

# A study of Work behaviour of generation Y employees - An Overview

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## ABSTRACT

Generation Y is the new generation after generation X that can be classified as a person who was born between 1980's and 1990's. This generation is the new generation or known as millennial who will fully enter the workforce and lead the organization. The objectives of this study are to get better understanding on the generation Y behaviour at the workplace.

A generation has been defined as a cluster of people who shares both the same birth years and significant life events. So, a generation arises with the birth rate increase and ends, when it drops and it represents a group who have a similar world view grounded in defined society or historical events that have occurred during that generation's development year. Followers of this specific thought discuss that those who grow up in different time periods have very different sets of beliefs, values, attitudes and expectations which in turn impact their behaviour generally and in the workplace. There are four generational groups in the time spanning more than 60 years: Traditionalists, Baby Boomers, Generation X and Generation Y, with the latter three being the primary generations. Despite all the variations in how they are described in the literature and how their start and end dates are categorized, there are some common thought among practitioners and academics about how these different generations are characterized and on the consequences of this for the way they are managed Generation Y, which is the most technically literate, educated and ethnically diverse generation in and at the graduate level there has been considerable interest not only in attracting, and retaining this talent but in developing it as well, is the latest generation in the workplace. At the same time, there have some indications that this generation of graduates plays a great deal of importance on personal development and continuous learning.

## **Keywords:**

Generation Y employees, Work behaviour, Work place, Cultural

## INTRODUCTION

The generation born in the 1980s and 1990s, comprising primarily the children of the baby boomers and typically perceived as increasingly familiar with digital and electronic technology.

The generation of people born during the 1980s and early 1990s. The name is based on **Generation X**, the generation that preceded them. Members of Generation Y are often referred to as "echo boomers" because they are the children of parents born during the baby boom (the "**baby boomers**").

**Generation Y** is used to refer to people born in the 80s and 90s. Their archetype is the Hero generation, an honor they share with the "G.I. Generation" who fought WWII. Compared to Xers they practically led a

charmed life; their parents had ready access to birth control, so they were generally wanted, nurtured children. They were more sheltered by society than their predecessors and their family units were more stable. Helicopter parents and soccer moms are a ubiquitous sight for children of this generation.

Gen Y is sometimes known as the Peter Pan Generation because childhood was so good to them that they have a tendency to delay adulthood. But when they do come of age, Heroes earn their name. They are more orthodox in their approach than Nomads and as policy-makers they may be downright conventional, but they are united by a deep-seated idealism and desire to save the world. Looking at something like climate change or global recession, a Millennial won't blame the past but look forward to the solutions of the future.

**Generation Y** has been raised within a time period where they have constant access to technology. Computers, mobile phones, the internet were all accessible and part of their youth. Given this companies have had to adapt and revise their hiring strategy, company info structure and overall business ethos in order to attract this generation. As a Generation they are attracted by companies who embrace technological advancements which have led to changes in business across the globe.

Employers are constantly seeking to how to best attract, manage and retain young talent from the Y Generation as they are seen as future business leaders.

### **Generation Y, Echo Boomers or Millennials**

The largest cohort since the Baby Boomers, their high numbers reflect their births as that of their parent generation. The last of the Boomer Is and most of the Boomer II s. Gen Y kids are known as incredibly sophisticated, technology wise, immune to most traditional marketing and sales pitches...as they not only grew up with it all, they've seen it all and been exposed to it all since early childhood.

Gen Y members are much more racially and ethnically diverse and they are much more segmented as an audience aided by the rapid expansion in Cable TV channels, satellite radio, the Internet, e-zones, etc.

Gen Y are less brand loyal and the speed of the Internet has led the cohort to be similarly flexible and changing in its fashion, style consciousness and where and how it is communicated with.

Gen Y kids often raised in dual income or single parent families have been more involved in family purchases...everything from groceries to new cars. One in nine Gen Years has a credit card co-signed by a parent.

### **OBJECTIVES**

- To explain the concept of generation y.
- To know about generation Y Working style.
- To know about their workplace behaviour with others.

### **RESEARCH METHODOLOGY**

The research paper is an attempt of exploratory research, based on mainly secondary data collected from various sources, such as reference books, magazines, journal, and research papers & websites which are sited at the appropriate places related to above.

## **REVIEW OF LITERATURE**

Flexible and Multitalented - According to Martin (2005), generation Y not expect for changing but they demand it because they are ready to adapt to new people, places and circumstances. Even this generation is being flexible in the workplace, but they still consider their personal life.

Dwyer (2009) stated that generation Y employees are really prioritized about their personal life; therefore they will appreciate a flexible work arrangement that supports personal choices with respect to their lifestyles. Reilly (2012); Linqvist (2008) stated that the reason for generation Y joining the company is because comfortable office atmosphere and flexible work schedule. Generation Y also believes that being flexible and working with other people can motivated themselves. Haynes (2011); Murphy (2010) also stated that by working with other creative people, it can actually motivated generation Y.

**Being Independent** - According to Glass (2007), generation Y is the generation who grown up in an American school system that catered to people's self-esteem; therefore workers in the millennials group are the most confident generation.

Technology such as internet is a type of medium that can help generation Y to be independent. This is because internet can help generation Y to seek for the information in a faster and easier way. Furthermore, it could help generation Y to complete their work faster and in efficient way. Technology has make generation Y become more efficient because information and knowledge are readily available from the internet and allowing them to complete projects faster (Reilly, 2012). Being independent does not mean that they like to do the job themselves but they also want to give idea and thought about the task given. This is because they want to be somebody that has contributes to the company itself.

Even thought they want to be independent by doing the task in their own way, but they also need direction and support from other people.

According to Martin (2005), generation Y demands the freedom and flexibility to get the task done in their own way and their own pace but they also want clear directions and Managerial support.

**Team Work** - This statement is supported by Martin (2005) where generation Y work better together rather than work alone. Collaborating and working as a team is preferred by generation Y (Helyer & Lee, 2012)

### **Generation Y Characteristics & workplace behaviour**

As expected by their birth years, Gen Y makes up the fastest growing segment of the workforce in the 2010s with numbers estimated as high as 80 million or more.

As law firms compete for available talent, employers simply cannot ignore the needs, desires, and attitudes of this vast generation. As with each generation that preceded Gen Y, Millennials have come to be defined by a set of characteristics formed mainly by the world and culture they grew up in here are a few common characteristics of Generation Y.

## Generation Y Is Tech-Savvy

Generation Y grew up with technology, and they rely on it to perform their jobs better. Armed with smart phones, laptops, and other gadgets, this generation is plugged in 24 hours a day, 7 days a week. They like to communicate through email and text messaging rather than face-to-face contact and prefer webinars and online technology to traditional lecture-based presentations.

## Cultural Acceptance

Generation Y is the new generation or known as millennials that will enter the workforce and lead the organization. They also will need to work together with other generation which is known as generation X and other culture as well.

## Flexibility and Multitasking

Generation Y is the new generation that being flexible in the workplace. As mention early, this generation can easily adapt with new culture and change. What is means by flexible is they can work together with new people, place and new situation.

## Being Independent

The great things about generation Y is they like to do the job by their own ways and they being independent because they believe that they have confident in doing the task given with the helping of technology such as internet.

## Teamwork

Even thought generation Y being independent, but they also prefer teamwork where working together in a group to carry out a certain task. By working together, they could finish the task earlier and more idea could be gain from the discussion or brainstorming. Generation Y has the ability to be independent but it will be better if they done a task in a teamwork.

## Theoretical Framework

The theoretical framework consists of five independent variable which are the characteristic of generation Y and dependent variables that is workplace. Characteristic of generation Y are technological savvy, cultural acceptance, flexibility and multitasking, independent and Teamwork. There is a relationship occur between independent variable and dependent variable with generation Y behaviour. This research is conducted to study the relationship between independent and dependent variables. The researcher will explain more details about the relationship between these two variables

## Generation Y Is Family-Centric

The fast track has lost much of its appeal for millennials, whose members are willing to trade high pay for fewer billable hours, flexible schedules, and better work/life balances.

Although older generations may view this attitude as narcissistic or see it as a lack of commitment, discipline, and drive, Generation Y legal professionals have a different vision of workplace expectations. They often prioritize family over work.

### **Generation Y is Achievement-Oriented**

Nurtured and pampered by parents who didn't want to make the mistakes of the previous generation, millennials are confident, ambitious, and achievement-oriented.

They have high expectations of their employers. They seek new challenges and aren't afraid to question authority. Generation Y wants meaningful work and a solid learning curve.

### **Generation Y is Team-Oriented**

Generation Y participated in team sports, play groups and other group activities as children. They value teamwork and seek the input and affirmation of others. They're a no-person-left-behind generation, loyal and committed. They want to be included and involved.

### **Generation Y Craves Attention**

Generation Y craves feedback and guidance. They appreciate being kept in the loop and often need frequent praise and reassurance. Millennials may benefit greatly from mentors who can help guide and develop their talents.

### **Generation Y is Prone to Job-Hopping**

A potential downside of Generation Y workers is that they're always looking for something new and better. It's not uncommon for a millennial to stay with a firm for only two to three years before moving on to a position he thinks is better. The resumes you as an employer receive for open positions will no doubt demonstrate this. Don't discount members of this generation just because they've worked for several firms — they bring with them a variety of experiences. More often than not, they just have high expectations that may be difficult to meet.

### **The Bottom Line**

Generation Y possesses many characteristics that are unique in comparison to past generations. They tend to be excited about their jobs and they'll work hard and efficiently. They might approach their superiors as equals more than previous generations did, but firms can take steps to draw a line between supervisors and friends. Millennials will show a lot of respect for their supervisors and get the job done when that line is in the sand.

If you're struggling to motivate your Generation Y employees, check out this series for advice on How to Resolve Generational Sticking Points in the Legal Workplace.

## **CONCLUSION**

As for the conclusion, there are a lot of characteristic that influence generation Y behaviour at workplace. It is important for the organization to understand generation Y behaviour in order to work together. This is because, generation Y will be the next generation to lead the organization. Generation Y employees are problem solvers, highly adaptable, result oriented & tech savvy. They possesses good teamwork ability & thus very fruitful for the organization.

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