

Study on Expectations of Gen Z in Future Workplace

Dhuru Prajakta
Faculty, IES MCRC

ABSTRACT

Generation Z, borne after 1991, are characterized as highly connected, active use of communications and media technologies. They are accustomed to collaborate, share and distribute images and information. Besides, they are often described as instant minded with faster life rhythm, independent, tending to be more individualistic, pragmatic, stubborn and self-directed. Generation Z are also described as Centennials. They are set to become the largest generation ever - reaching 2.52 billion - and by 2025 they will account for 30% of the workforce.

The study is an attempt to highlight the characteristics and lifestyle of today's 21–25-year-old young people in Mumbai, who are members of either the Generation Z or the late Generation Y. The study looks at the industry preferences, their opinions and perceptions about their professional career. The study also highlights their social media habits and its significant effect on careers.

Keywords: Generation Z, labor market, industry preferences, digitization, future workplace

INTRODUCTION

Generation Z is a common name for the most recent generation at the labor market. Members of generation Z, born after 1991, are characterized as highly connected, active use of communications and media technologies such as World Wide Web or YouTube. They are accustomed to collaborate, share and distribute images and information. Besides, they are often described as instant minded with faster life rhythm, and tending to be more individualistic and self-directed.

The Silent generation (pre-World War II), the Baby Boom generation (1946-1962), Generation X (1963-1977), and Generation Y (1978-1986), all have different workplace values and needs. They have diverse work environment esteems and needs. This can create a challenge for the manager who works with a generational mix of team members. Today's younger employees have different values and needs than those of their more "traditional" colleagues of the Silent and Baby Boom generations. They have diverse esteems and needs than those of

their more "conventional" partners of the Silent and Baby Boom ages. For instance, Generation X and Y representatives saw their Baby Boom guardians work so much that frequently family was dismissed and, for the greater part of the extra time hours of work, see their people still battle with retirement choices and funds.

The generation after Millennials has arrived. At The Center, we call this new generation Gen Z, but they've also been called iGen, Founders, and Centennials. Born in 1993 and after, this emerging generation brings a new worldview and different expectations as customers, employees, and citizens While most people think the generation after Millennials consists of only kids, the truth is that the oldest members of Gen Z and iGen are now in their 20's. They are the newest entrants to the workplace and voting booth and will soon become the fastest growing group of employees and customers. They're already the most influential group of technology trendsetters and they offer the best preview of future trends, such as technology usage, communication, banking, and shopping patterns. **Gen Z presents a fast growing challenge** to brands, marketers, and sales professionals, as well as employers, managers, civic leaders, educators, and their own parents (who are Generation X and Millennials). The tidal wave of change iGen brings is why The Center is leading landmark research that explores and reveals iGen's mindset and behaviors from multiple angles. As new generations of employees enter the workforce and management positions, they bring with them a new perspective. These days, we refer to those cohorts as Generation Z (born between 1993 and 2010) and their older counterparts, the Millennials. Gen Z has a clear advantage over Gen Y because they appear to be more realistic instead of optimistic, are likely to be more career-minded, and can quickly adapt to new technology to work more effectively.

OBJECTIVES OF THE STUDY

- To find out their expectations from organization.
- To find out the opinions and perceptions of careers and are mostly known as the "connected" gen as well.
- To identify their connectivity to digitization.

RESEARCH METHODOLOGY

Numerous studies have already been conducted on the mindset and behavior of Gen Z, this study has been conducted by focusing on their impact on working environment. In this report, it is who Gen Z are, identify their distinct behaviors and expectations from their future workplace. The research is conducted with the

help of students in Mumbai between the ages of 20-25. The research intended to collect samples of 120 respondents. 115 respondents have participated in the survey with a variety of responses. Surveying Gen Z from a broad spectrum of demographics by asking multiple questions on how they perceive their future workplace to be like.

Random Sampling Method has been used in this study by collecting various responses at random between specific age range.

Sampling Design and Sample Size

Sampling Design indicates to the general structure and introduction of an examination. Research strategies, then again, allude to operational procedures of information accumulation. Specialist can fall back on in excess of one technique for information gathering inside the same research plan.

SAMPLING DESIGN METHOD	Random Sampling
INSTRUMENT USED	Survey/Structured Questionnaire
SAMPLE SIZE	120 Students Between 20-25 years (117 respomded)
LOCATION	Mumbai
ANALYSIS METHOD	SPSS Software

LITERATURE REVIEW

The literature provides a lot of different attempts to define Generation Z (Pál, 2013). There are research studies which rate those who were born after 1982 as members of this generation (Howe–Strauss, 1991), while other researchers suggest that those who were born between 1991 and 2010 belong to this generation.

According to some approaches, members of Generation Z were born after 1995 (Grail Research, 2010 and Tari, 2011) and 1996. Oblinger and Oblinger (2005) call this group post-millennarians, but it is also called „Facebook Generation”, digital natives (Prensky, 2001), zappers, which means switchers, “Instant online” group (Mutte, 2004), “dotcom” kids, net generation, iGeneration.

This generation is often called Generation C, where C stands for connection, or Generation D, which refers to digital, or Generation R, which stems from the word responsibility (Heckenberg–McDuff–Smith– White, 1991).

It is important to emphasize that Generation Z is the first global generation in the world (Homo Globalis). They grow up using the same culture, they like mostly the same food, fashion and places. Globalization appears in their language as well because they use words and expressions that the members of other generations do

not use and often do not understand (Tari, 2011). They are affected and formed by the same impacts; they may be interconnected on the web and social networks (McCrindle–Wolfger, 2010), which is another factor related to globalization.

A special feature of today's generation is that they crossed the global, social and socio-economical borders more than ever. Due to globalization, the lives and behavior of young people living in different parts of the world, are affected by the same events, processes and trends. They watch the same movies, and many times the same global brands define their lives. In addition to that the same influences shape them, they are connected through the Internet (McCrindle, Wolfger, 2010).

They have a strong sense of civic responsibility and due to the vast amount of information available for them, they are aware of our world's most important problems, such as terrorism, economical depression, climate change as well as environmental issues. (Grail Research, 2011)

In these days a new generation, the generation Z enters the labour market that may strengthen these negative trends. This generation is characterized by quick shifts, faster life rhythm, active use of technologies and web applications, freedom, customization, collaboration, scrutiny, integrity, fun, speed and innovation (Mutte, 2004; Tari, 2010; Tabscott, 2009). The loyalty of this generation, the so-called —zappers‡ is low, consequently the change of workplaces is natural for them, which incarnates a forthcoming problem for nowadays organizations (Mutte, 2004).

People who belong to generation Z are extremely self- confident, have an optimistic view on their future professional life and tend to have entrepreneurial initiatives (Adecco, 2015), as they are very creative and innovative (Robert Half, 2015). Another interesting characteristic is the fact that despite being constantly connected on social media, generation Z seems to be less involved in civil engagement, compared to older generations (Addor, 2011).

Studies (Adecco, 2015) indicate that generation Z prefers independent work and tends to be reluctant to involve in teamwork. This fact can be determined by generation Z propensity for communicating in a virtual environment, using an abbreviated language that affects their listening, interpersonal and socialization skills (Addor, 2011; Tulgan, 2013). Moreover, the activity on social media negatively influences the writing skills of generation Z, as they seem to need in-depth training on developing formal communication skills (Robert Half, 2015).

However, a generally accepted idea is that generation Z could easily be integrated in organizations by developing mentorship programs with the help of more experienced generations (Adecco, 2015), this idea being proposed since millennials have entered the labor market, in order to support their work-related relationship with Baby-Boomers (Bennett et al., 2012). The study conducted by Robert Half (2015) strengthens the need to mentor generation Z at the workplace, as the members of this generation strongly need to be constantly taught and require constant feedback on their activity. Also, Tulgan (2013) stresses that compared to millennials, generation Z tends not to resist authority relationships, as the representatives of this cohort report a strong need for human connection – this meaning that generation Z could only work for superiors who manage to develop a strong working relationship with their subordinates. Moreover, Bolser and Gosciej (2015) bring under the light the idea of „reverse mentoring”, a program that can easily help employees of different ages to bond, as junior employees can also share their knowledge and abilities to senior employees. In the present workplace conditions, when „diversity” is a key characteristic, reverse mentoring can become a strong instrument for increasing the engagement of employees from all generations, the final result being the enhancement of organizational performance (Bolser and Gosciej, 2015).

Furthermore, when considering the development of their professional life, the persons belonging to generation Z tend to value more the importance of “soft skills”, in the detriment of “hard skills” (Adecco, 2015), which may seem surprising, as another study (Tulgan, 2015, cited by Robert Half, 2015) indicates that the members of this generation tend not to have soft skills as they begin their professional life. Moreover, as retaining generation Z employees in the company for several years may be a difficult issue to resolve, the persons in this generation could become loyal to their employer if the organization offers them the opportunity to grow, to experience new things and to achieve leading positions (Adecco, 2015; Robert Half, 2015). In fact, the advancement opportunities are the most important factor when members of generation Z select a full-time job, which explains why they tend to prefer to work in midsize companies or for multinational corporations (Robert Half, 2015).

According to the Institute for Emerging Issues (2012), the Generation Z is the most ethnically diverse and technologically sophisticated generation. Generation Z has an informal, individual and straight way of communicating, and social networking is a vital part of their lives. They are a Do-It-Yourself generation.

Generation Z, who in most cases are the offspring of Generation X, are born after 1996 and who are also known as the Silent Generation. It is also anticipated that while this group will be the most environmentally friendly as compared with their counterparts, they will also have an extremely high level of distrust with corporations and will be more apt to leave their job and/or career more quickly than Generation Y. (Korean Times, November 13, 2007). In addition, this generation yearns for choice in all processes and/or the perception of choice and desires structure and customization within all they do. (Strauss & Howe, 2000). Therefore, the standard performance evaluation executed once per year will not be adequate among this group as these individuals require frequent input from their supervisors.

As indicated by other German investigations, three ages can be considered as a important starting point (Glas, 2009), and they make recommendations in view of this. Be that as it may, generational limits are additionally characterized uniquely in contrast to the "established" Yankelovich classes and scientists stress that youngsters in the vicinity of 18 and 29 are the develop youth, individuals from the center age are in the vicinity of 30 and 49, and individuals in the vicinity of 50 and 69 are individuals from the best age. Youngsters are occupied with cell phones, design what's more, PCs, individuals from the center age like occasions and attire, while individuals from elderly ages incline toward voyaging and cultivating.

ANALYSIS AND FINDINGS

Generation Z has been the most diverse generation in terms of their expectations and choices. Therefore with the help of SPSS Software, analysis has been done considering various factors with respect to Gender & Age. Total Number of responses recorded sums up to 115.

1. To test the relationship between type of company respondents choose and gender;

Descriptives

What_type_of_company_will_you_prefer_working_in

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	58	2.3103	.62708	.08234	2.1455	2.4752	1.00	4.00

Female	58	2.1379	.54445	.07149	1.9948	2.2811	1.00	4.00
Total	116	2.2241	.59104	.05488	2.1154	2.3328	1.00	4.00

Test of Homogeneity of Variances

What_type_of_company_will_you_prefer_working_in

Levene Statistic	df1	df2	Sig.
8.067	1	114	.005

ANOVA

What_type_of_company_will_you_prefer_working_in

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.862	1	.862	2.500	.117
Within Groups	39.310	114	.345		
Total	40.172	115			

$P = .117$ i.e. $p > 0.05$. The table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between the group means. We can see that the significance value is .117 (i.e., $p = .117$), which is more than 0.05. and, therefore, there is no statistically significant difference between the type of gender and the type of company they choose to take.

- To test the relationship between type of company respondents choose and age:

Descriptives

What_type_of_company_will_you_prefer_working_in

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
16-18 years	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
19-21 years	30	2.0667	.44978	.08212	1.8987	2.2346	1.00	3.00

ANOVA

What_type_of_company_will_you_prefer_working_in

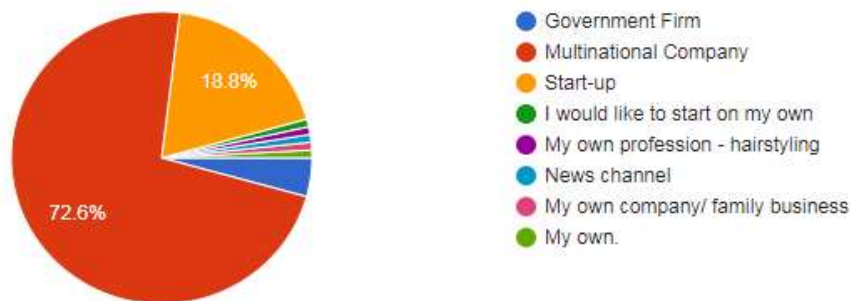
		Sum of Squares	Df	Mean Square	F	Sig.		
Between Groups		7.068	2	3.534	12.062	.000		
Within Groups		33.105	113	.293				
Total		40.172	115					
22-25 years	84	2.2381	.57286	.06250	2.1138	2.3624	1.00	4.00
Total	116	2.2241	.59104	.05488	2.1154	2.3328	1.00	4.00

Test of Homogeneity of Variances

What_type_of_company_will_you_prefer_working_in

Levene Statistic	df1	df2	Sig.
3.856	2	113	.024

$P = .000$ i.e. $p < 0.05$. The table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between the group means. We can see that the significance value is .000 (i.e., $p = .000$), which is less than 0.05. and, therefore, there is a statistically significant difference between the age group and the type of company they choose to take.



72.6% prefer multinational company while 18.8% prefer a startup. Miscellaneous includes government and starting up one's own firm.

3. To test the suitability of parameters by students for their future workplace considering specific factors.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Following are the parameters you will rank according to your work	116	2.2328	1.51719	1.00	5.00
Following are the parameters you will rank according to your work1	116	2.2672	1.27421	1.00	5.00
Following are the parameters you will rank according to your work2	116	2.3276	1.38172	1.00	5.00
Following are the parameters you will rank according to your work3	116	2.7069	1.48627	1.00	5.00
Following are the parameters you will rank according to your work4	116	2.3707	1.50090	1.00	5.00

Friedman Test

Ranks

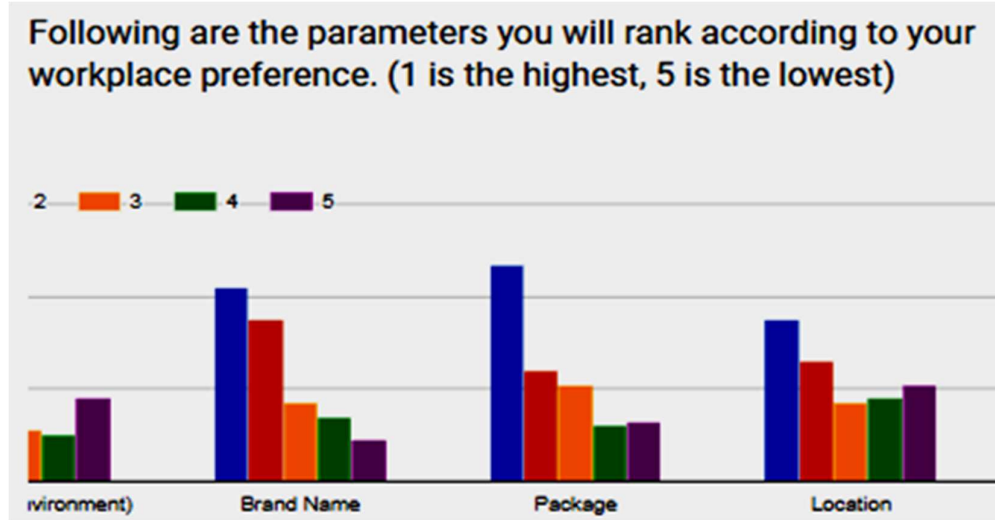
	Mean Rank
Following are the parameters you will rank according to your work	2.76
Following are the parameters you will rank according to your work1	2.94
Following are the parameters you will rank according to your work2	2.91
Following are the parameters you will rank according to your work3	3.41
Following are the parameters you will rank according to your work4	3.00

Test Statistics^a

N	116
Chi-Square	16.481
Df	4
Asymp. Sig.	.002

Friedman test indicates that there is a significant difference in choosing the parameters by specific gender and their preferences.

Also, it denotes that the friedman test can be successfully conducted to measure the ranks, in this case, the highest preference rank is 3.41 i.e. People prefer package the most important component in their workplace.



- To test the preferences of respondents with respect to social media updates

Descriptive Statistics

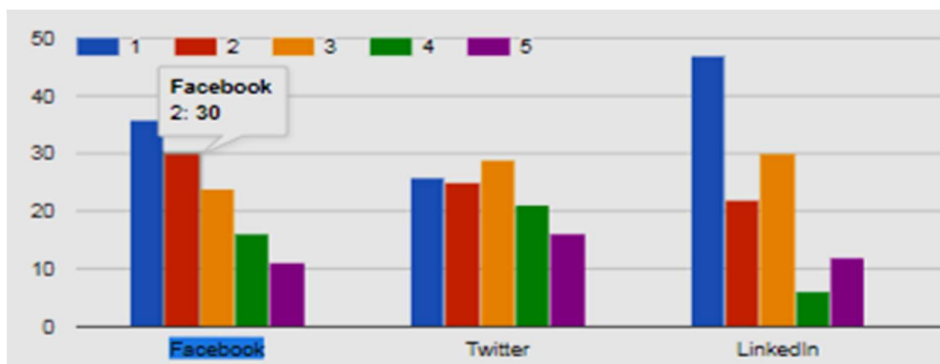
	N	Mean	Std. Deviation	Minimum	Maximum
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_acc	116	2.4655	1.30837	1.00	5.00
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac1	116	2.8017	1.34630	1.00	5.00
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac2	116	2.2586	1.31956	1.00	5.00
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac3	116	3.2845	1.35008	1.00	5.00
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac4	116	2.8362	1.43826	1.00	5.00

	Mean Rank
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_acc	2.70
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac1	3.05
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac2	2.49
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac3	3.59
Which_site_gives_you_faster_and_knowledgeable_updates_Rank_ac4	3.18

Test Statistics^a

N	116
Chi-Square	38.703
Df	4
Asymp. Sig.	.000

There is a significant difference in preferences of choosing social media for news and updates by respondents. Also, it denotes that the Friedman test can be successfully conducted to measure the ranks, in this case, the highest preference rank is 3.59 i.e. People prefer LinkedIn the most important source of news update.



5. To identify the preferred the industry with respect to Gender**Descriptives**

Choose_from_the_following_your_preferred_industry_

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	58	6.2759	3.15001	.41362	5.4476	7.1041	1.00	10.00
Female	58	5.9483	3.61489	.47466	4.9978	6.8988	1.00	10.00
Total	116	6.1121	3.37966	.31379	5.4905	6.7336	1.00	10.00

Test of Homogeneity of Variances

Choose_from_the_following_your_preferred_industry_

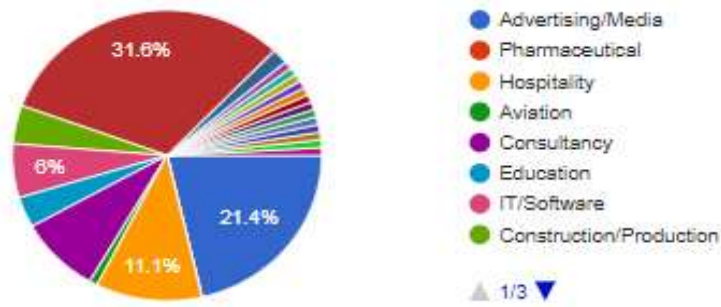
Levene Statistic	df1	df2	Sig.
3.792	1	114	.054

ANOVA

Choose_from_the_following_your_preferred_industry_

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.112	1	3.112	.271	.604
Within Groups	1310.431	114	11.495		
Total	1313.543	115			

$P = .604$ i.e. $p > 0.05$. The table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between the group means. We can see that the significance value is .604 (i.e., $p = .604$), which is more than 0.05. and, therefore, there is no statistically significant difference between the type of gender and the type of industry they choose to take.



6. To test which site helps to attain towards career growth and opportunities

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
To_what_extent_these_sites_have_helped_you_to_attain_towards_you	116	2.7241	1.36150	1.00	5.00
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo1	116	2.9483	1.24303	1.00	5.00
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo2	116	2.4655	1.43516	1.00	5.00
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo3	116	3.2931	1.31887	1.00	5.00
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo4	116	3.1638	1.47409	1.00	5.00

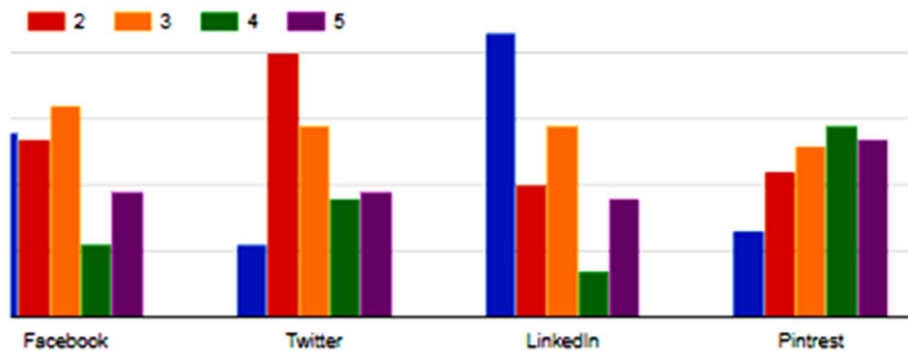
Test Statistics^a

N	116
Chi-Square	32.951
Df	4
Asymp. Sig.	.000

Ranks

	Mean Rank
To_what_extent_these_sites_have_helped_you_to_attain_towards_you	2.76
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo1	3.05
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo2	2.52
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo3	3.43
To_what_extent_these_sites_have_helped_you_to_attain_towards_yo4	3.24

There is a significant difference between respondents choosing social sites for career preference. Also, it denotes that the friedman test can be successfully conducted to measure the ranks, in this case, the highest preference rank is 3.43 i.e. People prefer LinkedIn for career opportunities.



CONCLUSION

Gen Z popularly identified as iGen are fully informed regarding all headways in the realm of business. They are always associated with various exercises and convey authority over multitasking; thus, they have limited capacity to focus. In this restricted time allotment, it is basic to snatch their total core interest. Setting up a solid brand personality avows Gen Z of the trust the organization offerings. Organizations need to effectively partake in occasions, online websites and exchanges to expand their reachability among the curious igens and utilize this as a stage to advance their USPs

They are continually being affected by the changing patterns in innovation and obviously, the impact publicizing has on them is a win-win circumstance. The need to fulfill their expanding requests heightens their want to have an essence of

everything, be it another item or another administration offered, they need to have a go at everything and enhance their insight about it to remain up and coming. This builds up a need for them to continually keep up a work-life adjust, where they are given the opportunity to fill in and additionally have time for individual endeavors or additional exercises.

Gen Z organizes the need to put additional time in themselves and in their own prerequisites. This is one of the key reasons why Gen Z is said to be slanted towards the gig economy. On the off chance that they aren't cheerful and unfit to discover sufficient time for themselves in an occupation, they change to the following or pick outsourcing so they can work whenever the timing is ideal. To connect with Gen Z in the workplace, it is imperative to give them the adaptability to keep up great work and individual life adjust. Conventional practices of timing 9.5 hours on the participation records must be transformed.

REFERENCES

- Addor, M.L. (2011). Generation Z: What is the Future of Stakeholdersd Engagement? Institute for EMERGING ISSUES – NC State University, pp. 1-7 available at <http://iei.ncsu.edu/wp->
- Adecco USA. (2016). Generation Z vs. Millennials. Retrieved from <http://pages.adeccousa.com/rs/107-IXF-539/images/generation-z-vsmillennials.pdf>
- Bennett, J., Pitt, M., Price, S. (2012). Understanding the Impact of Generational Issues in the Workplace. *Facilities*, Vol. 30 (Iss. 7/8), pp. 278-288.
- Bolser, K., Goscuej, R. (2015). Millennials: Multi-Generational Leaders Staying Connected. *Journal of Practical Consulting*, Vol. 5 (Iss.2, Winter), pp. 1-9.
- Glas, I. (2009). 3 GenerationenimVergleich. Bauer Media KG
- Grail Research, a division of Integreon 2011. Consumers of Tomorrow: Insights and Observations about Generation Z. http://www.integreon.com/pdf/Blog/Consumers_of_Tomorrow_Insights_and_Observations_About_Generation_Z_246.pdf (accessed December 17, 2017).
- Heckenberg, N. R.–McDuff, R.–Smith, C. P.–White, A. G. (1991). Generation of Optical Phase Singularities by Computer-Generated Holograms. *Optics Letter*.

- Howe, N. and Strauss, W., 2000. Millennials Rising: The Next Great Generation. New York: Vintage Books.
- McCrindle, M.–Wolfinger, E. (2010). Az XYZ ábécéje. A nemzedékek meghatározása. Korunk 11: 13–18. Mutte, J-L. (2004). Managing Workers of the Next Decade. Expatica HR [online] Retrieved from: <http://www.expatica.com/hr/story/managing-workers-of-the-next-decade-11866.html?ppager=1>
- Mutte, J-L., 2004. Managing workers of the next decade. Expatica HR [online] 15 September. Available at <http://www.expatica.com/hr/story/managing-workers-of-the-next-decade-11866.html?ppager=1> [Accessed 17 August 2016].
- Oblinger, Diana, and James, Oblinger. 2005. Educating the Net Generation. Washington, D.C.: EDUCAUSE. <https://digitalcommons.brockport.edu/bookshelf/272> (accessed March 17, 2018)
- Pal, Eszter, ed. 2013. The Generation „Z”. TAMOP 4.2.3. Science Communication with the generation “Z” project. University of Pecs. www.zgeneracio.hu/getDocument/4252 (accessed March 17, 2018)
- Prensky, Mark. 2001. Digital Natives, Digital Immigrants I-II. On the Horizon (NCB University Press) 9 (5).
- Robert Half (2015). Get Ready for Generation Z. Retrieved from: http://www.roberthalf.com/sites/default/files/Media_Root/images/rh-pdf/rh_0715_wp_genz_nam_eng_sec.pdf
- Strauss, W.–Howe, N. (1992). Generations: The History of America’s Future, 1584 to 2069. New York: Harper Perennial
- Tari, A. (2011). Z generáció: klinika pszichológia jelenségek és társadalmi lélektaniszemponatok az információkorban. Budapest: Tericum.
- Tulgan, B. (2013). Meet Generation Z: The second generation within the giant “Millennial” cohort. Rainmaker Thinking white papers. Retrieved from <http://rainmakertinking.com/assets/uploads/2013/10/Gen-Z-Whitepaper.pdf>