Dream Life Dream Job :Lifestyles That Determine Job Search Criteria Of Generation Y College Students In Thailand

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ABSTRACT

Using a mixed method approach, this study investigated the effect of lifestyles on job search criteria of the generation Y in Thailand. Lifestyle was viewed via the Attitudes, Interest, Opinions (AIO) concept. Eight focus group sessions were conducted with 68 participants; a survey was conducted with 2,293 persons' country-wide. An exploratory factor analysis was performed and extracted 17 lifestyles, which were then regressed against 6 job search criteria. We found that persons with different lifestyles considered job search criteria differently. Extrinsic criteria, i.e., salary and job security were influenced by lifestyles that reflected pecuniary importance such as hard-working, self-image and fashion, active online, and masculinity. Intrinsic criteria, i.e., college major-job match, opportunity advancement, and challenge of the job, were influenced by lifestyles that reflected personal and inner interests. Job security was more important to males while college major-job match was more important to females.

I.   INTRODUCTION

The individual approach focuses on behaviours and characteristics of job seekers in relation to job search success. The focus of this approach includes search information, search activity, and individual characteristics (Allen and Keaveny, 1980; Cook et al., 1995). The individual characteristics that have been studied as determinants of job search include variables such as gender (George et al., 2012; Lim and Soon, 2006; Perrone et al., 2001), age (Ahmadi et al., 1995; George et al., 2012), ethnicity (George et al., 2012; Lim and Soon, 2006; Perrone et al., 2001), and personality (Insch et al., 2010; Kanfer et al., 2001). However, it seems that lifestyle has been overlooked in the study of job search.

Introduced by William Lazer (1963), lifestyle is defined as a system concept that addresses a distinctive mode of living and the patterns that develop and emerge from the dynamics of living in a society. Lifestyle has been used in the marketing field to predict purchasing behaviours and consumer segmentation (Ansell et al., 2007; Vyncke, 2002). Labour market can also be viewed as a typical market with buyers and sellers. Applying for and taking a job is very much a purchasing decision of employees particularly in the employees' market. Most previous constructs explaining purchasing decisions using demographic variables *'lack richness and often need to be supplemented with other data'* to gain meaningful insight (Plummer, 1974). Lifestyle reflects behaviourally-oriented facets of people based on their feelings, attitudes, and opinions, helping us make sense of people's decisions.

This study aimed to explore the influence of lifestyle of generation Y on their job search criteria. Generation Y is gaining momentum in Thai society as they are filling up the workplace. Born during 1980-2003, part of this generation is already in the labour market while some are still in college and getting ready to work soon. Recent literature on generation Y suggests that this generation leads their lives with unique ways of thinking and lifestyles. Older generations have concerns about whether they can properly understand this generation. The exploration of the relationship between generation Y's lifestyles and their job search criteria will help organizations to prepare suitable working conditions.

The literature about job search criteria is presented in the next section. Then, the linkage between lifestyle theory and search criteria is proposed, followed by the description of generation Y in Thailand. The methodology section explains the qualitative and quantitative data collection, followed by the results, the discussion, and the conclusions.

II.   LITERATURE REVIEW

A.   Job Search Criteria

Job search has attracted the attention of scholars in human resource management, economics, and psychology since the 1970s. In terms of implications, the literature has two foci: the organization and the individual (Brasher and Chen, 1999). The organizational perspective aims to improve the process and strategy of personnel recruitment and selection, while the individual perspective attempts to understand job seekers' behaviours, motivations and strategies (George et al., 2012; Schöer and Leibbrandt, 2006) suggested by self-regulation and motivation theories (Kanfer and

Hulin, 1985). The latter can also benefit organizations by identifying the working conditions to better fit the expectations of qualified staff.

Job search criteria may fall into two categories: intrinsic and extrinsic. The intrinsic criteria primarily concern the nature of the job itself and the opportunities for advancement (Benabou and Tirole, 2003; Kreps, 1997). These include training and assistance in career development, job security, and college major-job matching. On the other hand, extrinsic criteria typically are salary, position, promotion, etc. Using a longitudinal approach to track job seekers through job search and choice processes, Boswell et al. (2003) found that opportunity for advancement was listed as one of the most important job selection criteria. Job seekers also review the potential organizations, especially for professional jobs such as accounting, in terms of their training programs and systems to help them advance in their careers (Chan and Ho, 2000). Job security, which relates to the stability and sustainability of the organization, is another concern that remains in the top list of job seekers' criteria (Karl and Sutton, 1998a; Moy and Lee, 2002). As a college degree increasingly becomes a personal choice (i.e., one chooses a major which one has a passion for), the importance of the match between academic background and job becomes important to job seekers (Ahmadi et al., 1995; Counsell, 1996).

The extrinsic criteria focus more on the level of income and improvement of economic status. The effect of salary and fringe benefits on job search activity has been widely investigated in the literature (Judge et al., 2010). Sufficient income is among the important criteria when one searches for a job. In many studies, salary is the top-ranked criterion (Bai, 1998; Karl and Sutton, 1998b). However, some other studies found different results. Salary and fringe benefits were ranked 7th and 8th in the study by Turban and Campion (1993) and behind the other 12 criteria in the study by Hunt (2004).

In addition, there are some criteria that can fit into both intrinsic and extrinsic categories, or neither. Work location can fulfil job seekers intrinsically if they are attached to a location such as a hometown or dream place (Smith and Zenou, 2003). At the same time, location may affect transportation costs directly by reducing dispensable income. Mentioned in several studies (Karl and Sutton, 1998a; Moy and Lee, 2002; Turban and Campion, 1993), work conditions can hardly be distinguished as intrinsic or extrinsic. They may include colleagues, office arrangements, and additional benefits such as childcare, fitness, or other amenities that make work life more pleasurable and sustainable.

In addition, demographic variables are also found to influence job search criteria and behaviours. Chan and Ho (2000) found that female accounting graduates were more concerned about the possibility of travel or being transferred, but less concerned about the reputations and profiles of the firms than their male counterparts. Taşcı (2008) concluded that there was an inverse U-shaped relation between age and job search intensity. In the study by Perrone et al. (2001), ethnicity differences were found in academic resilience and help-seeking related to career search. The authors of a Croatian employment study (Šverko et al., 2008) concluded that age, education, and duration of previous employment, were the chief antecedents of success in obtaining employment.

This study includes six job search criteria including salary, study-job match, job security, opportunity for advancement, challenge, and working conditions. While salary and job security are desired from the extrinsic side, study-job match, opportunity for advancement, and challenge are from the intrinsic side. Working conditions can be both

intrinsic and extrinsic. Gender, generational cohort (age), location of work/university, location of hometown, location of residence, and socio-economic status are included as control variables.

B.   Lifestyle Theory of Job Search Criteria

Lifestyle is defined as the patterns in which people live and spend their time and money (Kaynak and Kara, 2001). It is these patterns that differentiate people and help make sense of what people do and why they do it (Chaney, 2012). Lifestyle is the most holistic approach to understanding personal behaviours in that it takes into account virtually every aspect of living patterns (Ahuviar et al., 2006).

Lifestyle has been explored through various approaches. Yu (2011) presented a thorough review of these approaches which include Value, Attitude, and Lifestyles (VALS), Rokeach Value Survey (RVS), List of Value (LOV), and Activities, Interests, and Opinions (AIO). To the best of our knowledge, there is no consensus on the best approach to lifestyle.

The AIO approach has been widely used since 1970, including the research of Douglas and Urban (1977), Plummer (1974), Tai and Tam (1997), and Vyncke (2002). As described in Plummer (1974), *Activities* measure the way people spend their time and money, *Interests* are what they see as important in their immediate surroundings, and *Opinions* reflects what they feel about themselves and the world around them. Peter and Olson (1994) further explain that activities manifest actions including work, hobbies, social events, vacation, entertainment, clubbing, community, shopping, sports, etc. Interest is the degree of excitement that accompanies both special and continuing attention to family, home, job, community, recreation, fashion, food, media, achievements, etc. Opinions are descriptive beliefs of oneself, social issues, politics, business, economics, education, products, future, culture, etc.

There are studies that use the concept of lifestyle to explain job-search related behaviours. Schwartz et al. (1989) studied changes in choice of medical students' specialties using 10-year data (1978-1987) of the Kentucky College of Medicine and the University of Virginia School of Medicine, and 6-year data (1982-1987) of the University of Louisville, School of Medicine. The study found that top medical students were more inclined to choose specialties offering regular work hours, work days and a controllable lifestyle. In a study on women's participation in the labour force, Hakim (2002) used an interview survey on a national representative sample of 3,651 persons aged 16 years or older, and found that three lifestyles of women including home-centred, adaptive, and work-centred were major determinants of employment patterns, job choice, and fertility. Robertson et al. (2010) concluded that lifestyle preference is a determinant of career development beyond abilities and interests. In the study, lifestyle was defined as number of hours willing to work versus time spent with family, friends and community. The study found an effect of gender on work-related lifestyle, i.e., women tended to allocate less time to work than to family, friends, and community. Gallhofer et al. (2011) conducted a qualitative survey of 442 responses, and 14 interviews with female accountants of the Institute of Chartered Accountants of Scotland, and reported the complexity of the interrelationship between lifestyle and work choice, including full-time versus part-time.

C.   Generation Y in The Labour Force

According to the *'Millennials rising: the next great generation'* by Strauss and Howe (2000), generation Y are those who were born during 1982-2004. Strauss and Howe also divides this generation into four subgroups, from the first to fourth age cohort. Generation Y is particularly important to the personnel management point of view since they comprise 25% of the world population (Puybaraud, 2010) and they are filling the world's labour market. Moreover, there are, for the first time, multiple generations working together in the workplace: Traditionalists, Baby Boomers, X, and Y. Differing expectations and understanding between previous generations and generation Y often cause generational clashes at work.

It is interesting to note that generation Y in different parts of the world tend to have similar characteristics, probably due to the effect of globalization. A better economy, a higher standard of living, the expansion of the middle-class family, and educational opportunities are providing a more comfortable living than that of previous generations. They are better educated (Lazarevic, 2012; Meier and Crocker, 2010). Born in the digital age, they tend to be techno savvy (Bolton et al., 2013; Solnet et al., 2012), continually learning (Solnet et al., 2012) and perhaps multi-tasking and less patient. This probably is the reason for their high self-esteem and self-confidence (Hsiao and Chang, 2007), and their search for recognition of performance rather than tenure (Meier and Crocker, 2010; Solnet et al., 2012). Growing up in modern market-based economy, they are familiar with marketing campaigns and tactics (Bakewell and Mitchell, 2003), modern trade, and brand names. With relatively more money than the predecessors, they become materialistic, compulsive buyers (Faber and O'guinn, 1992), and brand name users (Arora, 2005). Some even conclude that they think less about longer term money management, and are concerned only with today's consumption (Hsiao and Chang, 2007).

At work, the generation Y workers appear to be aggressive about success and achievement, however they are less patient with the long wait to get to the top of the hierarchy (Kowske et al., 2010). Changing jobs to move forward on a career path and for salary escalation is a normal practice. The high turnover rate of this cohort of workers has consequently become critical. Organizational loyalty might sound like an old-fashioned value for them. While they are determined workers, the generation Y workers also demand a good balance between work and personal life. Professional success must be accompanied by a good amount of leisure time (Josiam et al., 2009; Meier and Crocker, 2010). They want to be guided and mentored and not bossed and micro-managed (Solnet et al., 2012), with immediate feedback on their performance. They are good team players who highly value co-worker relationships and engagement (Josiam et al., 2009; Solnet et al., 2012). They also are civic-minded with concern for a green environment, gender equality, and altruism (Josiam et al., 2009).

This study tests the hypothesis that the lifestyle of generation Y, based on the AIO approach, influences the job search criteria governing the decision making of the job seeker. Apart from contributing to the literature, understanding this pattern of influence can increase the efficiency of recruitment strategies and help to create desired working conditions for generation Y.

III.   METHODOLOGY

A.   Purpose and Significance of the Study

This study aims to explore the influence of lifestyle of generation Y on their job search criteria. Theoretically, this study contributes to the body of the literature on job search behaviour and human resource management by suggesting that lifestyle as a determinant of the job search criteria. As far as the literature is concerned, the association between lifestyle and the criteria used in job seeking has never been explored. As for this generation, lifestyle is an important factor influencing life activities, including choice of job. Managerially, understanding this dynamic helps human resource managers to better design the workplace ambiance to better fit the young generation.

This study defines generation Y in Thailand as those who were born during 1980-2003. The 1st cohort of generation Y were those born during 1980-1985, 2nd 1986-1991, 3rd 1992-1997, and 4th 1998-2003. We focus on the 2nd and 3rd cohort of generation Y in Thailand. In 2013, the age range of the 2nd cohort was 23-28 years (born during 1986-1991) and had been in the labour force for less than 6 years. The 3rd cohort had the age range of 17-22 years (born 1992-1997), were in college and expected to enter the labour market soon. The study employed the exploratory mixed-method approach, from qualitative to quantitative, to examine the relationships between the lifestyle factors and job search criteria of members of generation Y in Thailand. The findings from the qualitative study were used to refine the quantitative instrument.

B.   **Instrument**

The qualitative part was conducted using focus group discussions to refine the set of lifestyle scales derived from the AIO literature. The participants of the focus group discussions were asked to describe the details of their daily activities, both during the work-day and on the weekend. Broad, open-ended questions were then asked, based on the AIO framework. *Activities* included questions about work, hobbies, social events, vacation, entertainment, club membership community, shopping and sports. *Interests* included family, home, recreation, fashion, food, media, and achievement. *Opinions* included social issues, politics, business, economics, education, and culture. A card game, asking the participants to rate their job search criteria using the score on the card (5 as highest, 1 as lowest), was conducted to compile a concrete list of criteria.

Eight focus group sessions, each having 8-11 participants, were conducted during November-December 2013: four with the 2nd cohort of generation Y (two for male and two for female) and the other four with the 3rd cohort (two for male and two for female). The participants of the 2nd cohort of generation Y were recruited from the Human Resource Department of a private company agreeing to participate in the project. This company is one of the largest conglomerates in Thailand with more than 54,000 employees and operational sites all over Thailand. Thirteen males and 18 females participated in the four sessions of the 2nd cohort. Their ages ranged from 23 to 27 years. Sixteen of them had been working for less than 3 years, while the rest 3-6 years. Eighteen of these admitted that they were searching for their next job, while five were not sure. The other eight participants wanted to work there until retirement.

As for the 3rd cohort participants, 37 were college students from 12 selected universities located in the major cities of each region of Thailand and Bangkok. Eight universities were in Bangkok, the capital city. The other 4 universities were in the major cities of the northern, eastern, northeastern, and southern region of Thailand. Nineteen

participants were males and 18 were females. The age range of the participants was 20-22 years. The participants expect to graduate within the next 1-2 years.

Coding of the qualitative data was undertaken using Nvivo software package version 12. Analysis of the qualitative data was performed using a grounded theory approach (Corbin and Strauss, 1990). Three project investigators reviewed audio records and transcriptions. Each investigator extracted the repeated ideas, concepts, and elements, and composed an investigator's note. The notes and the results of the card game were discussed to form a survey questionnaire of lifestyle and job search criteria.

The most salient result obtained during the focus group discussions of the two cohorts was the desire for freedom and flexibility of life. It seemed that all groups viewed life as a great challenge with a great unchartered space waiting for them to discover. They tended to lighten any kind of burden that might suspend their personal advancement, such as committed relationship, marriage, or even having children. They wanted to see and make things change to best suit their dream life. The high level of confidence of this generation was quite extraordinary and made them ready to challenge the old ways.

Having asked them about the choice of career and field of study, the investigators could see that they were rather unconventional—they wanted to wait until they found their true calling, not to rush to a permanent job, and were open to non-conventional jobs such as a small start-up, private stock-trading, and freelancing. Although they tended to be reluctant about marriage and having children of their own, taking care of and spending time with their parents and siblings were still important and desirable activities. Socialization and recreational activities include clubbing with friends, spending time at coffee shops with or without work, working out at the gym, and strolling in the mall. These socializing and recreational activities were less pronounced in the 2nd cohort after they started their careers. Social media of all kinds played a noticeable role in the life of this generation. It was the prime resource from which they gained information useful to their study, work, and personal interests. Even though their daily life was quite eventful, they always kept checking on their smartphone or tablet computer, and with great frequency.

Having had the impression that this generation was generally self-centered, the investigators did not expect to learn much about their social and political views. Surprisingly however, we observed that this generation took and showed great interest in social and political issues, at least through social media. Three participants of the 3rd cohort were determined to actively participate in national politics as future members of the Thai House of Representatives.

As for the job criteria, the investigators asked the participants to write down the list of 5 criteria when searching and applying for a job. The list of each person was then discussed and refined into the final list of 6 criteria, agreed upon by the group. The ranked criteria, using the card game, from all groups were then compiled by the investigators to generate 6 job search criteria: salary, security, college major-job match, opportunity for advancement, work conditions, and challenge.

The qualitative results were used to compose the survey questionnaire of the project. The questionnaire consists of three parts: demographic information, lifestyle, and job search criteria. Besides general demographic variables such as age, gender, socio-economic status (SES), the questionnaire also includes location of residence, location of workplace/university, and hometown. Lifestyle and job search criteria measurements were in the 5-point rating scale format. The lifestyle list, which followed the AIO

framework, was of 47 items. These items fell into 8 main topics, i.e., attitude toward gender roles, family values, socialization and recreation, self-confidence, spending, social and political interests, self-image, and decency. Job search criteria were of 6 items, including salary, security, college major-job match, opportunity for advancement, working conditions, and challenge. APPENDIX 1 shows items included in the job search criteria and the lifestyle section.

Besides demographic variables such as age, gender, and socio-economic status (SES), the questionnaire also included location of residence, location of workplace/university, and hometown. Lifestyle and job search criteria measurements were in the 5-point rating scale format. The AIO lifestyle list included 47 items. These items fell into 8 main topics, i.e., attitude towards gender roles, family values, socialization and recreation, self-confidence, spending, social and political interests, self-image, and decency. Job search criteria included 6 items, salary, security, college major-job match, opportunity for advancement, working conditions, and challenge (See APPENDIX 1). Both qualitative and quantitative instruments obtained the ethical approval no.COA 2013/1-I-31 from the Institute for Population and Social Research, Mahidol University, Thailand.

C.   Quantitative Data Collection

Data were collected in Thailand using the questionnaire in a country-wide survey during February and March 2014. The Human Resources (HR) department of the participating firms randomly selected 1,200 2nd cohort generation Y employees. The questionnaires were distributed to the participants; 973 were returned rendering an 81 percent response rate. The 3rd cohort of generation Y participants was randomly recruited from the applicant list at the Placement Offices of the 12 selected universities. All respondents received a questionnaire with a written consent form fully disclosing the purpose of the study, the contact information of the investigators, and risk for potential harm that might occur from participating in the project. Altogether, 1,600 persons received the questionnaire; 1,320 were returned (83% response rate). SPSS version 18 was used to analyse the data for this study. We tested for the reliability of the scaled items using Cronbach's α. The attitudes towards gender roles subscale consisted of 5 items ($α$ =0.70), family values 4 items ($α$ =0.67), social and recreation 14 items ($α$ =0.67), self-confidence 5 items ($α$ =0.81), spending 4 items ($α$ =0.89), work/study determination 4 items ($α$ =0.74) social and political interests 6 items ($α$ =0.79), self-image 5 items ($α$ =0.73), and decency 8 items ($α$ =0.71).

A principal-component factor analysis with a varimax rotation was performed on 55 items of the lifestyle section based on the assumption that the exact number of dimensions underlying a set of data is unknown. The factor analysis results showed 17 factors with eigenvalues greater than 1, representing 17 lifestyle types. The extracted factors were then given a name to reflect the loaded lifestyle items. These 17 lifestyles include (1) Confidence & Competence, (2) Self-image & Fashion, (3) Economic, Social, & Political News Update, (4) Decency & Discipline, (5) Hard Working, (6) Actively Online, (7) Masculinity (implying the idea that men are typically household heads and bread winners), (8) Keep Body Fit, (9) Mall Stroller, (10) Brand Name Buyer, (11) Domestic (tend to spend leisure time at home), (12) Religious, (13) Family Person (give high importance to family members), (14) Environmentalist, (15) Femininity &

Independent (female should be independent and autonomous), (16) Coffee Shop & Hangout, and (17) Frugality. It should be noted that Brand Name Buyer, Religious Person, Family Person, Environmentalist, and Frugality, contained 2 items. The investigators decided to keep them because their eigenvalues were greater than 1 and they represent potentially important concepts. Details of the factor loading are shown in APPENDIX 2.

The correlations of the variables were calculated (the correlation matrix is available from the investigators). To examine the influence of the lifestyle factors on the job search criteria, the investigators used SPSS version 18 to regress the 17 lifestyle factors against 6 job search criteria. Also included in the regression analysis were control variables i.e., gender, cohort (2nd and 3rd), location (Bangkok and non-Bangkok) of the university/workplace (Bangkok and non-Bangkok), location of the hometown, location of the residence, and socio-economic status (high SES for family income higher than 80,000 baht (2,472 USD), medium SES 40,000 – 80,000 baht (1,236 – 2,472 USD), and low SES less than 40,000 baht per month.

IV.   RESULTS

A.   Quantitative Results

APPENDIX 3 presents the characteristics of the respondents in the quantitative survey. The 2nd cohort of generation Y represents 42.4%, while the 3rd cohort 57.6%. Males and females were approximately in the same proportion. With respect to location of workplace/university, provincial were 65.8%. The respondents whose original home was provincial was 43.5%, and those whose current residence was provincial were 57.1%.

A series of multiple regressions were performed to investigate the relationship between the independent and dependent variables. The multiple regression results, shown in Table 1, reveal the pattern of relationships between the 17 lifestyles and job criteria. Each lifestyle influenced different job criteria. Most of the job criteria were influenced by 6-7 lifestyles except for work condition, by only the family person lifestyle. The lifestyles that influence the salary criterion include environmentalist ($\beta = 0.075$), masculinity ($\beta = 0.067$), self-image & fashion ($\beta = 0.062$), hard-working ($\beta = 0.059$), religious person ($\beta = -0.055$), and active online ($\beta = -0.053$), explaining 4.0% of the salary as the job search criterion.

 Looking at the job security criterion, the influencing lifestyles include femininity & independence ($\beta = 0.078$), economic-social-political news update ($\beta = 0.062$), coffee-shop hangout ($\beta = 0.055$), frugality ($\beta = 0.048$), brand name user ($\beta = -0.053$), and masculinity ($\beta = 0.047$), explaining 3.6% of the job security as the job search criterion.

The lifestyles that were related to college-major-job-match were different. For the college major-job-match criterion, the influencing lifestyles include masculinity ($\beta = 0.069$), femininity & independence ($\beta = 0.057$), religious person ($\beta = 0.057$), active online ($\beta = 0.051$), and confidence & challenge ($\beta = 0.048$), explaining 4.2% of the college major-job match as the job search criterion.

Several of the lifestyle factors were related to the job search criterion of opportunity for advancement. The influencing lifestyles include masculinity ($\beta = 0.075$), coffee shop & hangout ($\beta = 0.072$), self-image & fashion ($\beta = 0.071$), domestic person ($\beta = 0.064$), and decency & discipline ($\beta = 0.049$), explaining 5.8% of the opportunity for advancement as the job search criterion.

The last two job search criteria were job challenge and family person. The influencing lifestyles include self-image & fashion ($\beta = 0.094$), mall stroller ($\beta = 0.089$), masculinity ($\beta = 0.087$), coffee shop & hangout ($\beta = -0.081$), and confidence & challenge ($\beta = 0.080$), explaining 7.1% of the job challenge as the job search criterion. Surprisingly, the only lifestyle that influences the working conditions as the job search criterion is family person ($\beta = 0.055$), explaining 5.3% of the variance.

It is interesting to note that the job challenge, opportunity for advancement, and working conditions have relatively higher *Adjusted R^2*, 7.1%, 5.8%, and 5.3% relatively, than the other 3 job search criteria, i.e., college major-job match (4.2%), salary (4.1%), and job security 3.6%).

Table 1A
Multiple Regression Results with Lifestyle as the
Independent Variables and Job Search Criteria as the Dependent Variable

Job search criteria	Salary		Job Security		College major-job match	
	B	t	B	t	B	t
(Constant)		14.4		13.3		12.1
Female ®	.017	.62	.005	.17	-.084	-2.95**
2nd cohort of Gen Y®	-.035	-1.41	-.059	-2.17*	-.012	-.46
Work/University in Bangkok ®	-.027	-1.06	-.007	-.26	-.050	-1.85*
Hometown in Bangkok ®	.061	1.97*	-.036	-1.08	.015	.46
Residence in Bangkok ®	-.046	-1.48	.098	2.86**	-.020	-.60
Low SES ®						
Medium SES	.014	.54	-.022	-.79	.012	.44
High SES	.085	3.09**	.046	1.53	-.003	-.11
Lifestyles						
Confidence & Challenge	-.030	-1.36	.010	.40	.048	2.06*
Hard working	.059	2.64**	-.014	-.59	-.030	-1.26
Economic-Social-Political News update	-.039	-1.79	.062	2.57*	.034	1.47
Self-image & Fashion	.062	2.75**	-.029	-1.17	.021	.87
Brand name user	-.026	-1.17	-.053	-2.18*	-.008	-.34
Mall Stroller	-.025	-1.08	-.004	-.15	-.016	-.66
Workout to keep body fit	.043	1.91	.040	1.62	.015	.64
Coffee shop & Hangout	.003	.14	.055	2.33*	.025	1.07
Active online	-.053	-2.34**	-.034	-1.37	.051	2.16*
Masculinity	.067	2.99**	.047	1.94*	.069	2.91*
Femininity & Independence	-.026	-1.13	.078	3.14*	.057	2.31*
Family person	.023	1.06	.007	.30	-.008	-.33
Domestic person	.010	.44	-.014	-.58	-.003	-.13
Decency & Discipline	.040	1.83	-.014	-.60	-.035	-1.52
Religious person	-.055	-2.52**	-.028	-1.17	.057	2.44*
Environmentalist	.075	3.46**	-.012	-.52	-.045	-1.15
Frugality	.002	.07	.048	2.00*	-.054	-1.12
R	.201		.189		.206	
R Square	.041		.036		.042	
Adjusted R Square	.029		.021		.029	
Std. Error of the Estimate	1.20		1.28		1.31	
Durbin-Watson	1.900				1.982	

® signifies the reference group. *, **, and *** indicate $p < 0.05$, $p < 0.01$, $p < 0.001$ respectively.

Table 1B
Multiple Regression Results with Lifestyle as the
Independent Variables and Job Search Criteria as the Dependent Variable

Job search criteria	Opportunity for advancement		Challenge		Working conditions	
	B	t	B	t	B	t
(Constant)		15.1		11.65		16.3
Female ®	-.010	-.33	.042	.80	.012	.32
2nd cohort of Gen Y®	.001	.01	.059	1.22	.035	.96
Work/University in Bangkok ®	-.012	-.41	.041	.84	.132	3.66***
Hometown in Bangkok ®	-.032	-.91	.032	.56	.019	.41
Residence in Bangkok ®	-.036	-.98	-.051	-.85	-.039	-.86
Low SES ®						
Medium SES	-.024	-.78	-.052	-1.01	.028	.75
High SES	-.096	-2.92**	.014	.26	-.022	-.54
Lifestyles						
Confidence & Challenge	.036	1.44	.080	1.93*	-.051	-1.57
Hard working	.015	.57	-.004	-.09	.079	2.38
Economic-Social-Political News update	.030	1.20	.019	.44	.070	2.17
Self-image & Fashion	.071	2.74**	.094	2.19*	.010	.29
Brand name user	-.021	-.83	-.076	-1.78	-.007	-.21
Mall Stroller	.043	1.65	.089	2.07*	.047	1.38
Workout to keep body fit	-.045	-1.72	-.034	-.77	-.022	-.64
Coffee shop & Hangout	-.072	-2.88**	-.081	-1.95*	-.001	-.03
Active online	.045	1.74	.031	.71	-.020	-.61
Masculinity	.075	2.93**	.087	2.01*	.041	1.26
Femininity & Independence	-.023	-.86	-.017	-.37	.017	.51
Family person	-.036	-1.44	.051	1.22	.055	1.72*
Domestic person	.064	2.50*	.001	.02	.003	.07
Decency & Discipline	.049	1.95*	.013	.31	.036	1.11
Religious person	.046	1.81	.020	.45	.050	1.54
Environmentalist	.049	1.10	.002	.04	.036	1.12
Frugality	-.009	-.35	.102	1.44	.038	1.16
R	.241		.267		.230	
R Square	.058		.071		.053	
Adjusted R Square	.042		.029		.027	
Std. Error of the Estimate	1.37		1.28		1.21	
Durbin-Watson	1.980				1.911	

® signifies the reference group. *, **, and *** indicate $p < 0.05$, $p < 0.01$, $p < 0.001$ respectively

V.　DISCUSSION

The multiple regression results showed a fragmented pattern of associations between the control variables, lifestyle variables, and the job search criteria. One or two control variables together with 6-7 lifestyles explained each job search criteria, indicating that persons with different lifestyles consider job search criteria differently.

　　The respondents whose hometown was Bangkok (the capital city) with high SES (coeff. = .085) significantly focused on salary when looking for a job (coeff. = .061). Growing up in the urban surrounding, they were more compelled to assign a higher

weight on salary to maintain their costly lifestyles. It is also interesting to see that those with high SES tend to be more concerned about salary than medium- and low-SES persons. This is probably because high-SES persons already had a high cost of living and, thus, were more serious about sufficient income to maintain their status. The importance of the salary was also reflected in persons who have a hard-working lifestyle (coeff. = .059) and pay attention to their self-image and appearance (coeff. = .062).

The association between the environmentalist (coeff. = .075) and salary was perhaps explained by the costly nature of eco-friendly products. In addition, the correlation between the environmentalist and self-image and fashion lifestyle (r = 0.149) might also suggest that these two lifestyles have something in common, such as level of education and taste, which require a high salary.

It is interesting to note that salary is positively associated with the masculinity (coeff. = .067). This might point to the importance of the salary as not only to maintain a person's image and high living standard, but also to protect the well-being of the family. It should be noted that the salary criteria had a negative relationship with the religious lifestyle (coeff. = -.055). Interpretation of this relationship must be done very carefully. The findings might suggest that working hard for a high salary makes a person less available for religious activities or become less religious. In Thai society, where religiosity is culturally important to create a balanced life, this might lead to the concern that the person demanding a high income may have a greater inclination not participate in religious activity.

It appeared, against our expectation, that the 2nd cohort of generation Y (already in the labour market) paid less attention to job security than the 3rd cohort (still in university) (coeff. = -.059). According to the general characteristics of members of generation Y, they tend to value independence and flexibility. Some research has documented that entrepreneurship and freelance jobs are more attractive to them compared to older cohorts (Howe, 2014; Martin, 2005; Trunk, 2007) and are also a means to break the hierarchical glass-ceiling of an organization (Eisner and Harvey, 2009; Kephart and Schumacher, 2005). During focus group discussions, we could sense a strong desire of this generation to own a business, to name young successful businessmen as their idol, and to 'be my own boss'. Those who had relatively high SES were more ready to try their own business ideas. However, this result might imply a shift in values between the 2 cohorts. After witnessing that start-up enterprises and the freelancing life are not always a success, the younger cohort might focus more on the job security of a salaried position. In addition, those who were Bangkok residents tended to need higher job security (coeff. = .098) probably because the labour market in the capital city is more competitive than in the provinces (Taşcı, 2008).

Both attitudes toward the male as the typical household head and breadwinner (masculinity) (coeff. = -.047) and toward female independency (femininity) (coeff. = .078) might explain the demand for job security in different ways. The masculinity highly value job security as it is related to the income security of the household and the well-being of every member of the household. On the other hand, the femininity suggested that women also have to earn income for the family and to be more independent. It was surprising to note that the femininity and independence lifestyles showed a higher coefficient than the masculinity lifestyle; possibly because job security was more important to female independence than male leadership and breadwinning roles.

Interestingly, brand name user (coeff. = .053) and coffee-shop and hangout (coeff. = .055) although not usually consistent with frugality (coeff. = .048), had a similar positive association with job security. It is possible that a frugal person may be concerned about the uncertainty of the future, and thus worry about job security. Whereas, the brand name user and coffee shop and hangout persons tended to be heavy spenders needing high job security.

Gender differences found in this study were in line with many studies, i.e., Bobbitt-Zeher (2007), Robst (2007), Gerhart (1990), and Zafar (2013) but contrary to Boudarbat and Chernoff (2009). Males appeared to be more concerned about college major-job mismatch than females (coeff. = -.084) because of its greater influence on their salary (Allen and Van der Velden, 2001). A strong emphasis on the outcome of education may have created an association between confidence and challenging lifestyle and college major-job match (coeff. = .048).

The positive association between masculinity, the gender equality attitudes and femininity, and the college major-job match suggest the importance of income on male conventional roles and female independence. Those who studied or worked in the Bangkok area tended to worry less about college major-job match, which might imply the limits of job choice and strong competition of labour market in the capital city. Religious lifestyle and college major-job match might be explained by the emphasis on honesty and integrity (not cheating) of Buddhist virtues in the Thailand. Religious persons might feel bad if they have to take a job about which they do not know much.

The entrepreneurial trend of this generation might also be part of the reason for the negative relationship between high-SES persons and the opportunity for advancement (coeff. = -.096). The high-SES persons appeared to care less about advancement in their career and may have had other plans for their next step in life. This group was more likely to have greater financial and social capital to start up a business (Schoon and Duckworth, 2012) and saw a salaried job as a mere training workshop.

The self-image and fashion was also found to have an association with opportunity for advancement. The explanation for this result lies in the linkage between personal appearance and self-esteem (Winakor et al., 1980), and between self-esteem and career aspirations (Baumeister et al., 2003). Positive personal appearance (Hamilton and Roessner, 1972; Rynes and Gerhart, 1993) and even physical attractiveness (Anderson et al., 1994) are important in career advancement opportunities. Unfair as it may seem, better clothing and personal appearance may offer better career opportunities.

The positive association between the opportunity for advancement and masculinity (coeff. = 0.75), and being a domestic person (coeff. = .64), indicates the importance of career advancement, sense of achievement (Aycan and Fikret-Pasa, 2003) and dedication to family of family persons in particular, and might also explain the negative association with the coffee shop and hangout lifestyle (coeff. = -.072). The positive association between decency and discipline lifestyle (coeff. = .049) and opportunity for advancement might suggest that they improve the career path at the workplace.

As expected, the confidence and challenging (coeff. = .080) was positively associated with job challenge. This lifestyle encompassed the characteristics of being highly self-confident, independent, high-potential, and embracing challenges. Highly confident and high-potential persons tended to be motivated by challenging tasks (Judge and Hurst, 2008), an ability to embrace changes (Vithessonthi and Schwaninger, 2008), better performance (Judge et al., 2002), and greater job satisfaction (Rode, 2004).

Strolling in the mall (coeff. = .089) might help them to expand their ideas, while spending time in a coffee shop and hangout (coeff. = -.081) was time wasting.

Working conditions were seen as an important job search criterion for those who study/work in Bangkok (coeff. = .132). This might also suggest that Bangkok is not an ideal city to provide good working conditions. In conjunction with the positive association of the working conditions and the family person lifestyle (coeff. = .055), the results point particularly to family-friendly working conditions. This is a growing issue among major cities in the emerging economies of the world, including Thailand (Noor and Abdullah, 2012) where traffic congestion reduces family time. In addition, economic competitiveness requires longer work-hours from the employee, thus reducing time with the family.

VI.   CONCLUSION

This paper has added to the career development literature by introducing the lifestyle as a determinant of job search criteria. Lifestyle, not to be confused with personality, can influence a person's job search criteria because it can help or hinder the person to achieve the desired life.

Regarding managerial implications, this paper was intended to draw employers' attention to lifestyles as determinants of job search criteria. This can benefit the employers' recruitment strategies in providing necessary criteria for qualified applicants, and in retaining potential staff. The analysis of the applicants' and employees' lifestyles can provide better insight into both their extrinsic and intrinsic motivations. Finding a job does not serve merely a financial purpose, but also adds to the fulfilment of a human's extrinsic motivation. Jobs, especially dream jobs, can also be, as the Nobel Laureate Arthur Schawlow called, "the labour of love". As the members of generation Y increasingly respect their individuality, personal calling, and passions, these intrinsic motivations become more important. The proper design of these criteria to fit generation Y's lifestyle can help to keep them motivated and productive in the workplace.

VII. LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The qualitative part of this research was initiated to adapt the concepts derived from Western culture to the Thai context. While it successfully adapted it to the Thai culture, that part of the study inevitably made the results culturally-bounded. The results might only be relevant to Thailand or Southeast Asian countries at most. Furthermore, lifestyles have a dynamic nature; they are subject to change in the years to come, particularly in the fast-changing global environment of the 21st century. Even so, the concept of lifestyle remains relevant to all life activities, including the search for a dream job.

In addition, this study defined generation Y in Thailand as those who were born during 1980-2003. The 1st cohort of generation Y were those born during 1980-1985, 2nd 1986-1991, 3rd 1992-1997, and 4th 1998-2003. In this paper, we focused only the 2nd and 3rd cohort of generation Y in Thailand. Even though the data collection was collected in 2014, the results remain relevant to current members of generation Y in Thailand because, presently, the 4th cohort of generation Y is about to enter the labour market. We therefore recommend that future studies should be conducted to include both 1st and 4th cohorts of generation Y to update this study.

Furthermore, comparative analysis between Generation X and Generation Y would have the potential to enhance our understanding of the topic. In spite of the above research limitations, the study contributes significantly to deepening the understanding of lifestyle as a determinant of job search criteria.

Appendix 1
Lifestyles and Job Search Criteria Variables

Job search criteria	Level of importance (1 as least important, 5 as most important)
Salary	1 - 5
College major-job match	1 - 5
Security	1 - 5
Opportunity for advancement	1 - 5
Work conditions	1 - 5
Challenge	1 - 5

Items	Level of agreement				
	5	4	3	2	1
Items of lifestyle (AIO)	Most agreed	Agreed	Moderately agreed	Disagreed	Most disagreed
Attitudes towards gender roles					
Men are household head	5	4	3	2	1
Men are responsible for income earning	5	4	3	2	1
Men should have prior rights to make domestic decisions	5	4	3	2	1
House chores should be equally shared between husband and wife	5	4	3	2	1
Women should be more independent	5	4	3	2	1
Family					
Family (self, and parents) is most important things in one's life	5	4	3	2	1
Family (self, partner and/or children) is most important in one's life	5	4	3	2	1
Hangout more with family than friends	5	4	3	2	1
Tend to be a domestic person (prefer not to go out)	5	4	3	2	1
Recreation					
Hangout more with family than friends	5	4	3	2	1
Drink with friends	5	4	3	2	1
Leisure time at coffee shop	5	4	3	2	1
Work/study at coffee shop	5	4	3	2	1
Stroll in department store	5	4	3	2	1
Shopping	5	4	3	2	1
Go to movie theatre	5	4	3	2	1
Watch movie in the internet	5	4	3	2	1
Outdoor workout	5	4	3	2	1

Items	Level of agreement				
Gym/fitness workout	5	4	3	2	1
Online game	5	4	3	2	1
Stay lazy in bed	5	4	3	2	1
Spend much time in social media (Facebook, Line, Instagram, Twitter, etc.)	5	4	3	2	1
Intense internet-user	5	4	3	2	1
Confidence					
Highly independent person	5	4	3	2	1
A person with high potential	5	4	3	2	1
Often receive compliment from colleagues	5	4	3	2	1
Highly self-confident	5	4	3	2	1
Love challenges	5	4	3	2	1
Spending					
Brand name user	5	4	3	2	1
Willing to pay for brand names	5	4	3	2	1
A careful spender	5	4	3	2	1
Frugal and saving	5	4	3	2	1
Work/Study					
Workaholic	5	4	3	2	1
Take work back home during holidays	5	4	3	2	1
Enjoy working	5	4	3	2	1
Work is a pride	5	4	3	2	1
Interests in economic, society, and politics					
Keep up with economic news	5	4	3	2	1
Keep up with social issues	5	4	3	2	1
Keep up with political news	5	4	3	2	1
Take part in political movements	5	4	3	2	1
Take part in environmental movements	5	4	3	2	1
Support eco-friendly products	5	4	3	2	1
Self-image					
Seek for fashion tips	5	4	3	2	1
Regularly buy clothes and accessories	5	4	3	2	1
Carefully dressed	5	4	3	2	1
Regularly workout for good body shape	5	4	3	2	1
Keep home and desk tidy	5	4	3	2	1
Decency					
Be honest and trustworthy	5	4	3	2	1
Be moral, ethical, sacrificing, and responsible	5	4	3	2	1
Be patient with rules and regulations	5	4	3	2	1
Be punctual and disciplined	5	4	3	2	1
Religious	5	4	3	2	1
Regularly attend religious activities	5	4	3	2	1
Value freedom	5	4	3	2	1
Respect law and regulations	5	4	3	2	1

Appendix 2
Summary of Factor Analysis

Factor	Eigen values	% of variance explained	Item no.	Item	Factor loading
1 Confidence & Challenge	7.290	13.3	4.54	Highly self-confident	.804
			4.52	A person with high potential	.745
			4.51	Highly independent person	.743
			4.53	Often receive compliment from colleagues	.647
			4.55	Love challenges	.642
2 Self-image & Fashion	4.076	7.41	4.103	Carefully dressed	.842
			4.102	Regularly buy clothes and accessories	.782
			4.101	Seek for fashion tips	.746
			4.105	Keep tidy home and working desk	.357
3 Economic, social,& political news update	2.732	4.97	4.83	Keep up with political news	.882
			4.82	Keep up with social issues	.817
			4.81	Keep up with economic news	.725
			4.84	Take part in political movements	.690
4 Decency & Discipline	2.290	4.16	4.92	Be honest and trustworthy	.758
			4.94	Respect law and regulations	.742
			4.91	Be moral, ethical, sacrificing, and responsible	.718
			4.93	Be punctual and disciplined	.669
			4.109	Be patient with rules and regulations	.404
5 Hard working	2.226	4.05	4.71	Workaholic	.763
			4.72	Take work back home during holidays	.751
			4.73	Enjoy working	.625
			4.74	Work is a pride	.592
6 Active online	2.074	3.77	4.414	Intense internet-user	.717
			4.412	Stay lazy in bed	.647
			4.411	Online game	.614
			4.413	Spend much time in social media (Facebook, Line, Instagram, Twitter, etc.)	.610
			4.48	Watch movie in the internet	.569

Factor	Eigen values	% of variance explained	Item no.	Item	Factor loading
7 Masculinity	1.883	3.42	4.21	Men have responsibility of income earning	.831
			4.22	Men are household head	.786
			4.23	Men should have prior rights to make decision on domestic issues	.710
8 Workout to keep body fit	1.677	3.05	4.104	Regularly workout for good body shape	.767
			4.410	Gym/fitness workout	.701
			4.49	Outdoor workout	.651
9 Mall stroller	1.633	2.97	4.45	Stroll in department store	.707
			4.46	Shopping	.684
			4.47	Go to movie theatre	.588
10 Brand name user	1.528	2.78	4.62	Willing to pay for brand names	.866
			4.61	Brand name user	.861
11 Domestic person	1.374	2.50	4.34	Tend to be a domestic person (prefer not to go out)	.750
			4.41	Hangout more with family than friends	.715
			4.33	Spend most of free time with family	.607
12 Religious person	1.307	2.38	4.106	Religious	.895
			4.107	Regularly attend religious activities	.875
13 Family person	1.185	2.16	4.31	Family (self & parents) is most important things in one's life	.788
			4.32	Family (self, spouse, & children) is most important in one's life	.746
14 Environment alist	1.170	2.13	4.86	Support eco-friendly products	.838
			4.85	Take part in environmental movements	.819
15 Femininity & independent	1.105	2.01	4.25	Women should be more independent	.753
			4.24	House chores should be equally shared between husband and wife	.749
			4.108	Value freedom	.353
16 Coffee shop & Hangout	1.039	1.89	4.43	Leisure time at coffee shop	.710
			4.44	Work/study at coffee shop	.647

Factor	Eigen values	% of variance explained	Item no.	Item	Factor loading
			4.42	Drink with friends	.460
17 Frugality	1.011	1.83	4.63	A careful spender	.857
			4.64	Frugal and saving	.718

Appendix 3
Characteristics of Respondents (n=2,293)

Category	Variables	%	Frequency
Cohort of generation Y	2nd	42.4	973
	3rd	57.6	1320
Gender	Male	49.3	1131
	Female	50.7	1162
Location of work/university	Bangkok	34.2	785
	Non-Bangkok	65.8	1508
Hometown	Bangkok	56.5	1296
	Non-Bangkok	43.5	997
Location of residence	Bangkok	42.9	983
	Non-Bangkok	57.1	1310
Social and economic status	High	30.5	700
	Medium	34.0	780
	Low	35.5	813

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