

Workplace from the Standpoint of Generation Y and Z-A Comparative Study

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Keywords

Generations, Gen Y,
Gen Z.

Abstract

This research compares and contrasts the conceptions of Generations Y and Z. This research paper focuses on the difference and similarities between Y and Z generation on the basis of social media presence, monetary benefits, and building rapport at the workplace. A survey was conducted of about 118 people belonging to generations Y and Z and proves the similarity they share in the perspective of workplace. The research confirms the dominant value of Building Rapport, Monetary Benefits and Social Media across all generations.

Introduction

The French political theorist and historian Alexis de Tocqueville, who penned the 1945 article Democracy in America, states that the American nation endured constant transformation. While discussing the aforementioned change, he noted that generational churn was one of the primary causes of it. Each new generation that succeeds an older one brings with it its own distinctive traits and moral standards (Bennett & Rademacher, 1997) In this era of industry where there is a lot of transformation in terms of innovations and technology, people who were born in various eras have personalities, worldviews, and attitudes that differ from those who were born in a different era.

The expectations of future Generation Y and Z employees provide issues for employers today when it comes to the usage of social media (at work, employers more and more often use social media to create a positive company image. According to belongingness theory individual uses the cognitive process (job crafting) to enhance emotional attachment (affective commitment) (Baumeister & Leary, 1995), therefore creating the need to Build Rapport among all generations. Monetary, rewards are much necessary for high employee engagement irrespective. Given the money is a requirement for all and is the purpose behind labour we follow the claim “aligning the reward and compensation systems with the values of multiple generations”(Stone and Deadrick 2015)

The methods in which organisations attract and expand teams, handle change, inspire, motivate, and manage workers, as well as boost productivity, competitiveness, and service efficacy, can be influenced by generational inequalities. A company's capacity to embrace the generation gap, its competitive advantages and benefits determines its success and competitiveness.

Age is a common demographic variable to describe how two or more generation embrace new technology (Morris and Venkatesh, 2000). Depending on the different definitions used, the

term "generation" may refer to groups of people who were born, developed, and maintained their lives during a specific time period and are thought to share traits and perspectives because they were impacted by the events that took place during that time.

Although it is probable to find many various classifications when the worldwide and national literature is read, the classification to be used in this study will be one that is specifically based on the opinions of the experts and examination of the historical events. There are four Generations as mentioned below



Our main focus is on generation Y and Z. This paper seeks to resolve the following research problem: How do HR specialists handle Gen Y and Gen Z at work? The primary goal of this research is to highlight the key parallels and deviations between Gen Y and Gen Z workers based on three criteria monetary policies, social media presence, and building rapport.

In order to answer these questions, we did a literature review on the factors that are similar and different between Gen Y and Gen Z in the workplace.

Literature review

"A definable group that shares birth years, ages, locations, and major life experiences at key developmental periods" is referred to as a "generation" (Kupperschmidt 2000: 66). Members of the same generational cohort are thought to have comparable perspectives due to their shared unique cultural, political, and economic experiences. However, each generation has diverse ideas, attitudes, actions, and values (Xander et al 2012). Managers typically have trouble understanding the new group whenever a new generation enters the organisation. The managers should concentrate on the notion that attracting and keeping talented employees requires an awareness of the unique motivations, attitudes, and personality profiles of the new group. Currently, the Austrian labour market is made up of four generations (Baby Boomers, Generation X, Y, Z). The work ideals of these generations as well as workplace habits like organizational dedication may vary (Zeinhofer, M. 2022). By comprehending them, researching their characteristics, and adapting their responses to them, organisations can operate with rapidly evolving generations in a single location, keep them motivated, and gain efficiency from them.

These generations may have different work ethics and work practises, such as organisational devotion. This study provides an answer to that question by contrasting and contrasting personnel from generations Y and Z. As a result, organisations that prioritise diversity management as a core organizational strategy will be better able to achieve their goals, operate at a high level, and acquire a competitive edge. Members of Generation Z are anticipated to exhibit certain distinctive traits similar to those of earlier generations, which may result in significant future changes to organizations (Kirchmayer, Z., & Fratri ová, J. 2020). People who were born between 1995 and the present day and lived through the years post the creation of the World Wide Web are known as Generation Z. (Wood, 2013). There are many other names for this generation, but the majority have to do with

technology, including social media and the Internet.

The Internet Generation, also known as IGen (Dorsey, 2016), Post Millennials, Centennials (Dorsey, 2016), Digital Natives (Mohr & Mohr, 2017; Seemiller & Grace, 2016), Plurals, Gen WII, and Generation Text are a few examples (Flippin, 2017). Given that Generation Z is the first to have been born in an integrated, globally linked society where the Internet has always existed and is regarded as a necessary tool in day-to-day life, it is understandable that labels like these have been given to this generation (Turner, 2015). Social justice movements, the emergence of mobile phones and social media, their upbringing in a culture of security, and their lack of prior job experience all have an influence on how Generation Z learns and behaves in the workplace, respectively (Schroth, 2019). All of Generation Y and Z's traits, giving importance to monetary benefit and social media presence and building rapport, have an effect on how they behave at work, and how much employers take these factors into consideration determines whether their presence in an organization will be a difficulty or an opportunity for those who work with them. Businesses that have gone global and increased competitiveness on a worldwide scale now must hire people from various generations who, as a result, have diverse structures and features. By comprehending them, researching their characteristics, and adapting their responses to them, organisations can operate with rapidly evolving generations in a single location, keep them motivated, and gain efficiency from them. These generations may have different work ethics and work practises, such as organisational devotion. This study provides an answer to that question by contrasting and contrasting personnel from generations Y and Z. As a result, organizations that prioritise diversity management as a core organisational strategy will be better able to achieve their goals, operate at a high level, and acquire a competitive edge.

Both Generation Y and Z are of the "Digital Natives" (Marc Prensky in 2001) category i.e they were born into and have grown up in a technology

savvy environment with abundant information access therefore making them highly reliant on technology, both generations are highly eager to learn and go into the depth of matters, continuously being able to upgrade their skills is a prominent need in them so a high quality training is a must have in the work environment, they also continuously need a sense of belongingness and love to have an active social environment at work place where they can fit in happily, lastly these generations have witness a roller-coaster rider when it comes to stable economy starting from Economic reforms creating globalization to the worldwide recession on 2008-09 to finally being hit by the global pandemic, they are the generations which have successfully created worlds most famous Business Disruptions and have the strongest entrepreneurial zeal like (Cult.fit, Facebook, Myntra etc). These all factors together help us understand the similarities in their characteristics and the factors of focus by the employer while managing the generations together.

Methodology

Objectives

To identify the basic characteristics of generations Y and Z, to identify the similarities between generations Y and Z, to identify the differences between generation Y and Z and to identify the need of building Rapport, having strong Monetary plans and social media presence for the employer to attract these generations.

Hypothesis

H0-There is relationship between generation Y&Z for the need of Rapport Building.

H1-There is no relationship between generation Y&Z for the need of Rapport Building .

H0-There is relationship between generation Y&Z for Monetary benefits.

H1-There is no relationship between generation Y&Z for Monetary benefits.

H0-There is relationship between generation Y&Z for the use of Social Media for Selforiented Revelation

H1-There is no relationship between generation Y&Z for the use of Social Media for Self-oriented Revelation.

A survey was conducted of about 118 people belonging to generations Y and Z, of which about 69 belonged to Gen-Z and 29to Gen-Z. The measure used was the Likert scale. The sampling method used was cluster sampling.

The survey was filled majorly by the employees in the IT Sector. Comparison of means between two groups was done using t-test for continuous data. A p-value of greater than 0.05 was considered for statistical significance. The research has been concluded using the analysis and collection tools like Google Forms, Charts and the analysis using JASP for the t-test.

Data Analysis

The data collected represents the views of about 118 people belonging to the generations Y and Z, this data is used to reach the objectives of the study. Category Analysis using the mean of all values acquired from the sample for each question.



Figure-1

Under the factor “Building Rapport” we observe that both generations value the organisations establishing healthy social relationships along with politeness in soft skills and delivering

information of any kind, generation Z particularly values the organisations preserving confidentiality.

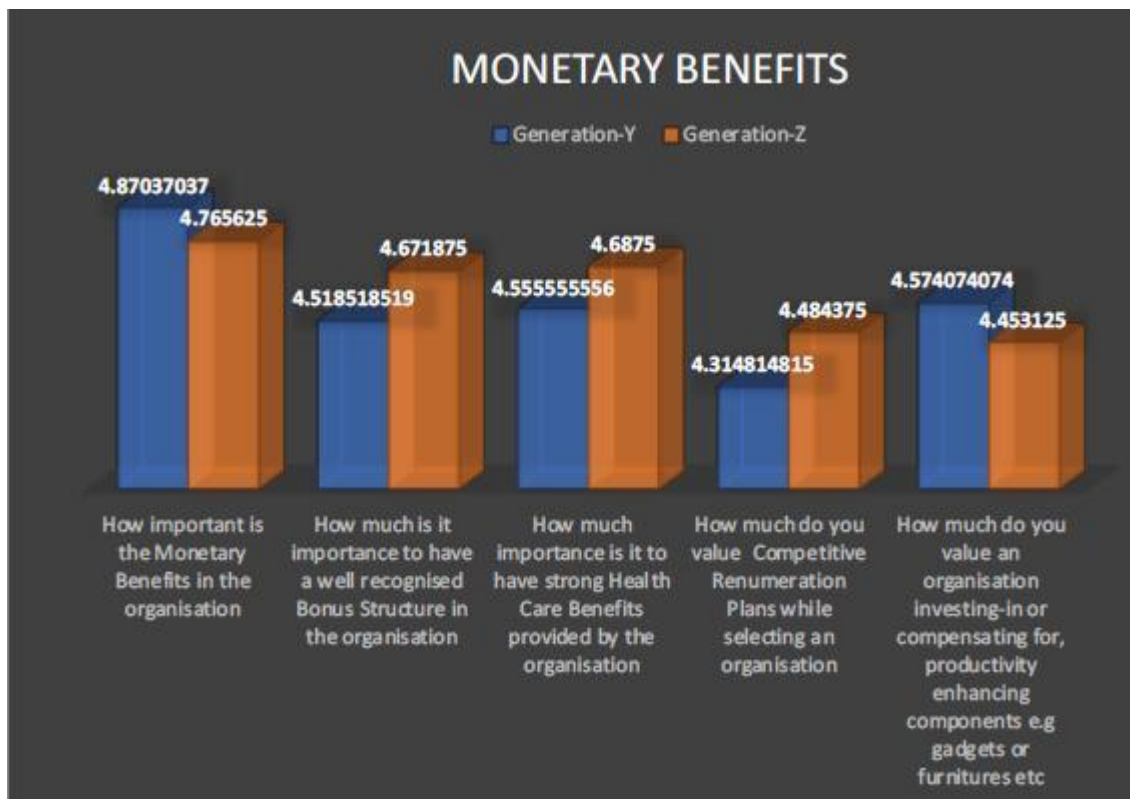


Figure-2

Under the factor “Monetary Benefits” we observe that both generations value the organisations establishing competitive and strong monetary benefits framework. Generation Y is focused on enjoying the benefits such as organisations

investing in and compensating for productivity enhancing components, whereas Generation Z is more focused on organisations valuing and health and adding health care benefits to its framework.

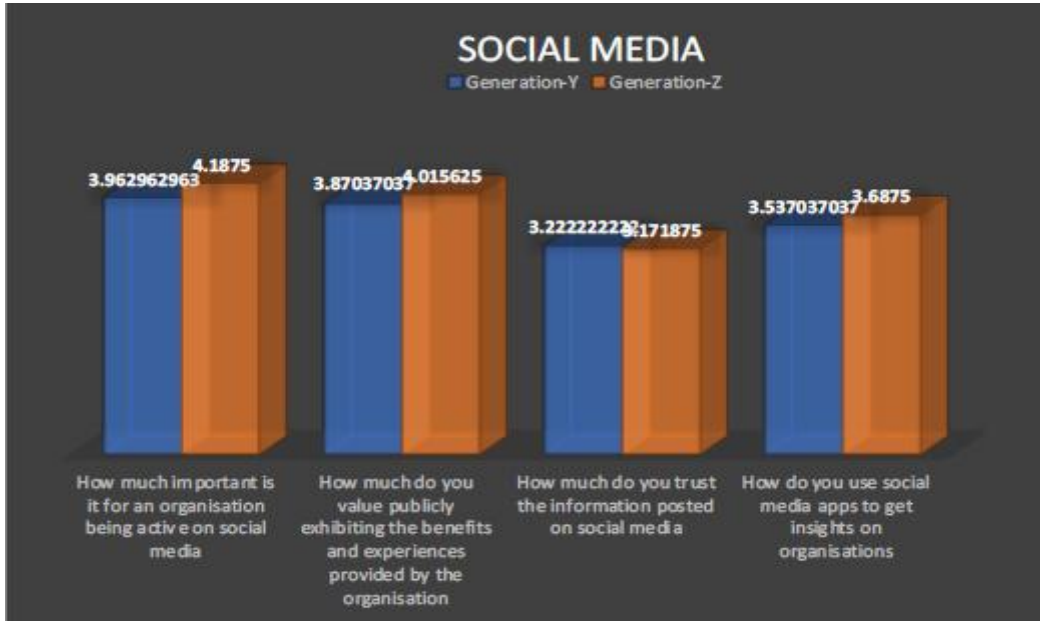


Figure-3

Under the factor “Social Media” we observe that both generations appreciate organizations being active on social media. Generation Y and Z both

enjoys being able to display their benefits on social media and being able to reveal their personal progress on public platforms.

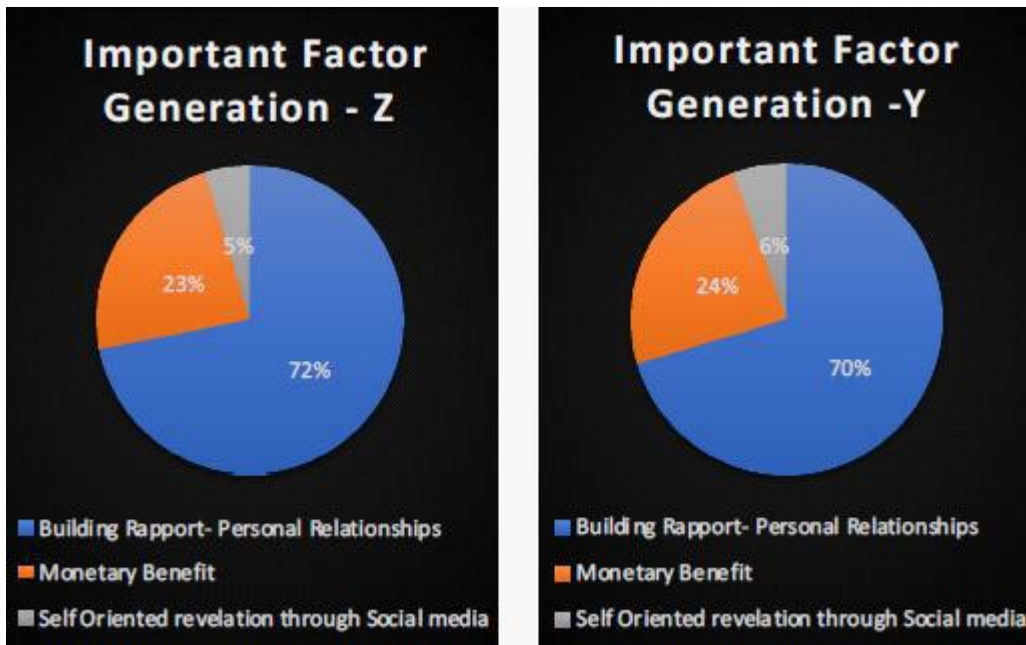


Figure-4

It can be observed 70 % of Generation Y and 70% of Generation Z both consider building rapport as the top most important factor of the three.

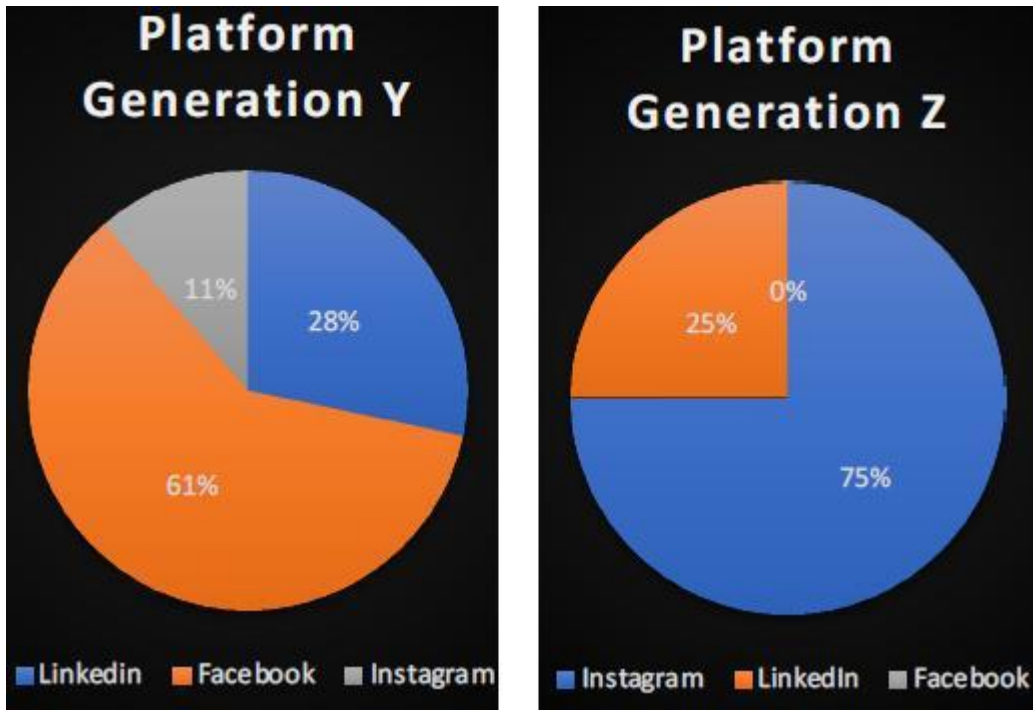


Figure-5

To display their personal benefits and growth Generation Y uses Facebook as a platform and the same is done by Generation Z using Instagram examples can be gifted gadgets, unique experiences or vacations.

<i>Factor</i>	<i>Generation Y</i>	<i>Generation Z</i>	<i>Total</i>
<i>Building Rapport</i>	4.662962963	4.6125	4.637731481
<i>Monetary Benefits</i>	4.566666667	4.6125	4.589583333
<i>Social Media</i>	3.648148148	3.765625	3.706886574

Table-1

In case of Generation Y it is evident that they consider building rapport and personal relationships is a primary need whereas for Generation Z building rapport along with Monetary benefits hold same value To support we ran the t-test on the collected data, which is the best measure to compare the measure the means

of the two groups (Generation Y and Z) under the factors of Rapport Building, Monetary Benefits and use of Social Media.

The t-test has been conducted using the JASP software to maintain the accuracy and the reliability of the test.

Results

Independent Samples T-Test

Independent Samples T-Test

	t	df	p
Rapport	1.163	112.476	0.247
Monetary Benefits	-0.960	112.198	0.339
Social Media Presence	-0.924	115.697	0.357

Note. Welch's t-test.

Table-2

In the above we observe that p -value for the factor “Rapport” stands to be 0.247, the p-value for the factor “Monetary Benefits” stands to be 0.339 and the p-value for the factor Social Media Presence” stands to be 0.357.

Results

From the results and the analysis from the data collected and the pie chart depiction of the most preferred factors and platforms we understand that –

1- The p-value for Rapport stands to be 0.247 i.e. we accept the null-hypothesis that is there is positive relationship between generation Y&Z for the need of Rapport Building.

2- The p-value for Monetary Benefits stands to be 0.339 i.e. we accept the null-hypothesis that is there is relationship between generation Y&Z for Monetary benefits

3- The p-value for Social Media stands to be 0.357 i.e. we accept the null hypothesis that is there is relationship between generation Y&Z for the use of Social Media for Self-oriented Revelation

4- 74% of the 119 people value Rapport Building the most, second is Monetary benefits and the least valued is Self- Oriented revelations through social media.

5- Instagram stands to be the most important platform when it comes to the use of social media for self-oriented revelation.

Conclusion

We understand that there is noticeable and impactful relationship between Gen-Y and Gen-Z. It will be extremely valuable for organization to focus on building rapport when it comes to the management of both generation Y and Z as it creates a good work environment among all generations when it comes to their engagement, creating and maintaining policies which are common for both will help create better coordination along with monetary benefits as a supporting factor being same for both and creating a sense of equity among all.

Using platforms like Instagram or Facebook to showcase the company culture has a wider reach when it comes to attracting talents and showcasing a healthy and growth oriented work culture.

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Access this Article in Online	
	Website: www.ijarm.com
	Subject: Management
Quick Response Code	
DOI: 10.22192/ijamr.2022.09.12.003	

How to cite this article:

Tanya, Tavishi Chauhan. (2022). Workplace from the Standpoint of Generation Y and Z-A Comparative Study. *Int. J. Adv. Multidiscip. Res.* 9(12): 31-40.
DOI: <http://dx.doi.org/10.22192/ijamr.2022.09.12.003>