

## LIFE SATISFACTION OF THAI GEN Y IN RELATION TO SELF AND OTHERS

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**Abstract:** *Around the globe, Gen Y is considered a generation that wants to contribute to society and that often has general concern for others. This study investigates whether this assumption holds true in Thailand. The data were collected by interviewing Gen Y shoppers. The results from the regression analysis suggested that self-oriented domains of life played a significant role in Thai Gen Y's life satisfaction, whereas others-oriented domains of life did not have any influences on Thai Gen Y's life satisfaction. Specifically, optimism and satisfaction with family, work, and self had significant impacts on their satisfaction. Marital status was also important in this regard. For the never-married group, satisfaction with personal health was found to be a significant differentiating factor of life satisfaction from the overall Thai Gen Y group.*

**Keywords:** *Life satisfaction, Quality of life, Gen Y, Self, Others, Thai*

### 1. INTRODUCTION

Gen Y individuals are aged between 18 to 34 years, and they comprise about one third of the Thai population, which is a significant number of Thais. They are the generation that grew up with the opportunity to use technology to ease their daily lives in various ways, for instance, for socializing with their friends and buying things online. At the same time, they have encountered the world problems of a deteriorating environment and global warming, problems that they feel compelled to tackle. As a future generation that is more likely to experience the consequences of these problems than the older generations, they are expected to be a strong driving force of problem solving. This environmental domain of life can be considered another avenue for Gen Y's contribution to society besides giving to charity or engaging in philanthropy. There are two major ways of solving the deteriorating environmental problem. One is through simply buying green products, which can be an easier solution than the other one, which is practicing environmental conservation behavior. It is the intention of this paper to investigate the effect of these three others-oriented domains of life—giving, buying green products, and behaving in an environmental conservation manner for life

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satisfaction as compared to the more traditional and self-oriented domains of life as viewed by the author, including optimism, family, work, personal health, self development, offline-shopping, and material possessions, as well as the more modern self-oriented domains of life, namely, social media and online shopping for life satisfaction.

## **2. LITERATURE REVIEW**

### **2.1. Self-Oriented Domains of Life**

#### **2.1.1. Optimism**

According to Schweizer, Beck-Seyffer, & Schneider (1999) it is clear that optimism can influence an individual's sense of well-being since there is such a close relationship between a person's expectations of the future and how what person will react to and evaluate his or her life. Strassle, McKee, and Plant (1999) also discussed the notion that optimism is positively correlated with "life satisfaction, positive physical and mental health, lower frequencies of mental disorders, and self-esteem" (p. 191). With regard to the psychological or mental benefits of optimism, it has been found to greatly reduce the daily stress regarding the self-esteem and "burnout" of women executives, according to Fry (1995). Further, Scheier and Carver (1987) suggested that there is a causal relationship between optimism and physical health and well-being and that this may be a result of the coping strategies employed by optimists when they are dealing with stress. It can thus be hypothesized that optimism is positively related to life satisfaction.

#### **2.1.2. Family**

According to Alesima and Giuliano (2010) and Bogenschneider et al. (2012), it has been well established that the family as an economic unit is important and plays a strong role in enhancing an individual's development. This is particularly true given the fact that there is such a close relationship between a person's emotional well-being and health and his or her involvement with the family; and from this point of view sufficient interaction with the family can be seen to be essential for happiness (Adams *et al.*, 1996; North *et al.*, 2008). Families' whose members work and live well together are extremely important in ensuring the optimal performance and productivity of the individuals in them and as a result improve the individual's well-being. It has been found (Lelkes, 2006) in fact that if a person has limited interaction with his or her family members or even friends, it will result in substantially less satisfaction with life. The opposite would be true of the person however whose relations in this regard are positive; that is, stronger ties with family and friends. This can be seen on a country level as well. For example, Alesina and Giuliano (2010) analysed World Values Survey data and reported that people in countries in which family ties are encouraged and supported are happier and more

satisfied. Therefore, it is hypothesized that satisfaction with family life is positively related to life satisfaction.

### **2.1.3. Social Media**

It has been asserted, by Valkenburg *et al.* (2006) for example, that one of the reasons that Gen Y uses social media is to socialize and experience a sense of community, and this social media use results in the creating and maintenance of social capital (Berthon *et al.*, 2011; Ellison *et al.*, 2007; Valenzuela *et al.*, 2009). According to Christofides *et al.* (2009), the identities of young people are shaped by what they share about themselves and what others share and say about them, and their use of social networks such as Facebook can increase their social capital. Further, the use of social media may have additional positive effects on Gen Y's psychological and emotional well-being, for instance, strengthening family bonds (Williams & Merten, 2011) and developing and nurturing other supportive social relationships that enhance their self-esteem (Valkenburg *et al.*, 2006). It is hypothesized then that satisfaction with social media is positively related to life satisfaction.

### **2.1.4. Work**

Researchers have concluded after more than three decades of research that job satisfaction is significantly related to one's overall attitude towards life and life satisfaction (see Rain *et al.*, 1991 and Tait *et al.*, 1989 for reviews). It is not surprising that work and life satisfaction are related because of the amount of time that people spend at their jobs today and also because work is considered by many to be a central activity in their lives (Dubin, 1956). Moderate correlations have been consistently reported in empirical studies between one's job and life satisfaction, with an average of .31 or .44 when corrected for attenuation, according to Tait *et al.* (1989). Thus, it can be hypothesized that one's satisfaction with work is positively related to life satisfaction.

### **2.1.5. Personal Health**

As is commonly understood, health is an important determinant of well-being, and generally those in good health report a greater degree of life satisfaction than those in poorer health (Veenhoven, 1996; Gerdtham & Johannesson, 2001). In the Latin American context, health has been seen as the most important factor affecting happiness; however, the importance of health to happiness is true of both developed and developing nations, as seen in the report of Graham in 2008 for example. Gerdtham and Johannesson (2001), also found a positive relationship between health and happiness using Swedish data. Taken together, it is hypothesized that satisfaction with personal health is positively related to life satisfaction.

### **2.1.6. Self**

According to Maslow's hierarchy of needs, the most pressing need of humans is self-actualization or the notion that if you have an impulse to be something or someone then that impulse must be followed. This refers to the desire for self-fulfillment; in other words, for a person to actualize what he or she is potentially. This tendency can also be phrased as the desire to become to a greater and greater degree what or who one is and to be everything that a person is capable of being. (Maslow, 1987). Maslow wanted to find out what made people happy and discovered that self-actualized people, using his term, tended to experience a firmer and more constant sense of well-being and satisfaction with life. Accurate perception also plays a role in this theory, since according to Maslow, self-actualized people perceive reality accurately and are able to experience a sense of awe, wonder, and gratitude about life. Further, such people are problem-centered rather than self-centered and focus on how to improve themselves and their lives; in other words, they do not focus on failures and deficiencies. Therefore, it can be hypothesized that satisfaction with self is positively related to life satisfaction.

### **2.1.7. Offline and Online Shopping**

The importance for a company, both the traditional store and the "online store," to get to know its customers cannot be overstressed, and in the constantly connected world today, communication between the company and customer is all important. With online communication, the computer can help the company determine what is of essential importance to the customer, and in this context information can be obtained without time or space limitations. When this is considered along with the power of the customers' intention provided in online searches, it makes the computer a powerful business tool, helping retailers deliver suggestions and essentially reproducing at a virtual level the customer/shopkeeper dialog. When the right message is delivered at the right moment, the intent of the customer can quickly become action. Knowing when, where and how customers arrive at their site can help a business decide how to respond in the best way and to anticipate and determine what the customer might need. People are constantly looking for product information and good deals, for example, and for discounts and the availability of products online; retailers that do not take advantage of this opportunity, and supply the information that is demanded by the customer, will lose out. E-commerce then is clearly a new way of delivering what the customer needs and needs, not it might be added what they will regret after their purchase. Since this "right selling" can be achieved through new marketing channels or e-commerce as well as through the channel of the traditional store, it can be hypothesized that satisfaction with offline or store shopping, as well as online shopping, is positively related to life satisfaction.

### **2.1.8. Material Possessions**

According to Møller (2007), for South African blacks there is a close relationship between material and subjective well-being. This is true, as he suggests, because of the enhanced financial security and living conditions that are created by material possessions, and it is also true because of the improved social standing that can result from the possession of material things. However, in a study by Wong, Rindfleisch, and Burroughs (2003) of Americans, Singaporeans, Koreans, Thais, and Japanese using an 18-item measure of materialism value (adapted from Richins and Dawson, 1992), the results indicated that materialism had a negative relationship with life satisfaction in both the U.S and Japan. Furthermore, in that study, materialism was seen to be not related to life satisfaction in Singapore and Korea but was positively related to life satisfaction in Thailand. Therefore, by and large and in the context of Thailand as in this study, it is hypothesized that satisfaction with material possessions is positively related to life satisfaction.

## **2.2. Other-Oriented Domains of Life**

### **2.2.1. Giving**

In an influential study by Dunne *et al.* in 2008, it was demonstrated that prosocial spending (giving gifts to others and charitable donations) was associated with the greater well-being of the giver, and this was true even when controlling for income in the sample of 632 Americans. Furthermore, in an experimental study, it was found that American students that were randomly assigned to spend a small amount of money on others were significantly happier than those that were assigned to spend money on themselves. This positive relationship was also found in terms of volunteering and health outcomes, according to Konrath and Brown (2013) in their survey of the psychology literature on the effects of pro-social behavior on health outcomes. Additionally, in a study of 120 of 136 countries controlling for household income, a positive relationship was found (Aknin *et al.*, 2014) between subjective wellbeing and giving to charity. They also conducted psychological experiments in Canada and Uganda that showed that when people remembered spending money on others rather than on themselves, they reported experiences of higher levels of well-being in the past. Further, in experiments conducted in Canada and South Africa, the participants that were randomly assigned to buy a gift bag of treats for a sick child, and increased levels of well-being were reported over those that were assigned to buy a gift bag for themselves. Andreoni (1990) also demonstrated in her study that people not only get utility from public goods but they also gain utility from their acts of giving when denoting to public goods, which is called "the warm glow motive." Finally, Sugden (1999) has argued that there are two reasons why individuals' life satisfaction is increased by contributing to public goods; first, because in doing so they are complying with social norms; and second,

they enhance their self-esteem through such contribution. In short, it can be hypothesized that satisfaction from giving is positively related to life satisfaction.

### ***2.2.2. Environmental Conservation Behavior***

Stated simply, consumers that perform environmentally-friendly actions tend to think highly of themselves (Thøgersen & Compton, 2009); that is, as people that care for the environment. A study by Flatters and Willmott in 2009 showed in fact that many consumers today are choosing to lead a less wasteful life (e.g., switching off lights, recycling more, buying less) and showing a strong interest in green consumption because for personal satisfaction. Environmental behavior can be considered in terms of the thoughts and actions of the individual that reflect his/her sensitivity to the environment, such as saving energy and keeping the environment and avoiding waste (Kilbourne & Pickett, 2008). This behavior can be connected with general satisfaction on the part of the consumer because the individual believes that he or she is contributing to the protection of the environment (Light et al., 1985). Further, Mayer and Frantz (2004) have argued that people obtain a sense of well-being from feeling connected to nature and thus experience higher levels of life satisfaction. It has also been asserted that people are happier when their behavior is in harmony with the inner and outer environments; that is, live in a self-sufficient way and adopt environmentally-friendly behavior (Dierksmeier & Pirson, 2009). In fact, several empirical studies (Eigner, 2001; Sohr, 2001; Nibset, Zelenski, & Murphy, 2011) have shown that life satisfaction is enhanced by caring about nature and protecting one's environment. Thus, it is hypothesized that living a "green" life is positively related to life satisfaction.

### ***2.2.3. Green Product Purchasing***

Studies in happiness and well-being research have suggested that satisfaction with life can be achieved through money, although as everyone knows there are dangers in thinking that money can buy happiness. Some people believe that satisfaction with life can be achieved through sacrifice and thinking about the welfare of others. For instance, Dunn *et al.* (2008) suggested that spending money on others, for example on charities, creates more satisfaction than when spending money on oneself, thus affirming the significance of self-sacrifice in achieving life satisfaction. It has also been noted that some consumers are willing to sacrifice their resources by paying higher prices for sustainable products for a betterment environment and community. This feeling of sacrifice encourages a sense of self-satisfaction among consumers and hence satisfaction with life. Additionally, a number of benefits are be obtained from the adopting environmentally friendly purchasing behavior, such as health benefits, a safer life, and higher status among others (Ottman *et al.*, 2006). Consumers that exhibit in environmentally-friendly behavior tend to think of themselves as the kind of person that cares for the environment

(Thøgersen & Compton, 2009), and in fact a study by Flatters & Willmott (2009) has shown that many consumers have a strong interest in green consumption because of the personal satisfaction they derive from it. This satisfaction stems in part from the perception that green products perform well, and in part from the idea of their being good for the environment (Bodet, 2008; Chen, 2010). Finally, Xiao and Li (2011) in their study of Chinese consumers associated sustainable consumption with life satisfaction. Taken together, it is hypothesized that the purchase of green products is positively related to life satisfaction.

### **3. METHODOLOGY**

#### **3.1. Sampling**

The preliminary test of the questionnaire of this study was conducted with 13 MBA students. Then, a pretest was carried out by interviewing 13 eligible Gen Y respondents that were between 18 and 34 years of age. Afterwards, the main study was carried out by randomly face-to-face interviewing 403 eligible Gen Y shoppers at 26 randomly-selected shopping centers in Bangkok. The response rate was 46%.

#### **3.2. Measures**

Nearly all of the scales used to measure the constructs in this study were multi-item, except offline shopping, online shopping, and green product purchasing, which were measured by a single item. These multi-item measures turned out to be highly valid and reliable, as shown in Appendix 1. In particular, satisfaction with offline and online shopping, as activities that enabled the respondents to buy the things they needed, were measured on seven-point scales ranging from 1 to 7, from "extremely pleased" to "extremely displeased." Additionally, intention to buy green products was measured by asking the interviewees to choose between the options of buying green products even though they were more expensive or buying cheaper products regardless of their green properties.

#### **3.3. Data Analysis**

All of the multi-item measures were assessed for their unidimensionality by conducting exploratory factor analyses. If the unrotated factor analysis results suggested more than one factor, the items that were weakly related to no factors (factor loadings < .35), or that clearly represented more than a single domain, were dropped. The remaining items were refactored until unidimensionality was obtained. After that, the reliability of the measures was determined by using Cronbach alphas. Nunnally (1978) suggested reliabilities in the range of .7 to .9. The multi-item measures in this study had reliabilities in the range of .81 to .92, as shown in Appendix 1.

#### 4. RESULTS

The results of this study indicated that Gen Y is mostly satisfied with their lives, with a mean satisfaction value of 2.98 on the average life satisfaction scale of 7.5 (Appendix 1). On the top of the list, they were quite optimistic with a mean value of 2.60 on the 7-point modified Likert scale ranging from 1 = strongly agree to 7 = strongly disagree. They were also quite satisfied with their families with a mean of 2.62 on the 7-point satisfaction scale, ranging from 1 = extremely satisfied to 7 = extremely dissatisfied. On the bottom of the list, they were not quite satisfied with their environmental conservation behavior or online shopping, with mean values of 2.99 and 3.00 respectively (Appendix 1). The influences of self-oriented and others-oriented domains of life on life satisfaction were assessed by conducting a multiple regression analysis. In order to control the effect of the demographic variables on life satisfaction, gender, marital status, education, and household income were put into the multiple regression equation as independent variables. The values obtained from all multi-item scales were averaged to form the measures of these constructs after they were unidimensionalized. Education was categorized into two groups: Gen Y with an education lower than a bachelor degree and those with at least a bachelor degree. Household income was also separated into two groups by dividing the group at the monthly household income level of 49,000 Baht (\$US 1 = 30 Baht). Multiple regression was performed by regressing life satisfaction on optimism and satisfaction with various domains of life, including family, social media, work, personal health, self, offline shopping, online shopping, material possessions, giving, environmental conservation behavior and green product purchasing as well as gender, marital status, education and household income.

The results of this regression, as illustrated in Table 1, indicated that taken together, the sixteen independent variables accounted for 43% of the variance in life satisfaction ( $R^2 = .43$ ). In particular, optimism and satisfaction with the three domains of life—family, work, and self—had a positive impact on life satisfaction. Additionally, marital status was found to have an effect on life satisfaction as well.

Thus, it was interesting to investigate further the different determinants of life satisfaction of the Gen Y never-married group as compared to the Gen Y married group. Given the same set of dependent and independent variables as the whole population of Gen Y, two more similar multiple regressions were conducted for the Gen Y never-married group and married group. The results of the regressions for the Gen Y never-married and married groups are shown in Tables 2 and 3 respectively.

For the Gen Y never married group ( $N = 219$ ), the results of the multiple regression, as illustrated in Table 2, indicated that taken together, the fifteen independent variables accounted for 41% of the variance in life satisfaction ( $R^2 = .41$ ).

**Table 1**  
**Results of multiple regression analysis of life satisfaction of Gen Y on self-oriented and others-oriented domains of life**

	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	.178	.492		.362	.718		
optimism	.191	.065	.169	2.953	.003*	.625	1.601
fam	.139	.075	.127	1.850	.065*	.432	2.317
socmedia	-.030	.060	-.029	-.497	.619	.621	1.609
wok	.148	.075	.128	1.976	.049*	.488	2.047
phea	.073	.054	.083	1.348	.179	.534	1.873
sel	.309	.085	.270	3.619	.000*	.369	2.713
Offline shopping	.079	.050	.097	1.567	.118	.534	1.873
Online shopping	-.051	.046	-.065	-1.124	.262	.616	1.624
mat	-.029	.077	-.027	-.381	.703	.409	2.443
give	.021	.064	.021	.331	.741	.509	1.966
envbehave	.013	.066	.011	.190	.849	.627	1.594
Green Purchase	-.007	.088	-.004	-.079	.937	.842	1.188
Gender	-.034	.093	-.019	-.367	.714	.797	1.255
marygroup	.185	.096	.092	1.919	.056*	.892	1.121
educgroup	.155	.187	.040	.831	.407	.884	1.131
incgroup	-.054	.094	-.028	-.572	.568	.862	1.160

R<sup>2</sup> = .427  $\bar{R}^2$  = .395 F<sub>16,386</sub> = 13.058 P = .000 \* = Significant at  $\alpha \leq .1$

**Table 2**  
**Results of multiple regression analysis of life satisfaction on self-oriented and others-oriented domains of life in the never-married group of Gen Y**

	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	.936	.682		1.373	.171		
optimist	.184	.075	.166	2.467	.014*	.644	1.554
fam	.184	.089	.168	2.062	.040*	.436	2.293
socmedia	-.037	.073	-.034	-.507	.613	.628	1.592
wok	.124	.086	.107	1.442	.151	.531	1.883
phea	.121	.064	.140	1.881	.061*	.525	1.904
sel	.367	.102	.316	3.616	.000*	.381	2.627
Offline shopping	.076	.060	.096	1.266	.207	.511	1.959
Online shopping	-.062	.055	-.080	-1.139	.256	.596	1.677
mat	-.116	.091	-.107	-1.277	.203	.410	2.437
give	-.016	.076	-.016	-.206	.837	.470	2.126
envbehave	.029	.080	.027	.366	.714	.552	1.811
Green purchase	-.049	.105	-.027	-.469	.640	.858	1.166
Gender	-.010	.113	-.005	-.090	.928	.792	1.262
educgroup	.005	.271	.001	.017	.987	.956	1.046
incgroup	-.084	.114	-.042	-.740	.460	.887	1.127

R<sup>2</sup> = .410  $\bar{R}^2$  = .366 F<sub>15,203</sub> = 9.398 P = .000 \* = Significant at  $\alpha \leq .1$

**Table 3**  
**Results of multiple regression analysis of life satisfaction on self-Oriented and others-oriented domains of life in the married group of Gen Y**

	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	.864	.857		1.009	.317		
optimism	.204	.143	.180	1.427	.159	.535	1.869
fam	.004	.159	.004	.028	.978	.346	2.893
socmedia	.015	.111	.017	.135	.893	.553	1.809
wok	.238	.177	.222	1.349	.182	.314	3.187
phea	-.066	.118	-.073	-.564	.575	.505	1.979
sel	.023	.169	.022	.136	.892	.331	3.023
Offline shopping	.014	.105	.018	.131	.896	.469	2.133
Online shopping	-.071	.094	-.096	-.757	.452	.534	1.872
mat	.222	.154	.225	1.442	.154	.351	2.850
give	.133	.145	.128	.920	.361	.443	2.259
envbehave	.050	.141	.038	.357	.722	.737	1.358
Green purchase	.190	.172	.124	1.103	.274	.670	1.493
Gender	-.234	.173	-.152	-1.358	.179	.679	1.474
educgroup	-.043	.309	-.018	-.140	.889	.498	2.007
incgroup	-.029	.174	-.018	-.167	.868	.725	1.380

$$R^2 = .481 \quad \bar{R}^2 = .353 \quad F_{15,61} = 3.765 \quad P = .000$$

square = .41). Specifically, optimism and satisfaction with the three domains of life – family, personal health and self – had a positive impact on life satisfaction.

For the Gen Y married group (N = 77), the results of the multiple regression, as shown in Table 3, suggested that taken together, the fifteen independent variables accounted for 48% of the variance in life satisfaction (R-square = .48). However, it should be noted that no variables had any influence on life satisfaction.

## 5. DISCUSSION AND IMPLICATIONS

As evidenced in various studies, Gen Y tends to share the common trait of optimism with other Thai consumers (Leelakulthanit, 2013a, 2013b). However, as compared to the general public as documented in Leelakulthanit *et al.* (1991), Gen Y is likely to be different from others in that Gen Y is currently work oriented and not as materialistic as the general public before. In particular, satisfaction with work contributes positively to life satisfaction as a new essence in life in the present Gen Y group instead of satisfaction with material possessions as with the general public in the past (Leelakulthanit *et al.*, 1991). This indicates that Gen Y tends to find meaning in their lives through working, not possessing. In other words, what is important to Gen Y life is to do, not to have. Gen Y is likely to have a work-life balance. That is, satisfaction with family and work is more or less equally important

for Gen Y's life satisfaction, as indicated by the standardized beta coefficients shown in Table 1. At present, household income does not seem to have any influence on the life satisfaction of the Gen Y group, unlike in the past with the general public group (Leelakulthanit *et al.*, 1991). This suggests that money does not matter to Gen Y because they may already well-off as compared to the general public in the past study as evidenced by the average household income in the past decade of approximately 36,000 Baht per month, whereas it is around 49,000 Baht per month nowadays. It may be inferred then that Gen Y does not work for money as a main motivation but rather works doing what they really like and to actualize their full potential.

It is noteworthy that as compared to the overall Gen Y group, the never-married Gen Y group is likely to be concerned about their personal health but not work. This may be because the never-married Gen Y group cannot afford to be sick. If they happen to be sick, it will be rather difficult for them to find immediate family members to take care of them.

Gen Y is likely to be self-oriented rather than others-oriented, as it can be seen that self-oriented domains of life, whether it be optimism or satisfaction with family, work, and self, contribute positively to life satisfaction, whereas the others-oriented domains of life—satisfaction with giving, satisfaction with environmental conservation behavior, and green product purchasing, do not have any influence on life satisfaction at all. As shown in Appendix 1, the overall performance of environmental conservation was the highest construct showing dissatisfaction as compared to the other domains of life. In addition, Gen Y is quite equivocal concerning the purchase of green products, even if they are more expensive than non-green products, as compared to buying cheaper products regardless of their green properties. Specifically, the percentage expressing such opinions was 49 and 51 respectively. If we want to convince Gen Y to take care of the environment, it might be more possible through their workplaces. In other words, Gen Y might want to contribute to the improvement of the climate or avoid global warming by working with green companies which have the green production processes, as well as putting effort into greening their supply chains. Further, Gen Y might be more than willing to participate in corporate CSR in preserving the environment as well as contribute to the society in other aspects along with other corporate members. One reason behind this thinking of Gen Y is that as a single individual, whatever good action is made by only one person, it may not change the environmental situation for the better. It has to be a joint effort and the main creators of the pollution are the companies that should take the lead.

## **6. CONCLUSION**

As mentioned earlier, Thai Gen Y shares common characteristics with the Thai general public concerning, for example, optimism, the family, and being self-

oriented, as documented in past studies. The Thai Gen Y is different from the general public before as they are not materialistic but rather work-oriented. In addition, Thai Gen Y tends to place equal emphasis on work and family or having a work-life balance. Money or household income does not matter to Thai gen Y as it used to with the general public. The never-married group tends to place importance in life in terms of personal health instead of work. The Thai Gen Y is self-oriented, as shown by the significance of satisfaction with a number of self-oriented domains of life; they are not at all others-oriented.

**Appendix 1**  
**Dimensionality, Internal Consistency, and Mean of Measures**

<i>Domains of Life and Their Subdomains</i>	<i>Item with High Loading</i>	<i>Mean</i>
<b>1. Life in General</b>		2.98
- Delighted – terrible scale	0.88	3.11
- Satisfaction Scale	0.85	2.98
- Faces Scale	0.85	2.63
- Ladder Scale	0.69	3.19
Coeff. Alpha	0.81	
<b>2. Optimism</b>		2.60
- When something bad happens you think it will disappear.	0.77	2.31
- You will look on the good side of others and overlook the bad side.	0.78	2.85
- You often look on the bright side of your future.	0.82	2.59
- You are an optimist.	0.83	2.64
Coeff. Alpha	0.81	
<b>3. Family Life</b>		2.62
- Marriage	0.74	2.15
- Home-life	0.77	2.52
- Children, grandchildren	0.68	2.83
- Housing	0.81	2.64
- Neighborhood	0.59	3.04
- Availability of transportation	0.55	2.85
- Parents, brothers, sisters	0.74	2.00
Coeff. Alpha	0.82	
<b>4. Social Media</b>		2.88
- Number of friends	0.79	2.78
- Frequency of use	0.81	2.83
- Communication	0.89	2.68
- Social support	0.81	2.99
- Being a part of community	0.84	3.09
Coeff. Alpha	0.88	

*Contd. Appendix 1*

<i>Domains of Life and Their Subdomains</i>	<i>Item with High Loading</i>	<i>Mean</i>
<b>5. Work Life</b>		2.84
- Availability of work	0.71	2.34
- Work conditions	0.76	2.72
- The people you work with	0.72	2.74
- Hours worked	0.61	3.12
- Your earnings	0.73	3.08
- Your job security	0.72	2.85
- Retirement program	-	3.30
- Autonomy	-	3.08
- Opportunities to express your abilities	0.70	2.91
- Advancement opportunities	0.71	2.98
Coeff. Alpha	0.85	
<b>6. Personal Health</b>		2.95
- Wellness	0.87	2.90
- Stamina	0.89	3.01
- Mobility (ability to get around on your own)	0.87	2.72
- Appearance	0.77	3.16
Coeff. Alpha	0.87	
<b>7. Self</b>		2.73
- Achievement of personal goals(self-actualization)	0.75	2.99
- Ability to get along with others,social skills	0.79	2.68
- The respect shown to you by others	0.82	2.77
- The level of education you have	0.73	2.64
-Ability to learn on your own	0.80	2.56
- Level of competence in your trade or profession	0.79	2.75
- Confidence in yourself	0.80	2.70
Coeff. Alpha	0.89	
<b>8. Offline Shopping</b>	N/A	2.66
<b>9. Online Shopping</b>	N/A	3.00
<b>10. Material Possessions</b>		2.77
- House	0.76	2.65
- Furniture and appliances	0.83	2.76
- Private transportation	0.81	2.72
- Computers	0.77	2.79
- Mobile phones	0.76	2.54
- Clothing and jewelry	0.78	2.77
- Saving and investment	0.59	3.16
Coeff. Alpha	0.87	

*Contd. Appendix 1*

<i>Domains of Life and Their Subdomains</i>	<i>Item with High Loading</i>	<i>Mean</i>
<b>11. Giving</b>		2.86
- Give something to someone	0.85	2.82
- Merit making	0.87	2.76
- Put effort into public service	0.85	3.03
- Give to charity	0.87	2.95
- Sharing what we have	0.86	2.73
- Pay for friends sometimes when we socialize with them.	0.67	2.85
Coeff. Alpha	0.91	
<b>12. Green Conservation Behavior</b>		2.99
- Water saving	0.79	2.85
- Energy saving	0.81	2.87
- Avoiding unnecessary buying	0.68	3.08
- Lengthening the life time of a product	0.79	3.09
- Re-cycle	0.82	3.18
- Re-use old possessions	0.83	3.04
- Re-use packaging	0.83	3.12
- Not creating air pollution	0.76	2.90
- Keep things clean	0.62	2.47
- Forest planting	0.67	3.36
Coeff. Alpha	0.92	

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