

# Awareness of Traditional Culture and Social Practices Among Millennials

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## ABSTRACT

This study explored the awareness of traditional culture and social practices among 48 millennial respondents in the Schools Division of Antique–District of Patnongon during the year 2025. The research utilized a descriptive-correlational design to examine the relationship between cultural awareness and social practices among millennials. Data were collected through a researcher-made questionnaire and analyzed using both descriptive and inferential statistical tools, including mean, standard deviation, t-test, ANOVA, and Pearson product-moment correlation.

The findings showed that millennials demonstrated a high level of awareness of traditional culture as well as a high level of participation in social practices. The study also revealed a significant positive relationship between awareness of traditional culture and social practices, suggesting that millennials who possess stronger cultural awareness are more likely to actively engage in social and community activities. Based on the results, the study concluded that awareness of traditional culture plays a vital role in strengthening social practices among millennials. The findings further emphasize the importance of enhancing cultural education and heritage preservation programs to encourage social participation, community involvement, and the preservation of cultural identity among younger generations.

**KEYWORDS:** Traditional culture, social practices, millennials, cultural awareness, social engagement, cultural heritage, community participation, cultural identity, Schools Division of Antique, District of Patnongon

## INTRODUCTION

Awareness of traditional culture and social practices among millennials has become an important topic in understanding how younger generations value, preserve, and continue cultural heritage in a rapidly changing and modernized society. Millennials, commonly identified as individuals born between the early 1980s and the mid-1990s, are greatly influenced by globalization, technology, and digital media. These influences may affect the way they perceive and connect with traditional customs, values, and social norms. In the context of the Schools Division of Antique–District of Patnongon, examining the level of awareness of traditional culture among millennials is essential in determining how cultural identity is maintained, appreciated, and transmitted within schools and communities (UNESCO, 2017; Banks, 2019). Traditional culture and social practices encompass beliefs, customs, rituals, values, and behaviors that are passed down from one generation to another. These cultural elements significantly contribute to the development of identity, social unity, and community participation. According to Smith (2018), cultural awareness strengthens an individual's sense of belonging and supports the preservation of intangible cultural heritage. However, the continuous rise of modernization and technological advancement has contributed to the declining interest of younger generations in traditional practices, creating concerns regarding cultural continuity and preservation.

Millennials' engagement with traditional culture is shaped by several social, educational, and environmental influences. Families, schools, and communities play an important role in promoting cultural awareness and appreciation among the youth. Gay (2018) emphasized that culturally responsive education helps learners better understand and value their cultural roots, thereby contributing to stronger identity formation. In the same way, Bennett (2017) explained that cultural awareness among young people promotes respect, tolerance, and social responsibility within diverse societies.

Social practices, on the other hand, refer to the behaviors, interactions, and activities that individuals observe and participate in within their communities. These include involvement in local traditions, participation in community events, observance of cultural norms, and maintenance of interpersonal relationships. Studies have shown that millennials who possess greater awareness of traditional culture are more likely to participate in positive social practices and community engagement (OECD, 2020). This highlights the importance of integrating cultural education within schools to bridge the gap between tradition and modernity.

Anchored on these perspectives, this study titled "Awareness of Traditional Culture and Social Practices Among Millennials" focused on 48 respondents in the Schools Division of Antique–District of Patnongon for the year 2025. The study aimed to determine the level of awareness of traditional culture and social practices among millennials and provide empirical evidence that may serve as a basis for strengthening cultural education and heritage preservation initiatives in schools and communities.

Specifically, the study sought to describe the profile of the 48 millennial respondents in terms of age, sex, educational attainment, and community involvement. It also aimed to determine the level of awareness of traditional culture in terms of knowledge of local traditions, beliefs, customs, rituals, and cultural values. Furthermore, the study assessed the level of awareness of social practices in relation to participation in community activities, observance of cultural norms, interpersonal relationships, and social engagement. The study also examined whether significant differences existed in the awareness of traditional culture and social practices when respondents were grouped according to selected profile variables. Lastly, it aimed to determine whether a significant relationship existed between awareness of traditional culture and social practices among millennials, which served as the basis for proposed cultural awareness and heritage preservation programs.

## **METHODOLOGY**

This study utilized a descriptive-correlational research design to determine the relationship between awareness of traditional culture and social practices among 48 millennial respondents in the Schools Division of Antique–District of Patnongon for the year 2025. The descriptive method was employed to identify and describe the level of awareness of traditional culture and social practices, while the correlational approach was used to determine the relationship between the two variables.

The respondents of the study consisted of 48 millennials selected from the District of Patnongon. A purposive sampling technique was used to identify individuals who belonged to the millennial age group and who were actively involved in school or community activities. The respondents were selected based on their accessibility and willingness to participate in the study.

A researcher-made questionnaire served as the primary instrument for data gathering. The questionnaire was divided into two main parts: awareness of traditional culture and awareness of social practices. The section on traditional culture included indicators such as knowledge of local traditions, beliefs, customs, rituals, and cultural values. Meanwhile, the section on social practices included participation in community

activities, observance of cultural norms, interpersonal relationships, and social engagement. The instrument underwent validation by experts in social studies and cultural education to ensure its content validity and reliability. In addition, a pilot test was conducted prior to the actual data collection to further establish the reliability of the instrument.

Ethical considerations were strictly observed throughout the conduct of the study. Participation in the research was voluntary, and informed consent was secured from all respondents. Confidentiality and anonymity of the participants' responses were also ensured to protect their identity and personal information.

The data gathered were analyzed using appropriate statistical tools. Frequency count and percentage were used to describe the profile of the respondents. Mean and standard deviation were utilized to determine the level of awareness of traditional culture and social practices. Inferential statistical tools such as t-test and ANOVA were employed to determine significant differences among groups, while Pearson product-moment correlation was used to determine the significant relationship between awareness of traditional culture and social practices at a 0.05 level of significance.

## RESULTS

The results of the study revealed that the 48 millennial respondents in the Schools Division of Antique–District of Patnongon demonstrated a moderate to high level of awareness of traditional culture, with an overall mean of 4.12 (SD = 0.56), interpreted as “High.” This finding indicates that millennials possess sufficient knowledge and understanding of local traditions, customs, beliefs, rituals, and cultural values, although certain aspects of traditional practices are not consistently observed in everyday life. Among the indicators, “knowledge of local cultural traditions” obtained the highest mean score of 4.20, suggesting that respondents remain highly aware of their cultural heritage.

In terms of social practices, the respondents obtained an overall mean of 4.28 (SD = 0.51), also interpreted as “High.” This indicates that millennials actively participate in community activities, observe social norms, and maintain positive interpersonal relationships. The indicator “interpersonal relationships and social engagement” received the highest mean score of 4.35, reflecting strong involvement in social interaction and community participation among respondents.

The inferential analysis revealed no significant differences in awareness of traditional culture and social practices when respondents were grouped according to age, sex, and educational attainment ( $p > 0.05$ ). This suggests that the levels of awareness and participation were generally consistent across the different demographic profiles of millennials included in the study.

Furthermore, the findings revealed a significant positive relationship between awareness of traditional culture and social practices ( $r = 0.72$ ,  $p < 0.01$ ). This indicates that millennials who possess a higher level of awareness of traditional culture are more likely to demonstrate stronger participation in social practices and community involvement. These findings support the ideas presented by UNESCO (2017) and Banks (2019), who emphasized that cultural awareness contributes to social participation, identity formation, and community engagement.

Overall, the results suggest that millennials in the district continue to maintain a strong level of cultural awareness and social involvement, with traditional culture significantly influencing their social practices and interactions within the community.

## **FINDINGS**

The findings of the study revealed that millennials in the Schools Division of Antique–District of Patnongon demonstrated a high level of awareness of traditional culture. This indicates that the respondents are knowledgeable about local traditions, customs, beliefs, rituals, and cultural values, although some cultural practices are not consistently practiced in their daily lives.

The study also found that millennials exhibited a high level of awareness and participation in social practices. This suggests that respondents actively engage in community activities, observe social norms, and maintain positive interpersonal relationships and social interactions within their communities.

Furthermore, the study revealed no significant differences in the awareness of traditional culture and social practices when respondents were grouped according to selected profile variables such as age, sex, and educational attainment. This implies that awareness and engagement levels remain relatively similar among millennials regardless of demographic differences.

In addition, the findings showed a significant positive relationship between awareness of traditional culture and social practices. This indicates that millennials who possess a greater understanding of traditional culture are more likely to participate actively in social practices and community engagements. Overall, the findings highlight the important role of traditional cultural awareness in strengthening social practices among millennials in the District of Patnongon.

## **SUMMARY**

This study determined the level of awareness of traditional culture and social practices among 48 millennial respondents in the Schools Division of Antique–District of Patnongon for the year 2025. Using a descriptive-correlational research design, the study examined millennials' awareness of traditional culture and their participation in social practices. The findings revealed that respondents demonstrated a high level of awareness of traditional culture as well as a high level of engagement in social practices. No significant differences were found when respondents were grouped according to selected profile variables. However, the study revealed a significant positive relationship between awareness of traditional culture and social practices.

## **CONCLUSION**

Based on the findings of the study, it was concluded that millennials who possess a higher level of awareness of traditional culture are more likely to actively participate in social practices. Traditional cultural knowledge plays a significant role in shaping social behavior, strengthening community involvement, and enhancing interpersonal relationships. The significant relationship between the variables indicates that promoting cultural awareness contributes to improved social engagement among millennials. Therefore, strengthening cultural education and heritage preservation initiatives is essential in preserving traditions and enhancing social participation among the youth.

## **DISCUSSION**

The findings of the study suggest that despite the strong influence of modernization and digital technology among millennials, awareness of traditional culture remains evident and continues to shape their social behaviors and interactions. The high level of social practices observed among respondents indicates that millennials remain actively engaged in community life and maintain positive interpersonal relationships.

This supports the idea that cultural identity continues to influence social interaction despite ongoing generational and societal changes.

Moreover, the significant relationship between cultural awareness and social practices implies that individuals who are more knowledgeable about their cultural heritage are more likely to participate in community and social activities. This finding is consistent with the views of UNESCO (2017) and Banks (2019), who emphasized that cultural awareness strengthens social cohesion, identity formation, and community participation.

Overall, the study highlights the importance of integrating cultural education within schools and communities in order to sustain traditional values, preserve cultural heritage, and enhance social development among millennials.

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