

DOMINANT VALUES OF CEBUANO MILLENNIAL GENERATION

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ABSTRACT

This study examines the Cebuano Millennials' dominant values, including its three subgroups: Early Millennials, Recessionists, and Gen Edgers. A total of 450 Cebuano Millennial respondents ages 18 to 34 years old participated from Cebu City. The study utilized the Basic Values Questionnaire (BVQ) developed by Gouveia in 2003. Findings reveal that the Cebuano Millennials' dominant values were *survival* and *health*, which belong to the "Existence" values. As for the subgroups, both Early and Recessionist Cebuano Millennials consider "Existence" values as their most domineering, while "Promotion" and "Excitement" were their least domineering values. On the contrary, Gen Edgers only have one least domineering functional value that is "Excitement," which made them unique from the Early and Recessionist millennials. It appeared that Gen Edgers also value *religiosity*, which belongs to the "Normative" values. Overall, Cebuano Millennials are practical given that they have prioritized satisfying their survival and health first.

Keywords: millennials, values, early millennials, recessionists, gen edgers, Cebuanos

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INTRODUCTION

Over the past decade, there had been a flurry of study concerning millennials' attitudes and behaviors. To some extent, millennials have a unique identity that is only distinct to them. Unlike all the other generations that have come before them, these millennials have different expectations. A study concerning the millennials conducted by the Pew Research Center (2010) points out that this generation began to forge their own distinctive identity: confident, self-expressive, liberal, upbeat, and open to change. In the Philippines, research pioneered by the Far Eastern University (2015) studied Filipino millennials' most common characteristics, which shows that entrepreneurship is the prominent value of many young Filipinos today. Moreover, it appears that they are also concerned with environmental protection and are conservative, showing their opposition to the legalization of divorce but firmly in favor of reinstating the death penalty. Filipino millennials are also described as educated, tech-savvy, well-traveled, and cosmopolitan with their life choices (Cornelio, 2016). Comparative research conducted by Rappler in 2016 shows that this millennium is an era of Filipino young people portraying confidence and self-centeredness (Garcia, 2017). This generation is also interested in saving up for travels and defines success as following one's passion in life. Even so, this generation values social causes related to environmental protection. In spite of their excellent qualities, millennials are labeled as social media-dependent, lazy, materialistic, and narcissistic young people due to the recent "selfie" trend (Philippine Primer, 2016). These are some of the complex representations of what defines Filipino millennials today. Despite this current study trend concerning the millennials, it still reveals an understudied research area in the Philippine setting. To a certain extent, regional cultures in the country can contribute to a particular area's values formation, especially on Filipino millennials' representation in the central and southern part like the province Cebu. Thus, this study aims to provide valuable information that endeavors to better comprehend the Cebuano Millennials, particularly on what they aspire and give importance in life.

LITERATURE REVIEW

Values

Values are the essence of one's personality. They affect people in making decisions, trusting others, and arranging their time and energy in their social life (Sharma, 2015). One theory of the fundamental human values developed by Schwartz (2006) defines values as desirable, trans-situational goals and varying in importance that serve as guiding principles in people's lives. Subsequently, the theory of metamotivation pioneered by Abraham Maslow in 1967 emphasizes the need to motivate a person to achieve goals and perform specific actions. The proposed theoretical value model of Schwartz (2012) defines values as guiding human actions while Maslow (as cited in Bassett, 2004) sees values as the expression of human needs; this has led to the emergence of values' functional operation. In line with this, the study anchors on the functional theory of human values established by Gouveia in 2003, which illustrates the two operational functions of values: guiding human actions and expression of human needs (Gouveia, 2015).

The first dimension divides into three, based on how values serve as guidelines for human actions: personal (promotion and excitement values), central (existence and suprapersonal values), and social (normative and interactive values). The second functional dimension divides into human survival (existence, promotion, and normative values) and thriving needs (suprapersonal, excitement, and interactive values). Furthermore, the functional theory of human values claims that the interplay between the two functional dimensions of values displays a consistent result across cultures (Gouveia, 2015). Hence, this is a pertinent theoretical human values model to achieve this research's goal in examining the underlying values system of Cebuano Millennials.

The table shows the two operational functions of values and their underlying dimensions and interconnections.

Table 1: The three-by-two framework of the functional dimensions

		Values as guides of actions		
		Personal goals (the individual by itself)	Central goals (the general purpose of life)	Social goals (the individual in the community)
Values as an expression of needs	Thriving needs (life as a source of opportunities)	Excitement Emotion Pleasure Sexuality	Suprapersonal Beauty Knowledge Maturity	Interactive Affection Belonging Support
	Survival needs (life as a source of threats)	Promotion Power Prestige Success	Existence Health Stability Survival	Normative Obedience Religiosity Tradition

Existence Values

Existence values operate under the central goals and survival needs. Gouveia (2015) postulates that existence values are the point of reference for promotion and normative values. This value represents the most basic psychological needs such as eating, drinking, sleeping, and the need for security (Maslow, 1954; Ronen, 1994, as cited in Gouveia, 2015).

Promotion Values

Promotion values represent personal goals and survival needs. Self-esteem needs are represented by these values (Maslow, 1954; Ronen, 1994 as cited in Gouveia, 2015). People with prominent promotion values are competency-driven, practical, and value orderliness in their personal and social life.

Normative Values

Normative values focus on social goals and survival needs. People who are led by these values cognitively represent particular needs of control and help secure pre-conditions to satisfy basic needs (Korman, 1974; Maslow, 1954; Schwartz, 1992 as cited in Gouveia, 2015). Normative values give importance to authority, adherence to social rules, and cultural norms and traditions.

Suprapersonal Values

Suprapersonal values represent central goals and thriving needs. People with prominent suprapersonal values are idealistic and unconventional, giving importance to abstract ideas and artwork. Furthermore, these values parallel cognition and self-actualization (Maslow, 1954; Ronen, 1994 as cited in Gouveia, 2015).

Excitement Values

Excitement values express personal goals through thriving needs. These values operate on the pleasure principle or physiological gratification needs. People with prominent excitement values tend to get fixed on material goals in the long run (Gouveia, 2015).

Interactive Values

Interactive values represent the social goals and the thriving needs. Affiliation or social contact is the goal of these values. Gouveia (2015) emphasized the importance of regulating, establishing, and maintaining interpersonal relationships among people with prominent interactive values.

Millennials

The millennial generation, often referred to as Gen-Y or Generation Y, or simply “Millennials,” are born between 1980 and 2000 (Waterworth, 2013). The influence of this generation makes them one of the unique generations. This idea seems logical in the advent of new technologies such as the internet and other social networks. A comparative study conducted by Jones et al.

(2012) reveals that the most frequently mentioned difference between the generations is a neutral assessment that millennials are more tech-savvy than their parents. Among the negative evaluations, younger millennials most frequently cast themselves as lazier and more entitled than their parents. A study in the Philippines conducted by Rappler in 2016 shows that the Filipino millennials' outlook is generally on their goals, career, finances, and interest in social causes (Garcia, 2017). This proves that the attitudes and behavior of Filipino millennials vary according to their ages. In terms of the Filipino millennial attitudes, this generation perceives themselves as confident, driven, and self-centered, while those in their late 30s define success as financial independence over passion. In this effect, each generation has its characteristics, core values, and unique influences.

Consequently, many researchers have no consensus regarding the time interval that concretely defines the millennial period. The Pew Research Center (2010) ascertains that there is an element of false precision in setting rigid chronological boundaries between the generations. Nevertheless, a line is drawn in the study to carry out the statistical analysis of the data. In this study, the millennials' three-generational subgroups are the researchers' primary basis of investigation.

The millennial generation divides into early millennials, recessionist millennials, and generation Z or gen edge (Bridgeworks, 2017).

Early Millennials

Early millennials were born between 1980 and 1987. A technological upgrade appeared within these years, making millennials look forward to new advances and technology updates. They have high self-esteem and take delight in the process and results. They are appreciative, hardworking, and are frontier of social media during their teenage years. Bridgeworks (2017) describes the early millennials as optimistic, flexible, efficient, tech-savvy, and self-sufficient.

Recessionist Millennials

Recessionist millennials were born from 1988 to 1995. In these years was the Great Recession effect that greatly influenced the millennials during this era. According to Bridgeworks (2017), these millennials are known for their YOLO (You Only Live Once) mentality and are affected by the exposure of global events and phenomena, like acts of violence, shootings, and racism. They became a generation who doubts and questions. These millennials are also more realistic, financially conscious, more access to technology, and impatient. This generation considers financial stability more than autonomy. Relatively, in the Philippines setting, recessionist millennials are considered to be under the bracket of working millennials in the country. Dimayuga (2016) explained that the working millennials are tech-savvy, more active in social media, and aspire to obtain leadership job roles.

Generation Z/Gen Edgers

Gen Edgers were born after 1995; their age end date boundary is subject to change, as they are still developing. They are also known as Generation Z because they grew up on edge; they were exposed to violence and received firsthand news from social media. Furthermore, they have developed resiliency from a young age out of necessity and are susceptible to change. Through their formative years, social media and technology progressed even more. Hence, they are diverse, resilient, signify social impact, tech-advanced, self-absorbed, and courageous (Bridgeworks, 2017).

Additionally, a comparative longitudinal study conducted by the Far Eastern University (2015) delved into the impact of the college experience in the learning, beliefs, priorities, opinions, and values of the Filipino millennial youth in Manila. Results show that Filipino millennials around age 16 to 18 years old seem to be an entrepreneurial generation valuing the success in owning a business in the future, followed by their concern for the environment. This has supported the idea that Edgers value social impact. Filipino Gen Edgers also appear to be conservative as they strongly oppose the legalization of divorce in the Philippines; however, they were also firmly in favor of reinstating the country's death penalty.

OBJECTIVES OF THE STUDY

In the current study, the researchers explore the underlying values system of the Cebuano Millennials in Cebu City. Specifically, this study aims to identify the Cebuano Millennials' dominant values, including the values of its three separate subgroups (Early Millennials, Recessionist Millennials, and Generation Z/Gen Edgers). The present study also determines if there is a significant difference among the three subgroups. Besides, this study aims to provide a starting point for the government and other private sectors to create effective programs that address the millennial generation's needs based on their values and aspirations in life.

METHODS

Respondents

There were 450 residents of Cebu City (171 men and 279 women) with ages ranging from 18 to 34 years ($M = 25.1$ years, $SD = 5.2$ years) who volunteered to participate in the study.

Research Instrument

The study utilized the 18-item Basic Values Questionnaire (BVQ) developed by Gouveia in 2003 to measure basic human values. The questionnaire was translated to Visayan language to assess the 18 basic values categorized into six values functions, namely: existence (health, survival, and stability), promotion (success, power, and prestige), normative (obedience, tradition, and religiosity), suprapersonal (beauty, knowledge, and maturity), excitement (emotion, pleasure, and sexuality), and interactive (affection, social support, and belonging). Respondents were instructed to score each item in the survey using a 7-point Likert scale (from 1 = "Completely Unimportant" to 5 = "Of the Utmost Importance") wherein the overall scores can range from 18 to 126. Respondents answered the questionnaire by selecting a number beside each value that most closely represents how important they consider each value as a guiding principle in their life.

Consequently, BVQ has substantial reliability and validity score, as Gouveia et al. (2015, 2014) and de Souza et al. (2015) reported.

Procedure

Cebu City is a highly urbanized city exposing many Cebuano Millennials to technologies and other developmental advancements. The minimum sample size was computed by estimating proportions considering the normal standard deviation set at 95% confidence level (1.96), percentage of the response distribution (50% = 0.5), and the confidence interval (0.05 = ± 5). Hence, results required only a minimum sample of 384 respondents or more. Informed consent was first obtained from all respondents before the conduct of the survey. They were also informed about the study's purpose and the significance of their participation. Those who responded positively in the consent answered the BVQ. Thirty responded in an online survey, while the other 420 respondents were instructed verbally by the researchers. Furthermore, those who failed to complete the survey ($n = 10$) were excluded from further analyses.

Data Analysis

After the data gathering, the researchers utilized the SPSS to obtain the accurate data analysis and presented the data results through tables. Furthermore, descriptive statistics and ANOVA were used to measure the data and determine if there is a significant difference among the millennial generation's three subgroups.

RESULTS AND DISCUSSION

The data presents the Cebuano Millennials' dominant values, including its three separate subgroups: Early, Recessionists, and Gen Edgers.

Dominant Values of Cebuano Millennials

Based on the results presented in Table 2 reveals that the most dominant values of the Cebuano Millennials are survival ($M = 6.57$) and health ($M = 6.54$) which falls under the “Existence” values ($M = 6.36$).

The existence values imply that Cebuano Millennials are more pragmatic than idealistic, as illustrated in the three-by-two framework of the functional dimensions (see Table 1). Existence values are in the central goal, which operates as a backbone to personal and social goals. Respondents’ high score on the “Existence” values means that they usually think about prioritizing their existence and the conditions that could assure their survival (Gouveia, 2015; Ardila et al., 2012).

Table 2. Dominant values of Cebuano Millennials as a unitary construct

Functional Values	Basic Values	Average	Descriptive Interpretation
Existence	*Survival	6.57	Of the Utmost Importance
	*Health	6.54	Of the Utmost Importance
	Personal Stability	5.97	Very Important
	Sub Average	6.36	Very Important
Promotion	Success	6.31	Very Important
	Power	4.62	Important
	Prestige	4.44	More or Less Important
	Sub Average	5.12	Important
Normative	Religiosity	6.38	Very Important
	Obedience	6.08	Very Important
	Tradition	5.02	Important
	Sub Average	5.83	Very Important
Suprapersonal	Maturity	6.24	Very Important
	Knowledge	5.76	Very Important
	Beauty	4.92	Important

	Sub Average	5.64	Very Important
Excitement	Emotion	5.35	Important
	Pleasure	5.15	Important
	Sexuality	4.0	More or Less Important
	Sub Average	4.83	Important
Interactive	Support	5.64	Very Important
	Belonging	5.62	Very Important
	Affection	5.55	Very Important
	Sub Average	5.60	Very Important
	Total Average	5.56	

*. *the most dominant values.*

Comparatively, Cebuano Millennials' high survival and health basic values function to meet the high demand for deficiency needs such as eating, drinking, sleeping, and security (Maslow, 1970). Inglehart (2010) asserted that when societies reached full industrialization, their orientation shifts from survival values towards prioritizing well-being, self-expression, and quality of life. Despite its urbanization, poverty in Cebu still rises (BusinessMirror, 2018).

Dominant Values of Cebuano Millennials' Three Subgroups

Table 3 shows that survival and health basic values are the most dominant among Early [survival ($M = 6.61$), health ($M = 6.58$)] and Recessionist Cebuano Millennials [survival ($M = 6.57$), health ($M = 6.56$)]. On the other hand, Gen Edgers' have three dominant values which are religiosity ($M = 6.6$), survival ($M = 6.53$) and health ($M = 6.51$). All three subgroups scored high in "Existence" values [Early ($M = 6.35$), Recessionist ($M = 6.38$), Gen Edger ($M = 6.38$)].

Table 3. Dominant values of Cebuano Millennials among the three subgroups

Functional Values	Basic Values	Cebuano Millennials					
		Early		Recessionist		Gen Edge	
		Average	DI	Average	DI	Average	DI
Existence	Survival	6.61	*Of the Utmost Importance	6.57	*Of the Utmost Importance	6.53	*Of the Utmost Importance
	Health	6.58	*Of the Utmost Importance	6.56	*Of the Utmost Importance	6.51	*Of the Utmost Importance
Promotion	Personal Stability Sub Average	5.85	Very Important	6.0	Very Important	6.09	Very Important
	Success	6.14	Very Important	6.36	Very Important	6.42	Very Important
	Power	4.59	Important	4.47	More or Less Important	4.81	More or Less Important
	Prestige	3.99	More or Less Important	4.34	More or Less Important	4.95	More or Less Important
	Sub Average	4.91	Important	5.06	Important	5.39	Important

Normative	Religiosity *	6.1	Very Important	4.45	Very Important	6.6	*Of the Utmost Importance
	Obedience	5.81	Very Important	6.19	Very Important	6.25	Very Important
	Tradition	4.67	Important	4.99	Important	5.39	Important
	Sub Average	5.53	Very Important	5.88	Very Important	6.08	Very Important
Suprapersonal	Maturity	6.03	Very Important	6.38	Very Important	6.3	Very Important
	Knowledge	5.47	Important	5.88	Very Important	5.93	Very Important
	Beauty	4.61	Important	4.87	Important	5.29	Important
	Sub Average	5.37	Important	5.71	Very Important	5.84	Very Important

Table 3 (continued).

		Cebuano Millennials					
Functional Values	Basic Values	Early		Recessionist		Gen Edge	
		Average	DI	Average	DI	Average	DI
	Emotion	5.23	Important	5.33	Important	5.48	Important
	Pleasure	4.87	Important	5.14	Important	5.43	Important
Excitement	Sexuality	3.98	More or Less Important	3.98	More or Less Important	3.94	More or Less Important
			Important		Important		Important
	Sub Average	4.7	Important	4.82	Important	4.95	Important

Interactive	Support	5.4	Important	5.59	Very Important	5.93	Very Important
	Belonging	5.42	Important	5.64	Very Important	5.81	Very Important
	Affection	5.5	Very Important	5.62	Very Important	5.52	Very Important
	Sub Average	5.44	Important	5.62	Very Important	5.75	Very Important
	Total Average	5.38	5.58	5.73			

*. *the most dominant values.*

Early and Recessionist millennials have similar dominant values of survival and health, supporting Bridgeworks' (2017) findings that these two constructs give importance to autonomy and financial stability. This means that these millennials function to fulfill their basic needs first to achieve the higher needs. On the contrary, Gen Edgers regard religiosity as one of their most dominant value, as proven in the study of Sta. Maria et al. (2013) that Filipino youths describe themselves as religious and perceive religion as an essential part of their lives. Additionally, the Filipino youth under this age appear to be conservative (FEU, 2015) and claim that their family influences them with their religious practices and beliefs (Masukhani & Resurreccion, 2009).

Statistical Difference among the Three Subgroups

One-way ANOVA was used to examine the difference among the three treatments or three domains of the Cebuano Millennial Generation. Table 4 shows that the p -value corresponding to the F -statistic of one-way ANOVA is lower than 0.05, revealing a significant difference at the $p < .05$ level for the three domains of Cebuano Millennials ($F_{2, 447} = 10.0476, p = 0.00005$). Although there is a high level of agreement with each subtype of Cebuano Millennials' values system (within groups), the result strongly implies that one or more treatments are significantly different. Hence,

the post-hoc Tukey-Kramer Highest Significant Difference (HSD) comparison test was conducted to identify which of the three treatment pairs have exhibited statistically significant differences.

Table 4. Statistical difference among the three subgroups

	Sum of Squares	DF	Mean Square	F	p-value
Between groups	2982.013	2	1491.007		
Within groups	66331.98	447	148.3937	10.0476	0.00005
Adjusted Total	69314	449			

The critical value was first established for Tukey-Kramer HSD q statistic based on the Studentized Range distribution [$k = 3$ treatments and $\nu = 447$ degrees of freedom for the error term, for significance level $\alpha = 0.05$ (p-values)] and obtain the q critical = 3.3257 (“The Studentized Range Statistic,” n.d.). As such, the mean difference between any two samples (Early; Recessionist; Gen Edgers) must be at least 3.3257 to be significant.

Table 5. Post-hoc multiple comparison results

Cebuano Millennials	Tukey HSD q statistic	q critical	Tukey HSD p -value	Tukey HSD inference
Early vs Recessionist	3.5055	3.3257	0.0360719	* $p < .05$
Early vs. Gen Edgers	6.3273	3.3257	0.0010053	* $p < .05$
Recessionist vs. Gen Edgers	2.8218	3.3257	0.1146288	insignificant

*. *The mean difference is at the 0.05 level.*

The post-hoc Tukey-Kramer HSD Test at the $p < .05$ level in Table 5 reveals that the Early Cebuano Millennials are significantly different from Recessionist millennials (q computed = 3.5055 $>$ q critical = 3.3257). Furthermore, Early Cebuano Millennials are also significantly different from Gen Edgers (q computed = 6.3273 $>$ q critical = 3.3257). However, Recessionist Millennials are not significantly different from Gen Edgers (q computed = 2.8218 $>$ q critical = 3.3257). Although Early and Recessionist millennials share similar dominant values, Table 5 also

suggests that Gen Edgers and Recessionist have common experiences. Firstly, Early millennials are known as the older subgroup, while Recessionist and Gen Edgers have a narrower age difference. Besides, Early millennials appear to be more stable financially during the economic recession than Recessionist and Gen Edgers, who have experienced it firsthand. Lastly, Recessionist and Gen Edger subgroups are more involved in global phenomena and technological advancements (Bridgeworks, 2017).

CONCLUSION

The study's findings reveal that the Cebuano Millennials' dominant values are survival and health that fell under the "Existence" function of values. As three subgroups, it was determined that both Early and Recessionist Cebuano Millennials have common functional values of "Existence" as the most domineering while "Promotion" and "Excitement" as the least domineering. On the contrary, Gen Edgers show only one least domineering functional value that is "Excitement." However, only Gen Edgers give high importance to religiosity besides survival and health values, making them unique from the Early and Recessionist millennials. Based on the results, Cebuano Millennials are practical and realistic on their needs, given that the "Existence" values operate on fulfilling survival and health needs first.

RECOMMENDATIONS

As each generational cohort has its eminent values, the need to understand their value system provides an insightful analysis to the motivational basis of their attitudes and behaviors based on what is important to them (Barrett Values Centre, n.d.). Future studies may further explore the underlying motivations behind their generational values, particularly on the three subgroups, and identify cultural differences in their development. Consequently, to enjoy the excitement of life, Cebuano Millennials need to fulfill their "Existence" values first, which represents the most basic psychological needs such as eating, drinking, sleeping, and the need for security (Maslow, 1954,

1994, as cited in Gouveia, 2015). Hence, implementing health services, financial literacy, and employment programs that enhance community equity expands the “Existence” functional values.

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