et al., 2014).

Table 8. *The Marketing Communication Mix of the Respondents along Advertising*

Advertising	Mean	Interpretation
1. I am interested in products I see through print media, such as: newspapers and magazines.	2.74	Moderately Preferred
2. I carefully listen to product or service offers in television, radio, and other forms of public media.	3.12	Moderately Preferred
3. I carefully listen to product or service offers in television, radio, and other forms of public media.	3.12	Moderately Preferred
Weighted Mean	2.99	Moderately Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 8 displays the marketing communication mix of the respondents along Advertising. The weighted mean yielded to 2.99 which is qualitatively described as "moderately preferred" by the respondents. The three indicators under this marketing mix all yielded to a mean, which is described as

“moderately preferred”. These are as follows: “I carefully listen to product or service offers in television, radio, and other forms of public media.” (3.12), followed by “I have a preference for products or services that are being promoted on display media, such as billboards, signs, posters, and websites.” (3.12), and “I am interested in products I see through print media, such as newspapers and magazines.” (2.74). As shown in the table, two of the indicators have the same computed means, which is 3.12; these are the indicators 2 and 3.

This could be interpreted to mean that the millennial customers moderately preferred advertising within the context of carefully listening to products or services being offered in public media such as television and radio being promoted on display media such as billboards, signs, posters, and websites, and those that see through print media such as newspapers and magazines. This could be largely attributed to their inherent digital savviness and a desire for engagement and personalization. Growing up in an era dominated by technology, this generation is more receptive to digital advertisements, particularly those that are interactive, visually compelling, and personalized to their interests and values (Smith, 2012). They value authenticity and content that resonates with their experiences and ethical standards, making them more responsive to advertisements that are not just promotional but also informative, entertaining, or socially responsible (Lammersma & Wortelboer, 2012).

Table 9. *The Marketing Communication Mix of the Respondents along Direct Marketing*

Direct Marketing	Mean	Interpretation
4. I share my contact information on various social media platforms like Facebook and Instagram to be updated on upcoming product releases.	2.29	Slightly Preferred
5. I give my mobile number so that I am immediately informed of any new offers in a store.	2.27	Slightly Preferred
6. I am urged to buy from a telemarketer advertising through the phone.	1.94	Slightly Preferred
Weighted Mean	2.17	Slightly Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 9 displays the marketing communication mix of the respondents along Direct Marketing. The weighted mean yielded to 2.17 which is qualitatively described as “slightly preferred” by the respondents. The three indicators under this marketing mix all yielded to a mean, which is described as “slightly preferred”. These are as follows: “I share my contact information on various social media platforms like Facebook and Instagram to be updated on upcoming product releases.” (2.29), followed by “I give my mobile number so that I am immediately informed of any new offers in a store.” (2.27), and “I am urged to buy from a telemarketer advertising through the phone.” (1.94).

This could be interpreted to mean that millennial customers slightly preferred direct marketing as part of the marketing communication mix for several reasons, reflecting their unique preferences and consumption habits. Firstly, millennials value privacy and control over their digital experiences, often viewing unsolicited direct marketing—such as emails, direct mail, or telemarketing—as intrusive or spammy. They are

adept at using technology to filter out unwanted content, employing spam filters and ad blockers (Fromm & Garton, 2013). Furthermore, this generation seeks authenticity and personalized interactions that direct marketing often fails to deliver. Millennials prefer engaging, two-way communications that allow them to interact with brands on their terms, through their preferred platforms like social media or apps, rather than being targeted by generic, one-way marketing messages (Padveen, 2017).

Table 10. *The Marketing Communication Mix of the Respondents along Events and Experiences*

Events and Experiences	Mean	Interpretation
7. I attend the events of various businesses or entrepreneurs to see new goods and services.	2.06	Slightly Preferred
8. I attend the events of various businesses or entrepreneurs to experience their products first-hand.	2.01	Slightly Preferred
9. I prefer buying products or services that collaborate with non-profit organizations to aid causes and promote humanitarian wellness activities.	2.65	Moderately Preferred
Weighted Mean	2.24	Slightly Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 10 displays the marketing communication mix of the respondents along Events and Experiences. The weighted mean yielded to 2.24 which is qualitatively described as “slightly preferred” by the respondents. There is one indicator that emerged to be as “moderately preferred” which is “I prefer buying products or services that collaborate with non-profit organizations to aid causes and promote humanitarian wellness activities.” as supported by the mean computed which is 2.65, and the other two yielded to means described as “slightly preferred” “I attend the events of various businesses or entrepreneurs to see new goods and services.” (2.06), and “I attend the events of various businesses or entrepreneurs to experience their products first-hand.” (2.01).

This could be interpreted to mean that millennial customers slightly preferred events and experiences as part of the marketing communication mix, potentially due to factors such as the financial burden associated with attending events, which aligns with their budget-conscious tendencies (Ogbeide et al., 2013).

Table 11. *The Marketing Communication Mix of the Respondents along Interactive Marketing*

Interactive Marketing	Mean	Interpretation
10. I like participating in giveaways and contests held on online platforms (ex. Youtube and Facebook).	2.32	Slightly Preferred
11. I take online forms seriously to find out which products or services cater to me (ex. Google forms).	2.49	Slightly Preferred
12. I am interested in products or services when campaigned online and engage with the target market by asking questions and making comments.	2.60	Moderately Preferred
Weighted Mean	2.47	Slightly Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 11 displays the marketing communication mix of the respondents along Interactive Marketing.

The weighted mean yielded to 2.47 which is qualitatively described as “slightly preferred” by the respondents.

There is one indicator that emerged to be “moderately preferred” which is “I am interested in products or services when campaigned online and engage with the target market by asking questions and making comments.” as supported by the mean computed which is 2.60, and the other two yielded to means described as “slightly preferred” “I take online forms seriously to find out which products or services cater to me (ex. Google forms.” (2.49), and “I like participating in giveaways and contests held on online platforms (ex. Youtube and Facebook).” (2.32).

This could be interpreted to mean that the millennial customers slightly preferred interactive marketing among millennials might stem from issues like digital content saturation, leading to engagement fatigue, heightened privacy concerns over data use, and experiences of poorly executed campaigns that lack relevance or fail to offer genuine value (Moore, 2012). Effective interactive marketing for millennials demands strategic personalization, respecting their data privacy, and delivering authentic, high-quality content that aligns with their interests and values. Failure in these areas can result in a disconnect, making interactive marketing less appealing to this demographic despite its potential for deep, meaningful engagement (Veiga et al., 2017).

Table 12. *The Marketing Communication Mix of the Respondents along Personal Selling*

Personal Selling	Mean	Interpretation
13. I am interested to buy products when the salesperson is confident and knowledgeable about what he or she is promoting.	3.21	Moderately Preferred
14. I am eager to buy a product or service when given a brief explanation on how it works.	3.09	Moderately Preferred
15. I am motivated to buy a product when a salesperson takes the initiative to give advice on how to apply or use their product.	3.16	Moderately Preferred
Weighted Mean	3.15	Moderately Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 12 displays the marketing communication mix of the respondents along personal selling. The weighted mean yielded to 3.15 which is qualitatively described as “moderately preferred” by the respondents. All the three indicators under this marketing mix all yielded to a mean that is described as “moderately preferred”, these are as follows: “I am interested to buy products when the salesperson is confident and knowledgeable about what he or she is promoting” (3.21), “I am motivated to buy a product when a salesperson takes the initiative to give advice on how to apply or use their product” (3.16), and “I am eager to buy a product or service when given a brief explanation on how it works” (3.09).

This could be interpreted to mean that millennials moderately preferred personal selling because it offers genuine, one-on-one interactions that are tailored to their needs. This approach allows for trust to be built through direct conversation, making it easier for millennials to get detailed product information and answers to their questions. Personal selling aligns with their values, as it provides a personalized and informed shopping experience, and showcases a brand's commitment to ethics and social responsibility (Adesoga, 2016).

Table 13. *The Marketing Communication Mix of the Respondents along Public Relations and Publicity*

Public Relations and Publicity	Mean	Interpretation
16. I make sure that the business where I buy a product or service from has a good public image.	3.34	Dominantly Preferred
17. I make sure to read the latest news regarding a business to see their achievements and assess their credibility.	3.10	Moderately Preferred
18. I feel at ease and confident when using a product promoted by a well-known public figure.	2.99	Moderately Preferred
Weighted Mean	3.14	Moderately Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 13 displays the marketing communication mix of the respondents along with public relations and publicity. The weighted mean yielded to 3.14 which is qualitatively described as “moderately preferred” by the respondents.

One indicator in this area yielded to a mean that is described as “dominantly preferred” by the respondents - “I make sure that the business where I buy a product or service from has a good public image” (3.34). While the other two indicators yielded to means that are described as “moderately preferred” by the respondents such as: “I make sure to read the latest news regarding a business to see their achievements and assess their credibility” (3.10), and “I feel at ease and confident when using a product promoted by a well-known public figure” (2.99).

This could be interpreted that millennials moderately preferred public relations and publicity. The respondents make sure to buy or purchase products with a good public image. Public image is one of the major considerations for the respondents before making a purchase.

Public Relations and Publicity is an effective marketing communication mix towards millennial customers because its methods align with their values of authenticity, transparency, and social responsibility. This demographic values storytelling that connects on an emotional level, showcasing real-world impacts and the human side of brands. They are more likely to support companies that they perceive as making a positive difference in the world, which can be effectively communicated through PR (Naumovska, 2017). Furthermore, millennials rely heavily on social media and online content, platforms where PR and publicity campaigns are prominently featured and can be shared, increasing reach and engagement. Public relations efforts that involve community engagement, environmental sustainability, and corporate social responsibility initiatives particularly appeal to millennials, as they seek to support brands whose values align with their own (Munsch, 2021).

Table 14. *The Marketing Communication Mix of the Respondents along Sales Promotion*

Sales Promotion	Mean	Interpretation
19. I am interested in buying more when products are turned into gift packages and sold at discounted prices.	3.14	Moderately Preferred
20. I often buy products during holidays (ex. Christmas and New Year).	3.16	Moderately Preferred
21. I participate in offers like “buy one get one free” to try new products.	3.27	Dominantly Preferred
Weighted Mean	3.19	Moderately Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 14 displays the marketing communication mix of the respondents along sales promotion. The weighted mean yielded to 3.19 which is qualitatively described as “moderately preferred” by the respondents.

One of the three indicators have been found to be “dominantly preferred” by the respondents - I participate in offers like “buy one get one free” to try new products with a mean of 3.27 The other two indicators yielded to means that are described as “moderately preferred” - I often buy products during holidays (ex. Christmas and New Year) (3.16), and I am interested in buying more when products are turned into gift packages and sold at discounted prices (3.14).

This could be interpreted to mean that sales promotions are moderately preferred by millennial customers within the marketing communication mix due to their value-driven shopping habits and preference for cost-efficiency. Millennials, having come of age during economic uncertainties and carrying significant financial burdens like student loans, are particularly attracted to deals, discounts, and promotions that offer more for their money (Atussolihah & Sari, 2020). Promotions provide a tangible incentive for purchase, making products and services more accessible and appealing by reducing the financial risk associated with trying something new. Additionally, the digital-savvy nature of millennials means they are well-positioned to take advantage of online sales and promotions, which can be easily found through social media, apps, and websites. The immediacy and convenience of accessing these deals appeal to their preference for digital engagement and efficiency (Antunes et al., 2022).

Table 15. *The Marketing Communication Mix of the Respondents along Word-of-Mouth*

Word-of-Mouth	Mean	Interpretation
22. I am more likely to buy when my friends and family members speak highly about the product or service.	3.19	Moderately Preferred
23. I am interested in a product when I hear a large number of people talking about it.	3.04	Moderately Preferred
24. I am drawn to businesses with good reviews on social media (ex. Instagram, Facebook, and TikTok).	3.24	Moderately Preferred
Weighted Mean	3.16	Moderately Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 15 displays the marketing communication mix of the respondents along word-of-mouth. The weighted mean yielded to 3.16 which is qualitatively described as “moderately preferred” by the respondents. All the three indicators under this marketing mix all yielded to a mean that is described as “moderately preferred”, these are as follows: “I am drawn to businesses with good reviews on social media (ex. Instagram, Facebook, and TikTok)” (3.24), “I am more likely to buy when my friends and family members speak highly about the product or service” (3.19), and “I am interested in a product when I hear a large number of people talking about it” (3.04).

This could be interpreted to mean that word-of-mouth is moderately preferred by millennial customers as a marketing communication mix due to its authenticity and trustworthiness. Millennials place a high value on the opinions and recommendations of their peers, friends, and family, as well as user-generated content and reviews available online (Libanda & Nzorubara, 2017). The digital landscape has amplified the impact of word of mouth for millennials, with social media platforms and review sites providing a vast and accessible forum for sharing experiences and opinions about products and services. This connectivity enables millennials to easily seek out and share recommendations, significantly influencing their purchasing decisions (Shidqi & Noor, 2019).

Table 16. *The Marketing Communication Mix of the Respondents*

Marketing Communication Mix	Mean	Interpretation
Advertising	2.99	Moderately Preferred
Direct Marketing	2.17	Slightly Preferred
Events and Experiences	2.24	Slightly Preferred
Interactive Marketing	2.47	Slightly Preferred
Personal Selling	3.15	Moderately Preferred
Public Relation and Publicity	3.14	Moderately Preferred
Sales Promotion	3.19	Moderately Preferred
Word-of-Mouth	3.16	Moderately Preferred

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 16 displays the summary means of the preferred marketing communication mix of millennials from greatest to least preferred. As the data was summarized, five out of eight marketing communication mix emerged to be “moderately preferred” as supported by the computed means: Sales Promotion (3.19), Word-of-Mouth (3.16), Personal Selling (3.15), Public Relations and Publicity (3.14), and Advertising (2.99). Meanwhile, three out of five marketing communication mix emerged to be “slightly preferred” as supported by the computed means: Interactive Marketing (2.47), Events and Experiences (2.24), and Direct Marketing (2.17).

This could be interpreted to mean that respondents based on computed means preferred the following: Sales and Promotion, Word of Mouth, Personal Selling, Public Relations and Publicity, and Advertising, while the other marketing communication mix were moderately preferred or used by the respondents.

This could be interpreted to mean that millennials' marked preference for sales promotions over other marketing communication strategies can be attributed to a confluence of generational traits and economic realities. Raised in the digital era, they are exceptionally savvy in leveraging online and social media platforms to scout for deals, aligning with their preference for digital convenience and efficiency (Nartea et al., 2017). Having come of age during the financial uncertainties of the late 2000s, millennials exhibit a

pronounced economic prudence, seeking to maximize the value of every purchase through discounts and special offers. Coupled with a general skepticism toward traditional advertising, these factors collectively make sales promotions a uniquely effective way to engage with the millennial consumer, offering them the tangible value and experiential opportunities they highly prize (Júnior et al., 2023).

Table 17. *The Dominant Marketing Communication Mix Used by the Respondents when Grouped According to Age*

Age	Advertising	Direct Marketing	Events and Experiences	Interactive Marketing	Personal Selling	Public Relations and Publicity	Sales Promotion	Word-of-Mouth
26-30	2.84	2.26	2.36	2.67	3.29	3.23	3.20	3.32
31-35	2.84	1.94	1.96	2.22	2.92	2.95	3.08	3.10
36-40	3.14	2.21	2.27	2.53	3.18	3.20	3.26	3.17
41-45	3.22	2.33	2.50	2.44	3.31	3.22	3.19	2.92

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 17 shows the dominant marketing communication mix preferred by the respondents when grouped according to their variables specifically their age. Based on the table, the respondents with the age bracket 26-30 dominantly preferred the word of mouth marketing communication mix as displayed in the table which is supported with the computed mean which is 3.32, qualitatively described as “Dominantly Preferred”. Moreover, the respondents with the age bracket 31-35 dominantly preferred the same marketing communication mix which is word of mouth as supported by the computed mean of 3.10. Meanwhile, the respondents with the age bracket 36-40 dominantly preferred sales and promotion. This is supported by the computed mean of 3.26. And, the same table shows that personal selling is dominantly preferred by the respondents under the age bracket 41-45, with the mean 3.31.

It could be interpreted to mean that millennials in the 36-40 age group often navigate substantial financial responsibilities, such as mortgages, child care, and savings. This stage of life heightens the importance of finding value in every expenditure. Sales promotions, through discounts, coupons, and special offers, directly cater to their desire for financial optimization (Antunes et al., 2022).

Table 18. *The Dominant Marketing Communication Mix Used by the Respondents when Grouped According to Sex*

Sex	Advertising	Direct Marketing	Events and Experiences	Interactive Marketing	Personal Selling	Public Relations and Publicity	Sales Promotion	Word-of-Mouth
Male	2.92	2.09	2.18	2.39	3.05	3.00	3.18	3.07
Female	3.07	2.25	2.30	2.55	3.26	3.29	3.20	3.24

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 18 shows the dominant marketing communication mix preferred by the respondents when grouped according to sex variable. Based on the table, the respondents under the male sex dominantly preferred the sales and promotion marketing communication mix as displayed in the table which is supported with the computed mean which is 3.18, qualitatively described as “Moderately preferred” Moreover, the respondents under the female sex “Dominantly Preferred” the public relations and publicity marketing communication mix as displayed in the table which is supported with the computed mean which is 3.29.

This could be interpreted to mean that female millennials show a stronger preference for public relations and publicity because these methods often focus on storytelling, brand values, and the broader impact of a brand on society and the environment (Canavari et. al., 2010). Women in this demographic are often drawn to brands that demonstrate a commitment to social responsibility, ethical practices, and community engagement—themes commonly promoted through PR and publicity efforts. This group tends to value authenticity and meaningful connections with brands, appreciating when companies take stands on issues they care about and communicate these stances through compelling narratives (Stonedahl et. al., 2010).

Male millennials are drawn to sales and promotion for several reasons. This preference could stem from a more straightforward approach to purchasing, where immediate value, convenience, and cost savings are significant factors. Sales promotions, including discounts, special offers, and limited-time deals, directly appeal to these priorities by offering clear financial incentives and straightforward decision-making criteria. Additionally, the competitive nature of finding and utilizing promotions can be appealing, offering a sense of achievement in securing the best deal (Shujahat et. al., 2017).

Table 19. *The Dominant Marketing Communication Mix Used by the Respondents when Grouped According to Level of Education*

Level of Education	Advertising	Direct Marketing	Events and Experiences	Interactive Marketing	Personal Selling	Public Relations and Publicity	Sales Promotion	Word-of-Mouth
Undergraduate Degree	2.97	2.15	2.03	2.45	3.09	3.15	3.18	3.24
Bachelor's Degree	2.94	2.23	2.24	2.55	3.22	3.21	3.18	3.28
Tertiary Undergraduate	3.00	2.06	2.24	2.22	2.89	2.93	3.20	2.85
Master's Degree	3.17	2.13	2.37	2.37	3.17	3.03	3.10	2.93
Doctorate Degree	3.67	1.67	2.83	2.83	3.83	3.67	3.83	3.00

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 19 shows the dominant marketing communication mix preferred by the respondents when grouped according to their variables, specifically their level of education. Based on the table, the respondents who completed undergraduate bachelors dominantly preferred the word-of-mouth marketing communication mix as displayed in the table which is supported with the computed mean which is 3.24, qualitatively described as "Moderately Preferred". Moreover, the respondents who completed a bachelor's degree dominantly preferred the same marketing communication mix which is word-of-mouth as supported by the computed mean of 3.28. Meanwhile, the respondents who completed as a tertiary undergraduate moderately preferred sales and promotion. This is supported by the computed mean of 3.20. Next, the same table shows that advertising and personal selling is moderately preferred by the respondents who completed a master's degree, with the mean 3.17. Lastly, the respondents who completed a doctorate degree dominantly used personal selling and sales and promotion with a mean of 3.83.

The highest mean computed is 3.83 for both personal selling and sales and promotion. Based on the data shown, the respondents who are doctorate degree dominantly preferred these marketing communication mix. This could be interpreted to mean that those respondents with the highest level of attainment consider personal selling and sales and promotion both vital when making a purchase.

Table 20. *The Dominant Marketing Communication Mix Used by the Respondents when Grouped According to Number of Years in Service*

Number of Years in Service	Advertising	Direct Marketing	Events and Experiences	Interactive Marketing	Personal Selling	Public Relations and Publicity	Sales Promotion	Word-of-Mouth
Below 4 years	3.04	2.42	2.58	2.79	3.25	3.17	3.04	3.04
5-8 years	2.74	2.18	2.00	2.47	3.12	3.15	3.18	2.74
9-12 years	3.01	1.95	2.03	2.35	3.14	3.18	3.33	3.01
13 years and above	3.10	2.23	2.43	2.49	3.15	3.07	3.15	3.10
Unemployed	3.06	2.22	2.28	3.49	3.22	3.44	3.11	3.06

Legend:

Scale (Interpretation)

1.0 - 1.74 (Not Preferred at all); 1.75 - 2.49 (Slightly Preferred); 2.50 - 3.24 (Moderately Preferred); 3.25 - 4.00 (Dominantly Preferred)

Table 20 shows the dominant marketing communication mix preferred by the respondents when grouped according to their variables, specifically their number of years of work experience. Based on the table, the respondents with work experience below 4 years dominantly preferred the personal selling marketing communication mix as displayed in the table which is supported with the computed mean which is 3.25, qualitatively described as "Dominantly Preferred". Moreover, the respondents with work experience for 5-8 years dominantly preferred the word-of-mouth marketing communication mix as supported by the computed mean of 3.3. Meanwhile, the respondents with work experience for 9-12 years preferred the same marketing communication mix which is word-of-mouth. This is supported by the computed mean of 3.36. Next, the respondents with work experience above 13 years dominantly preferred the personal selling and sales and promotion marketing communication mix as supported by the computed mean of 3.15. Lastly, the respondents who are unemployed dominantly used public relations and publicity with a mean of 3.44.

It is clearly viewed from the table that unemployed respondents always consider public relations and publicity as their basis when making a purchase.

4. Discussion

This study is focused on the preferred marketing communication mix of the millennial customers. The results of this study is the basis of the promotional strategies.

Based on the data gathered out of 100 respondents, 39 are with the age bracket 36-40, 26 under the bracket 31-35, 23 under the bracket 26-30, and 12 under the age bracket 41-45. There are 50 females and 50 males. Their level of education showed that the majority are bachelor's degree holders (59), followed by tertiary undergraduates (18), undergraduate bachelor (11), master's degree (10), and doctorate degree (2).

In terms of the preferred marketing communication mix of the millennial customers five out of the eight communication mix emerged as often preferred by the respondents, which are as follows: Sales and Promotion, Word-of-Mouth, Personal Selling, Public Relations and Publicity, and Advertising. Meanwhile, three out of the eight marketing communication mix, which are Interactive Marketing, Events and Experiences, and Direct Marketing are 'rarely' preferred marketing communication mix of the respondents.

Focusing on the most preferred marketing communication mix, Sales and Promotion is the most predominant choice of the millennial customers. Sales and promotions, the marketing communication mix with the highest total mean, are often the most preferred marketing communication mix for millennials due to their unique combination of value-driven priorities and digital engagement habits. This demographic, known for being budget-conscious partly due to economic challenges like student debt and a competitive job market, is particularly attracted to the immediate financial benefits that sales and promotions offer (Das, 2021). These incentives align with millennials' desire for cost efficiency, enabling them to maximize value and make their budgets stretch further (Llopis-Amorós et al., 2019).

The second 'often' preferred marketing communication mix of millennials is Word-of-Mouth. Millennials are known for their desire for authenticity and transparency in their interactions with brands. Word of mouth, being a naturally occurring form of endorsement, is perceived as genuine and trustworthy. It aligns with millennials' skepticism of overt marketing tactics and their preference for making informed decisions based on credible information (Berger, 2014). In essence, word of mouth marketing leverages the trust millennials have in their personal networks and the authenticity they seek in brand communications, making it a highly effective tool for influencing this demographic's purchasing behavior (Li et al., 2018).

The third 'often' preferred marketing communication mix of millennials is Personal Selling. It facilitates an immersive and interactive buying experience, essential for millennials who prioritize authenticity and meaningful engagement over transactional relationships. This method enables sellers to demonstrate products or services in real-time, adapt their pitch to the individual's reactions, and provide immediate, customized solutions. Such dynamic interactions are highly valued by millennials, who often seek validation of their choices through expert advice and personalized recommendations (Olariu, 2016).

The fourth 'often' preferred marketing communication mix of millennials is Public Relations and Publicity. The integration of PR and publicity with digital storytelling techniques and social media influencers can amplify the impact of these efforts, making them even more appealing to millennial audiences. This generation values the opinions of influencers and peers, seeing them as more relatable and trustworthy sources of information. When influencers share a brand's message or when a compelling story goes viral, it not only increases the brand's visibility but also enhances its credibility among millennials (Ehling et al., 2013). Moreover, millennials appreciate when brands use PR and publicity to take a stand on social and political issues, demonstrating a willingness to be part of broader societal conversations. This alignment with their personal values and the desire to see businesses contribute positively to society encourages millennials to engage with and support these brands more actively (David, 2013).

The fifth 'often' preferred marketing communication mix of millennials is Advertising. Millennials appreciate advertising that offers utility, such as educational content, tutorials, or interactive tools that add value beyond the product or service being promoted. This utility can manifest in various forms, from how-to videos that relate to the product, to interactive apps that enhance the user's lifestyle or knowledge in some way. Millennials are more likely to engage with and remember ads that help them solve a problem or improve their lives, not just those that sell. The integration of social causes and sustainability into advertising messages also strongly appeals to millennials. They prefer brands that not only talk about making a difference but also actively contribute to social and environmental causes (Arora et al., 2020). Advertising campaigns that highlight a company's commitment to these causes can significantly boost millennials' perceptions of the brand, fostering loyalty among a demographic that values action and responsibility. Moreover, millennials crave authentic, relatable stories in advertising. They want to see real people with real stories, not just polished models or celebrities (Oumlil & Balloul, 2020).

Furthermore, the Millennials' 'rarely' preferred marketing communication mix, which includes interactive marketing, events and experiences, and direct marketing, reflect their deep-seated values, digital native status, and lifestyle choices. While interactive marketing has potential, millennials often find overly aggressive or poorly executed strategies disengaging, compounded by their concerns over privacy and a desire for meaningful, non-intrusive engagement (Veiga et al., 2017). Although millennials are inclined towards unique and engaging experiences, the appeal of events can be dampened by factors like high costs, logistical inconveniences, and sustainability concerns, alongside a desire for events that offer personal relevance and align with their digital consumption habits. The effectiveness of these marketing communication strategies with millennials hinges on their ability to offer authentic, personalized experiences that respect their privacy, ethical standards, and digital-first nature (Ogbeide et al., 2013). Direct marketing methods, on the other hand, such as email blasts and cold calls, are typically viewed by millennials as intrusive and impersonal, clashing with their preference for authenticity and the ease with which they can now filter or block unwanted communications (Fromm & Garton, 2023).

5. Conclusion

Sales and Promotion can serve as the primary marketing communication mix of businesses who want millennials as their target market. The age of the respondents ranges from 26 to 45 years old. The respondents are evenly distributed between male and female sexes providing a non-biased data. The respondents have varying graduation degrees. The respondents have worked for different number of years.

To conclude, the marketing communication mix are directed towards different millennials by the businesses in terms of age, sex, level of education, and number of years of work experience. The most preferred marketing communication mix is Sales and Promotion. Based on mean in different demographics, Sales and Promotion is prominently preferred by ages between 36 to 40 years old. Based on sex, Sales and Promotion is more preferred by the male than the female. Furthermore, millennials who are tertiary undergraduates and millennials with a doctorate degree prefer sales and promotion. In addition, when respondents are grouped according to working experience, millennials working for 13 years and above prefer Sales and Promotion. On top of that, based on the grand mean, Direct Marketing has the lowest mean.

Based on the statistical and empirical findings, the following are recommended: millennial customers should use this study as a medium to find out what marketing communication mix businesses can do that are more effective and give more value to them as opposed to others. To entrepreneurs, they can utilize this study as a reference to market their product. This is done so they can grow their business effectively and become successful. Next, marketing officers can use the information gathered in this study to boost their company's overall performance. Lastly, future researchers can use this research as a guide to assist them with their research if their research problem involves topics related to business or marketing communication related studies.

Furthermore, based on the results, below are promotional strategies recommended for the top five preferred marketing communication mix that can be used by current and potential business owners of any industry. In terms of sales and promotion, companies can utilize bundle deals of complementing products at a discounted price to cater to millennial customers. For Word-of-mouth marketing, implementing a referral program can encourage existing customers to refer friends and family by offering incentives or rewards for successful referrals. It is essential to maintain a data bank of these referrals to monitor the customers who share their product experiences. Companies should invest in staff who are proficient in creating and managing referral programs and who can effectively monitor people's feedback on the product. In personal selling, a company can use a personalized and structured sales script that outlines key points and ensures a polished sales presentation. This strategy relies on employing skilled conversationalists who can persuade people to

use or purchase the offered products. For public relations and publicity, engaging with the community demonstrates a commitment to social responsibility. A business might adopt a specific community to test product efficiency, which can subsequently promote the product. Finally, in advertising, companies can benefit from forming associations with influencers or thought leaders within their industry to enhance their market presence and credibility.

6. References

- Adesoga, A. (2016). Examination of the relevance of personal selling in marketing activities: A descriptive method. *Journal of accounting and management*, 6(2), 103-116.
- Antunes, I., Martinez, L. M., & Martinez, L. F. (2022). The effectiveness of sales promotion techniques on the millennial consumers' buying behavior. *REMark*, 21(3), 784. <https://doi.org/10.5585/remark.v21i3.19997>
- Akman, P. (2013). Consumer versus customer. *Journal of Law and Society*, 37(2), 315-344. <https://doi.org/10.1111/j.1467-6478.2010.00506.x>
- Albers, M. (2017). Quantitative data analysis: in the graduate curriculum. *Journal of Technical Writing and Communication*, 47(2), 215–233. <https://doi.org/10.1177/0047281617692067>
- Arora, T., Kumar, A., & Agarwal, B. (2020). Impact of social media advertising on millennials buying behaviour. *International Journal of Intelligent Enterprise*, 7(4), 481-500. <https://doi.org/10.1504/IJIE.2020.110795>
- Atussolihah, B., & Sari, P. R. J. (2020). Why do millennials still shop at department stores?. *Review of Management, Accounting, and Business Studies*, 1(1), 64-72. <https://doi.org/10.38043/revenue.v1i1.2671>
- Belch, G. & Belch M. (2010). Advertising and promotion. *Academy of Management Perspectives*, 25(2), 57-75. <https://doi.org/10.5465/amp.25.2.57>
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of consumer psychology*, 24(4), 586-607. <https://doi.org/10.1016/j.jcps.2014.05.002>
- Bronson, J., Black, A., Dhar, M., Ellsworth, B., & Merritt, J. R. (2014). To Market, To Market—2013. In *Annual reports in medicinal chemistry*, 49(5), 437-508.
- Hayes, N. (2022). *Influencer marketing*. Routledge.
- Canavari, M., Castellini, A., & Spadoni, R. (2010). Challenges in marketing quality food products. *Journal of International Food & Agribusiness Marketing*, 22(3-4), 203-209.
- Carnevale, A. P., Strohl, J., Ridley, N., & Gulish, A. (2018). Three educational pathways to good jobs: High school, middle skills, and bachelor's degree.

- Campbell, A. B., O'Neill, M. F., Sumpton, W., Kirkwood, J., & Wesche, S. (2009). Stock assessment summary of the Queensland snapper fishery (Australia) and management strategies for improving sustainability. *The State of Queensland, Department of Employment, Economic Development and Innovation*.
- Chen, Y., & Xie, J. (2018). Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/mnsc.1070.08.10>
- Das, S. (2021). A systematic study of integrated marketing communication and content management system for millennial consumers. In *Innovations in digital branding and content marketing*, 91-112. IGI Global. <https://doi.org/10.4018/978-1-7998-4420-4.ch005>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *ScienceDirect*, 122(1), 608- 620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Davidson, P. (2021). Millennials as a marketer's primary target. *ZenBusiness*, 9(3), 15-24. <https://doi.org/10.1111/isj.12237>
- David, A. (2013). *Promotional cultures: The rise and spread of advertising, public relations, marketing and branding*.
- DeVaney, S. A. (2015). Understanding the millennial generation. *Journal of financial service professionals*, 69(6), 357-393.
- Dudovskiy, J. (2013). Consumer decision making process: a detailed analysis. *Research Methodology*.
- Ehling, W. P., White, J., & Grunig, J. E. (2013). Public relations and marketing practices. In *Excellence in public relations and communication management*, 357-393.
- Fromm, J., & Garton, C. (2013). *Marketing to millennials: Reach the largest and most influential generation of consumers ever*. Amacom. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Fromm, J. & Garton, C. (2023). Marketing to millennials: reach the largest and most influential generation of consumers ever. *Vidyabharati International Interdisciplinary Research Journal*, 12(2), 110- 116. <https://doi.org/10.1108/09564231311304189>
- Futri, I., Risfandy, T. & Ibrahim, M. (2022). Quota sampling method in online household surveys. *ScienceDirect*, 9(4), 50-54. <https://doi.org/10.1016/j.mex.2022.101877>
- Fifield, P. (2012). *Marketing strategy*. Routledge.
- Grewal, D., & Levy, M. (2022). *Marketing*. McGraw-Hill.
- Garcia, R., Rummel, P., & Hauser, J. (2007). Validating agent-based marketing models through conjoint analysis. *Journal of Business Research*, 60(8), 848-857.
- Genchev, E., & Todorova, G. (2017). Sales promotion activities—effective tool of marketing communication mix. *SSRN*, 11(3), 301-321. <http://dx.doi.org/10.2139/ssrn.3089894>

- Heath, S. (2020). Purposive sampling: complex or simple? Research case examples. *PubMed Central*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>
- Júnior, J. R. D. O., Limongi, R., Lim, W. M., Eastman, J. K., & Kumar, S. (2023). A story to sell: The influence of storytelling on consumers' purchasing behavior. *Psychology & marketing*, 40(2), 239-261.
- Khan, M. (2014). The concept of 'marketing mix' and its elements. *International journal of information, business and management*, 6(2), 95-107. <https://doi.org/10.3390/su14074091>
- Kotler, K. & Keller L. (2012). Marketing management. *MIT Sloan Management Review*, 45 (4), 96. <https://doi.org/10.1145/369275.369289>
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
- Lammersma, M., & Wortelboer, A. (2017). Millennials purchasing the good old days: The effects of nostalgic advertising on brand attitude and purchase intention among millennials. <https://doi.org/10.1080/0965254X.2011.581383>
- Libanda, J., & Nzorubara, H. (2017). Linking Word of Mouth Communication to COnsumer Decision Patterns in the Marketplace. *International Journal of Economics, Business and Management Research*, 1(4), 53-72.
- Li, P., Yang, X., Yang, L. X., Xiong, Q., Wu, Y., & Tang, Y. Y. (2018). The modeling and analysis of the word-of-mouth marketing. *Physica A: Statistical Mechanics and its Applications*, 493, 1-16. <https://doi.org/10.1016/j.physa.2017.10.050>
- Llopis-Amorós, M. P., Gil-Saura, I., Ruiz-Molina, M. E., & Fuentes-Blasco, M. (2019). Social media communications and festival brand equity: Millennials vs Centennials. *Journal of Hospitality and Tourism Management*, 40, 134-144. <https://doi.org/10.1016/j.jhtm.2019.08.002>
- Mariani, M. M., Perez-Vega, R., & Wirtz, J. (2022). AI in marketing, consumer research and psychology: A systematic literature review and research agenda. *Psychology & Marketing*, 39(4), 755-776.
- McCartney, G., Butler, R., & Bennett, M. (2018). A strategic use of the communication mix in the destination image-formation process. *Journal of Travel Research*, 47(2), 183-196. <https://doi.org/10.1177/0047287508321201>
- Moore, M. (2012). Interactive media usage among millennial consumers. *Journal of Consumer Marketing*, 29(6), 436-444. <https://doi.org/10.1108/07363761211259241>
- Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10-29.
- Nartea, G. V., Kong, D., & Wu, J. (2017). Do extreme returns matter in emerging markets? Evidence from the Chinese stock market. *Journal of Banking & Finance*, 76, 189-197.

- Nassaji, H. (2015). Qualitative and descriptive research: data type versus data analysis. *Language Teaching Research*, 19(2), 129–132. <https://doi.org/10.1177/1362168815572747>
- Naumovska, L. (2017). Marketing communication strategies for generation Y–millennials. *Business Management and Strategy*, 8(1), 123-133.
- Ogbeide, G. C., Fenich, G. G., Scott-Halsell, S., & Kesterson, K. (2013). Communication preferences for attracting the millennial generation to attend meetings and events. In *Journal of Convention & Event Tourism*, 14(4), 331-344. <https://doi.org/10.1080/15470148.2013.843480>
- Olariu, I. (2016). Personal selling in marketing. *Studies and Scientific Researches. Economics Edition*. <http://dx.doi.org/10.29358/sceco.v0i0.348>
- Oumlil, A. B., & Balloun, J. L. (2020). Millennials' attitude toward advertising: an international exploratory study. *Young Consumers*, 21(1), 17-34.
- Padveen, C. (2017). *Marketing to Millennials for dummies*. John Wiley & Sons.
- Serdeña, A. M., Deladia, M. A. V., Palabrica, M. G. D., Herrera, F. K. A., Tanyag, M. G. D., ... & Nikolaev, B. H. (2023). The Leadership Style of Baqala Managers in Qatar: Basis for Leadership Training. *International Journal of Research Publication*, 119(1), 1-18. DOI: 10.47119/IJRP1001191220234468
- Shidqi, H., & Noor, Y. L. (2019). The effect of electronic word of mouth on online trust and purchase intention among millennials generation on Instagram. *Russian Journal of Agricultural and Socio-Economic Sciences*, 85(1), 490-496. <https://doi.org/10.18551/rjoas.2019-01.60>
- Shujahat, M., Hussain, S., Javed, S., Muhammad, I., Thursamy, R. & Ali, J. (2017). Strategic management model with lens of knowledge management and competitive intelligence: a review approach. *VINE Journal of Information and Knowledge Management Systems*, 47(1), 55-93. <https://doi.org/10.1108/VJKMS-06-2016-0035>
- Smith, K. (2012). Longitudinal study of digital marketing strategies targeting Millennials. *Journal of consumer marketing*, 29(2), 86-92. <https://doi.org/10.1108/07363761211206339>
- Smith, T. & Nichols, T. (2023). Understanding the millennial generation. *Atlantic Marketing Journal*, 7(1), 39-47. [https://doi.org/10.1016/0024-6301\(93\)90214-Z](https://doi.org/10.1016/0024-6301(93)90214-Z)
- Stonedahl, F., Rand, W., & Wilensky, U. (2010). Evolving viral marketing strategies. In *Proceedings of the 12th annual conference on Genetic and evolutionary computation*, 1195-1202.
- Sundararaj, V., & Rejeesh, M. R. (2021). A detailed behavioral analysis on consumer and customer changing behavior with respect to social networking sites. *Journal of Retailing and Consumer Services*, 58, 102-190. <https://doi.org/10.1016/j.jretconser.2020.102190>
- Squires, C. (2007). Marketing literature. *The making of contemporary writing in Britain*.
- Teclaw, R., Osatuke, K., Fishman, J., Moore, S. C., & Dyrenforth, S. (2014). Employee age and tenure within organizations: Relationship to workplace satisfaction and workplace climate perceptions. *The*

health care manager, 33(1), 4-19.

Todorova, G. (2015). Marketing communication mix. *Trakia Journal of sciences*, 13(1), 68-374. doi:10.15547/tjs.2015.s.01.063

Tsikirayi, C., Muchenje, B., & Katsidzira, Z. (2013). Impact of integrated marketing communications mix (IMCM) in small to medium enterprises (SMEs) in Zimbabwe as a marketing tool. *Research in Business and Economics Journal*, 7(1), 50-59. <https://doi.org/10.3390/admsci11010010>

Veiga, C., Santos, M. C., Águas, P., & Santos, J. A. C. (2017). Are millennials transforming global tourism? Challenges for destinations and companies. *Worldwide Hospitality and Tourism Themes*, 9(6), 603-616. <https://doi.org/10.1108/WHATT-09-2017-0047>

Verma, R. (2008). Services marketing. In *Handbook of logistics and supply-chain management*, 271-291. Emerald Group Publishing Limited.

Vitek, M. (2020). Events as an effective marketing tool. *EDP Sciences*, 90(5), 60-65. <https://doi.org/10.1052/shsconf/20219001022>

Xiao, J. J., Chen, C., & Sun, L. (2015). Age differences in consumer financial capability. *International Journal of Consumer Studies*, 39(4), 387–395. <https://doi:10.1111/ijcs.12205>

Zaretsky, K., & Kenton Zumwalt, J. (2007). Relation between distress risk, book-to-market ratio and return premium. *Managerial Finance*, 33(10), 788-797.