Assessing stress and motivation of generation y

Principal Author: Dr. Indu Sharma
Co- Author: Dr. Ravindra Dey

Correspondence concerning this paper should be addressed to
Dr. Indu Sharma,
Director ZIMCA, Pune
Sr. No. 39 J building, Zeal education society, Narhe Campus
Pune -411041
Email: drindusharma09@gmail.com
Contact: +919623457268

Abstract:

A new generation of employees with new expectations has entered the workplace. They are known by many names, but most will identify them as the Millennial or Generation Y (Gen Y). There is evidence in literature that generation Y is different from the previous generations.

The purpose of the study is to assess and understand Generation Y, their attitudes and their stress and motivation towards their work and life in order to fulfill their materialistic desires. Because Gen-Yers were coming of age during the most consistently expansive economy in the last 30 years, they have a more optimistic outlook on life, work and future than the previous generations did at their age. Studies show that more than 80 percent Gen-Yers believe that they will be financially better off than their parents. Millennial facility with technology has empowered them in ways older cohorts can only imagine.

This generation has never experienced life without computers. Most surveys of millennial report that they expect to earn very high salaries by the time they are 30. This study adds to the existing body of research on material culture and experience engagement by focusing on the values and motivations of Millennial. Findings conclude that although the desire for experiences over possessions is apparent, millennial affiliation with material culture is still evident due to the role possessions play in allowing experiences to shape identity.

*Keywords***:** *Stress, Motivation, Generation Y*

1. Introduction:

The youngest generation, the Millennial, has had a formative period characterized by economic prosperity, technological advances and globalization. This generation has been deeply shaped by the influence of the Internet and other information technology, which has provided them with entirely new ways of thinking and communicating. While there has been comparatively little opportunity to date to observe this young generation in the workforce, a number of stereotypical characterizations have been tendered. Zemke et al. (2000) have argued that Millennial are highly achievement-oriented and have demonstrated a willingness to work hard and long at the expense of their private lives in order to attain success. Millennial define success largely in materialistic terms and that they are mainly interested in status and prestige in their careers.

Millennial are also known by many other names such as the "Generation Y" and "Me MeMe Generation", whose selfishness, technology has only aggravated. This generation has the highest likelihood of having unmet expectations with respect to their careers and the lowest levels of satisfaction with their careers at the stage that they are at. They are stressed out; afraid to take risks. The cheapest generation, says some, as they prefer to rent rather than buy, share rather than own, and yet are complete

559

spendthrifts when it comes to acquiring the latest and greatest cell phones, I-pads, and other digital technologies.

2. Review of Literature:

According to the article by, "Millennial, Faith and Philanthropy", many tag Millennial as entrepreneurial and creative. They feel the freedom or necessity of not doing things the way it was done before. Yet, other generations read this as Millennial being hard to work with in the marketplace. One person's entrepreneurialism is another person's notion of Millennial as flighty and in need of too much affirmation. Millennial are often seen as realistic and pragmatic as well as narcissistic.

Characteristics of Millennial

According to Suleman and Nelson (2011), members of the Millennial age cohort are highly educated, ambitious individuals with a strong assertion that who they are and what they do matters to society. What's more Millennial are the first generation born into the world of technology meaning they are qualified in digital know how and can easily adapt to new devices within the workplace (Bencsik, et al., 2016). Millennial are molded by aspects such as over protective parents, frequent reassurance, technology advancements and the political and economic turmoil in which they grew up in (Thompson & Brodie Gregory, 2012). They are characterized as quick and resourceful learners who are optimistic, hardworking, confident and goal-oriented (Suleman & Nelson, 2011). They want to build relationships in work and have a strong belief in the success of common work effort (Bencsik, et al 2016). At home Millennial were raised in atmospheres with positive feedback, attention and direction and so as a result they need this in the workplace (Thompson & Brodie Gregory, 2012). Consequently, this has resulted in some challenges within the work place as Millennial can negatively be viewed as overconfident with limited work experience (Suleman & Nelson, 2011) disloyal, job-hoppers, needy and entitled (Thompson & Brodie Gregory, 2012).

According to a survey carried out by OnePoll, Millennial believe that their lives are more stressful than previous generations. Many feel their overall stress level is caused by the buildup of daily micro-stressors like seemingly trivial experiences such as being stuck in traffic, waiting for appointments, or various smartphone issues. Dr. Storlie described Millennial' need to check emails, Facebook and texts on their mobile phones as a compulsion. The flashes of light, color and sound, as well as endless discussions on blogs and in chat rooms can easily absorb one's attention. As I would later find out through the literature, this compulsion can lead to pathological Internet use or what is characterized as "Internet addiction" (Kandell, 1998 et al.). Addiction to technology may explain why Millennial suffer from more depression and anxiety than previous generations (Twenge, 2006). The development of advanced communication technologies and Internet-based social networks has enabled a large-scale connectivity in ways that were unavailable to previous generations.

Millennial do not feel confident that they can save enough for their future retirement and that also adds to their anxiety about the future. Millennial find it important to have a career that affords them a wealthy lifestyle. It is generally reported in the literature that they desire material goods such as computers and smart phones. Social status just isn't their main motivation. Millennial want enough money to do what they want and have what they want. Their "toys" are just different from their parents. The emphasis is on technology, such as computers and smart phones, not on cars, boats and houses.

The need for instant feedback and volumes of praise may be a contributing factor to depression and anxiety, which this generation suffers from in record numbers. For many Millennial, happiness is defined as work/life balance. According to Twenge, Millennial do not have the same work ethic as their Baby Boomer parents. Members of this generation expect great rewards from a job, including high praise and quick swift promotions but do not expect to put in long hours; thus feelings of depression follow when these expectations are not met.

Sub-generations within the Millennial Cohort

Millennial face a struggle to become financially independent and that has created an additional life stage where many in the generation are experiencing a 'delayed adulthood'. Millennial are the first generation to be digitally integrated from a young age. Millennial comfort and connectedness with technology has formed opportunities and an openness that is likely to have a lasting impact on how they interact with and view social issues. One way of doing this is to split the cohort into three groups: 'Digital Natives'

(the youngest group – currently up to 24 years old), distinguished from 'Digital Guinea Pigs' (25 - 30 years old), and 'Original Millennial' (over 30 years old).14 This is a sensible approach depending on the issue you are examining – there is a vast difference between the formative years of Digital Natives, with touchscreen smartphones and fast, accessible internet as the norm, and those of Original Millennial, with chunky Nokias and dial-up modems. Arguably it is more important than with previous cohorts: our interaction with technology is so central and moving so fast that it is bound to increase differences within a cohort on certain issues. But as we will see when we look at technology, there is no clear 'Native' v/s 'Original' cut-off, and as we would expect, there is instead a steady gradient of difference.

3. Purpose and Objective:

The Purpose and Objective of our study is to:
1.   To understand how Material Centrality affects Stress in Gen Y
2.   Ascertain the impact of Material Happiness and Stress in Gen Y
3.   To find out how Material Success impacts Stress in Gen Y

This study will help us understand why the 'Me Generation' is the most stressed generation as compared to its cohorts. It helps us to comprehend how Gen Y is materialistic in a way they want to fulfil all their wants and desires. The Material Value Scale (MVS) helps to quantify how a material possession is an important aspect when it comes to how Gen Y perceives happiness, success and centrality.

4. Research Methodology:

This research project has made use of survey questionnaires in order to gather data to study how stressed and motivated Gen Y is. Through the use of various scales like the Material Value Scale (MVS) which is used to analyze how materialism affects the millennial generation. And how motivated they are to achieve their material wants. The MVS scale denotes that that materialism is reflected by (i) the degree to which possessions and the acquisition of possessions are central to a person's life (i.e., material centrality), (ii) the degree to which people believe possessions and their acquisition bring happiness and life satisfaction (i.e., material happiness), and (iii) the degree to which people assess the success of others in terms of possessions (i.e., material success).

The other scale used to analyze stress in Gen Y is the Perceived Stress Scale (PSS) which is the most widely used psychological instrument for measuring the perception of stress. It measures of the degree to which situations in one's life are appraised as stressful. Objects were designed to tap how unpredictable, uncontrollable, and overloaded respondents find their lives. The scale also comprises a number of direct queries about current levels of experienced stress.

Data Collection

Primary research was done based on surveys conducted, which targeted Generation Y which covers individuals ranging from the ages 25 to 40 years, and who have work experience ranging from no work experience to more than 5 years. From the 123 respondents, 55 respondents were male and 68 respondents were female. The Scale used was a Likert-Scale with about 33 questions. Each Respondent had to choose their preference between strongly disagree to strongly agree.

Secondary data or literature review was done based on various journals and magazines and past research papers that conducted studies on why are Gen Y so stressed and that they are the most stressed generation as well as how motivated they are in order to get the things that their parents did not have or for that matter just achieve all their wants and desires.

The data gathered through primary sources, which were surveys, were analyzed using statistical methods. To find the reliability of the test, Cronbach's alpha was used and the study proved to have a good internal consistency (0.865). Correlations were used to find the significance of the relationship between the aforementioned variables. Besides this, regression analysis and descriptive statistics were also conducted to interpret the results received from the surveys.

5. Results and Discussions:

The study was conducted using a sample of 123 respondents through two questionnaires which had different dimensions with respect to stress and motivation. This sample of students consisted of 45% male (55 males) and 55% female (68 females). All participants belonged to Gen Y category. They were divided further into between 25-30 years of age and Above 30 years of age. Further demographic data

were collected for Work Experience. The analysis was developed to understand the impact of Material Centrality, Material Happiness and Material Success on Stress in Gen Y?

6. Limitations:

This study entails a few limitations, which include the size of the sample. Because the sample size is 123, it is difficult to generalize the findings of this study, while restricting accurate observations. Out of these 123 respondents, majority of them were from the age group 25-30 with nil years' work experience and so the findings may have a different result with regards to how stress affects motivation in Gen Y had there been more respondents with above 30 years of age.

Another limitation to this study was that majority of the respondents are from Mumbai and so there is a possibility that there would be some difference in the findings had there been more respondents from other parts of the country or a more generalized sample.

7. Conclusion:

The study does show how the millennial generation is stressed and materialistic. The research analysis shows how there is a correlation between stress and material happiness, material centrality and material success. Thus, this denotes that there is strong association between stress and the material value scale used in this research. This study denotes that through the research analysis, out of the 123 respondents obtained, people who were between ages 25 to 30 years were more stress. When you look at it from a gender point of view, females were the most stress. The study also shows that people who had less than three years of work experience were more stress than ones who had more years of work experience. Material Happiness appears to be stronger or have higher priority in relation to stress than Centrality and Success among the sample group.

References
1. Bencsik, A., Horvath -Csikos, G. &Timea, J., 2016. Y and Z Generations at Workplaces. Journal of Competitiveness, 8(3), pp. 90-106 http://trap.ncirl.ie/2799/1/shaunalarkin.pdf
2. Importer. (2017, March 15). The Millennial Generation Research Review. Retrieved from https://www.uschamberfoundation.org/reports/millennial-generation-research-review
3. Kandell, J. J. (1998). Internet addiction on campus: the vulnerability of college students. CyberPsychology& Behavior, 1(1), 11-17.
    a. https://www.semanticscholar.org/paper/Internet-Addiction-on-Campus%3A-The-Vulnerability-of-Kandell/ccf02c4d2a99c6863dacd531b97a32e4d1fae364
4. Millennial, Faith and Philanthropy: Who Will be Transformed? (n.d.). Retrieved from http://scholar.valpo.edu/cgi/viewcontent.cgi?article=1005&context=ilasbw
5. Millenials and Attitudes towards Work-Life Balance (n.d.). Retrieved from http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.391.3776&rep=rep1&type=pdf#page=66
6. Suleman , R. & Nelson, B., 2011. Motivation the Millennial: Tapping into the potential of the youngest generation. Leader to Leader, 2011(62), pp. 39-44.
    a. https://onlinelibrary.wiley.com/doi/abs/10.1002/ltl.491
7. Thompson, C. & Brodie Gregory , J., 2012. Managing Millennial: A Framework for Improving Attraction, Motivation and Retention. The Psychologist-Manager Journal , 15(4), pp. 237-246.
    a. https://www.researchgate.net/publication/263920409_Managing_Millennial_A_Framework_for_Improving_Attraction_Motivation_and_Retention
8. Twenge, Jean, and Campbell, Stacy. Generational differences in psychological traits and their impact on the workplace. Journal of Managerial Psychology. 23.8. (2008): 862-877. Web. 18 Apr. 2013.
    a. http://wwwpersonal.umich.edu/~prestos/Downloads/DC/pdfs/Redman_Sept29_TwengeCampbell2008.pdf
9. Twenge, J. M. (2006). Generation Me. New York: Free Press.
    a. http://homepages.se.edu/cvonbergen/files/2012/12/You-Can-Be-Anything-You-Want-to-Be1.pdf
10. Zemke et al, 2000. Generations at Work: Managing the Clash of Veterans, Boomers, Xers, and Nexters in your Workplace. New York: American Management Association.

http://communicationsstudies.sienaheights.edu/uploads/3/0/3/0/30303843/wheremixedgenerationsworkwell.pdf