A STUDY OF THE KEY DECISION CRITERIA OF GEN Y JOB APPLICANTS CHOOSING AN ONLINE ADVERTISING COMPANY
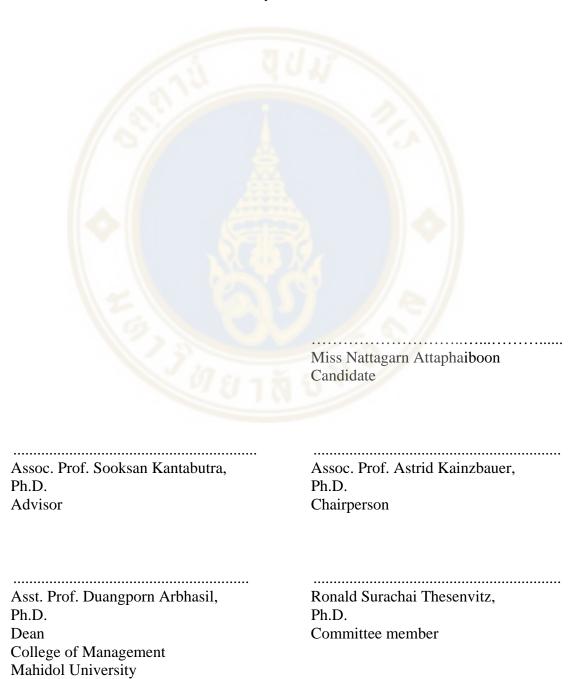
NATTAGARN ATTAPHAIBOON

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…………………….…...……….......
Miss Nattagarn Attaphaiboon
Candidate

....
Assoc. Prof. Sooksan Kantabutra,
Ph.D.
Advisor

....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

....
Asst. Prof. Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

....
Ronald Surachai Thesenvitz,
Ph.D.
Committee member

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A STUDY OF THE KEY DECISION CRITERIA OF GEN Y JOB APPLICANTS CHOOSING AN ONLINE ADVERTISING COMPANY

NATTAGARN ATTAPHAIBOON   6149127

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

The purpose of this quantitative thematic research is to identify the importance of the key decision criteria of gen y job applicants for choosing an online advertising company that affects employees in job performances, as well as their rewards and career growth. The research result of this case study is derived from 100 respondents who are working in an online advertising industry, vary by a difference of companies and departments in specific roles.

Quantitative research methodology was applied in this research by using a questionnaire survey to collect data from people who are working in an online advertising industry. The survey has been sent to the targeted group via Social media and Google Form.

KEY WORDS: Gen Y/ Gen X/ Job Motivation/ Job Applicant/ Need Satisfaction

36 pages

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CHAPTER I
INTRODUCTION

Human resources are important in driving the organization, because human resources are one of the fundamental factors in business operations. Personnel in the organization therefore have an important role to play in both efficiency and effectiveness. That will lead to the achievement of the organization's goals. Therefore, each organization is now turning its attention to human resource management. However, the organization will have personnel who are capable of driving the organization. The organization must have personnel management. Including the selection of personnel with the skills, knowledge, capabilities and experience that are promoted with their assigned positions. At the same time, the organization must provide satisfaction in the form of good welfare for its personnel so that the person can work to their full capacity in order to help the organization achieve its objectives. Recruitment is the process of acquiring applicants that are available and qualified to the desired position in the organization. (Carrell & Kuzmits, 1986) Job applications are the process of searching for knowledgeable people. Ability and interest in work Including various management From recruiting both the number and qualifications that meet the needs and goals of the organization to test The selection of the best personnel and working in various positions (Crouch & Jamison, 1995) Job applications are considered the starting point of creating quality for the organization in the long run because if the organization is able to motivate talented personnel various skills and attitudes suitable for the position to apply for the selection The organization will have the opportunity to get high quality staff to join and they will be the strength to develop the organization to progress in the future. But on the other hand, if the organization is not someone with knowledge Regardless of how well prepared the organization is in various areas, the organization may be faced with a chain of problems resulting from the inappropriateness of the job positions of that personnel. Therefore, many organizations that are aware of The importance of the acquisition of human resources that will affect

success or failure of the organization is happy to allocate budgets for job applications for the right personnel to join (Lemmink and Jan Mattsson, 2002)

1.1 Problem Statement

Generation Y is a group that has grown up into teenagers and is entering the working age and the working age of the personnel in the organization, the most are between the ages of 15-59 years, which in Generation Y will increase as well. Therefore, it can be seen that from the age group of the workers the large park is in the Generation X and Generation Y people is expected that in the future Generation Y will play a more important role in the organization from the number of Generation X people are entering the labor market and working in the organization (Zemke, Raines, and Filipczak, 2000) Planning in Job applications is the first component of the HR management process by aiming for the department to have enough personnel and the ability to work successfully in the organization in the future (Krumm, 2001). Human resource management must procure people who will be in the position or work in succession positions without interruption. The important tasks include determining the quantity of the person and the quality of the desired person including finding incentives to attract employees with qualifications that are appropriate to the desired characteristics of the organization to apply for the organization will make the organization have more options, Therefore, many organizations today try to create themselves as an organization that employees choose to work with creating value and make the organization famous in human resource management, whether in terms of compensation and benefits are worth working Progress in work and opportunities for self-development in various fields and when employees with qualifications that the organization wants to be selected as part of the organization, those employees will be able to work with efficiency and effectiveness can lead to the achievement of the organization's goals (Landy, 1997). Corporate executives tend to pay attention to job applications and staff selection because this point is the first leader and the leader is to have good people with knowledgeability comes to the organization and is an opportunity to create quality for the organization in the future If the recruitment or selection process is incorrect and inappropriate may be a problem will not be resolved later, because not only will the problem with the management of the organization and

the output of the organization equal but it also affects the country's economy as well by causing economic disruption, Therefore, regardless of whether the organization has a complete structure, has a highly effective support plan or how tight is the control system If there is no motivation for those groups to effectively apply The organization will only have personnel who do not have the appropriate knowledge and ability for the position. For this reason, Job applications and efficient personnel selection, Therefore, it is like protection in advance before having undesirable consequences. At the same time, the employees who are selected are fair and have a position that is suitable for their knowledge. His ability will be satisfied, able to develop the ability to work more and fully create work (Isaacs, Bobat, & Bradbury, 2004). Therefore, this research aims to study the key decision criteria of GEN Y Job applications choosing an online advertising company, which provides information about the organization that runs online advertising regarding the important motivation of GEN Y Job applications choosing an online advertising company. In order to be a guideline for executives of various organizations Use the research results to improve and improve the organization's job applications to be more suitable which will benefit the efficiency and effectiveness of the organization management.

1.2 Research Objective

The research objective of this study is to explore the key decision criteria of Gen Y job applicants for choosing an online advertising company while looking for a new job.

1.3 Research Question

This research is aimed to study the possibilities of how the key decision criteria of gen y job applicants for choosing an online advertising company

1.4 Research Scope

The research will be focused on people who are working in an online advertising industry, Thailand. This questionnaire is intended to obtain facts. For use in research Subject: The Key decision criteria of GEN Y Job applications choosing an online advertising company. This questionnaire is divided into 2 parts consisting of;

Part 1 Demographic characteristics of the respondents.

Part 2 The Key decision criteria of GEN Y Job applications choosing an online advertising company.

CHAPTER II
LITERATURE REVIEW

In this chapter, it contains the examination of previous research journals and articles related to various skills using in career development regardless the job industries, as well as to find validation for this study topic on the importance of the key decision criteria of gen y job applicants for choosing an online advertising company. Moreover, the chapter will further use the linkage of the past research information to develop the study's conceptual framework, along with the research processes and methodologies.

2.1 Generation Y

Patota, Schwartz and Schwartz (2007) have defined the definition of generation as a group of people with combined experience and memorable events combined. In the life of a group of people of similar age, their experiences and memory make them a group of similar beliefs, values, ideas, and expectations. Robbins M (2008) explains that Generation Y has qualifications or maturity less than Baby Boomers or Generations during the same age because parents of this generation are most likely to use Children do activities at home because they are afraid of the dangers in society. These people have high expectations, self- confidence, and confidence in their ability to succeed and never stop finding ideal jobs. And always looking for important things in the work, knowledgeable in technology, seeking financial success. Zemke, Raines and Filipczak (2000) explain that Generation Y, also known as Generation Net or Millennial, is a group of optimists because the parents of this generation have already thought of something important to them in case of this generation believe that not only reading, writing or arithmetic calculations that are important, but there is another thing is important for this era of people is the internet which this generation is very knowledgeable about technology These people are willing to work and learn. Have confidence in yourself and focus on the effect

2.2 Work motivation

Plunkett (1995: 232) implies that motivation means the motivation within a person to achieve his goals is an internal process that occurs to all humans influenced by awareness and personal experience As well as being influenced by external factors Individuals are motivated by many different reasons can influence their behavior. The motivation process consists of 4 related steps, beginning with the need and ending at the response reduces or eliminates the driving force (Terry & Franklin, 1982: 299)

2.2.1 Need stage

Need is an imbalance that occurs when a person lacks something that causes various parts of the body to proceed as normal. The lack may be necessary. For example, food or it may be important to the happiness of all the minds, such as love, or it may be a small necessity for Receive some people, such as daily newspapers, etc. Sometimes the demand may arise from the condition The health of a person, such as pain, will cause the person to want to show behavior will prevent the pain from occurring.

2.2.2 Drive stage

The first demand stimulates the driving force, which is when demand is achieved. A person cannot remain calm. There may be uneasiness and anxiety. This condition in which an individual cannot be restless is called a drive, in which the level of impatience depends on the level of need. If you want a lot, be very nervous

2.2.3 Behavior stage

When the anxiety arose that impatience will push the person to show behavior, Propulsion can be the power to behave violently or more or less differently.

2.2.4 Drive Reduction stage

Finally, the driving force will be reduced after the occurrence of the desired behavior.

In conclusion, motivation means the organic state in the body of a person being stimulated by something called motive, which leads to a desire to Internal drive shows working behavior has value in the right direction according to the organization's

goals, Therefore, motivation is an act in every way encourages employees to behave Perform various activities according to the objectives of the organization which is an important basis for encouraging the said employees to behave as expected by the organization with the creation of these organic employees Desire first then, people will try to find what they want is The occurrence of internal driving if there is a suitable incentive.

Maslow 'Need Hierarchy is a theory of theories that humans have infinite needs by a person who will continue to seek other things. Human needs will be in a low to high level, called the hierarchy of responses and then advanced requirements followed The hierarchy of Maslow's needs is divided into 5 steps (Maslow, 1987: 411) 1) Physiological Need is a basic human need for survival, such as the need for food, water, air, shelter, etc. 2) Safety and Belonging Need is a need for self-safety and have economic and career stability 3) Social and Security Need is the need to be praised by others and the feeling that they are part of a social group Have a desire to be a friend such as being a member of various organizations or associations 4) Esteem of Status Need is an honor Have a good position in society Honored by the general public. 5) needs to be successful. As expected Self Actualization or Self Realization Need. This demand is considered the highest human needs. It is the desire to achieve success in dreams. According to Maslow's hierarchy of needs, the demand can be divided into two levels: 1) Lower Order needs consist of physical needs, Security and stability requirements and the need for attachment or acceptance, and 2) Higher Order Needs consist of demanding praise and the desire for success in life. The use of motivation hierarchy theory in management Point out those supervisors must be able to stimulate the atmosphere in which employees are able to fully demonstrate their competency. Creating an atmosphere allows employees to use their full potential, including giving employees the opportunity to be their own being fully flexible in work, allowing employees to work to meet higher levels of needs. To be able to do it must be open and find ways to improve the employees to meet their initial needs first, such as receiving sufficient wages, compensation, and benefits these will be secondary reinforcements that can be exchanged for primary reinforcements that are essential to life. Therefore, supervisors must see the importance of responding to the minimum satisfaction of the staff also for further development of high-level needs

Herzberg 'Two-Factor Theory consists of 2 factors: (1) hygiene factors preventing dissatisfaction at work but not enough to be used in motivation or encourage people to work more efficiently or more productively, Therefore, these factors are considered extrinsic (Daft, 2010) which consists of Salary / compensation , Job security Company ,policy and management, Interpersonal relations, Techniques for supervising working conditions, status and personal life, and (2) motivating factors are factors related to feelings causing motivation and increase the feeling of satisfaction in the job, Therefore, these factors are considered intrinsic, which consists of the success of the work, Acceptance Responsibility The nature of the work progresses in the career Herzberg's Two- Factor Theory The supervisor or executive must respond with hygiene factors to create neutral feelings without employee dissatisfaction After use motivation factors to create satisfaction will result in more dedicated work to be more effective. Herzberg (1959) says that chief executives tend to focus on hygiene factors such as raising salaries which do not motivate the operator to perform better, Therefore; the management should emphasize the motivation factors that motivate the work, such as promoting the progress of the workers. However, the management should try to keep the hygiene factors at a satisfactory level as well to prevent the workers from becoming dissatisfied with work.

Alderfer's ERG (1969) Theory of Motivation suggests that human needs should be categorized into 3 types: E (Existence) or R (Relatedness). Having social relationships and G (Growth) or advancement and growth which each type of demand can be arranged from low to high as follows.

- Needs to survive will involve physical needs and desire to have various appliances such as the need for food, housing, etc. In the organization is the need for wages, bonuses, and compensation, as well as working conditions, is good.

- The need to have social relations means all kinds of needs that have a meaning in human relations. For the organization is the need to be a leader or a person with the rank of the head, the desire to be a follower, and the desire to have a friendly relationship with other people.

- Demand for progress and growth is a requirement regarding the development, change of status, condition and the advancement of workers. Development and growth with knowledge and competency in an organization is the need to be given more

responsibility or the desire for new activities that have the opportunity to use new knowledge and capabilities and have the opportunity to experience many more new jobs.

The ERG theory has three hypotheses: 1. Need Satisfaction is if any level of demand is met that type of demand is high 2. Desire strength is if the lower-demand type has been sufficiently fulfilled, it will increase the demand for that type of demand Higher 3. Need Frustration is needs are higher, less responsive, it will make, Demand for the category is lower more important.

The mechanism of ERG Theory depends on the level of response to the need and the size of the need. In short, if the level of response to demand in any area is still low. The demand in these areas will remain but if any needs have been sufficiently met Humans will change to focus on other needs instead or if the needs in any area are less responsive due to obstacles Humans will change to focus on other needs instead.

2.3 Research Framework

Personal characteristics	Motivation for decision criteria of GEN Y Job applications choosing an online advertising company
- Gender - Age - Marital status - Education level - Work experience - Average monthly income	- Status - Interpersonal relation - Company policy and administration - Supervision - Working condition - Salary - Job security - Work itself - Advancement - Achievement - Recognition - Responsibility - Possibility of growth

Figure 2.1   Research Framework

For the last element in the chapter of Literature Review, from prior information, this study's conceptual framework is developed to identify the importance of the key decision criteria of gen y job applicants for choosing an online advertising company. The research aims to answer all the motivations in the framework with the hypothesis which the author believes the link to career success in business areas. The research outcome is expected to clearly acknowledge that all works motivation are become important as specific skills in the workforce in Thailand, especially in an online advertising industry.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Population and Sample

Cooper and Schindler (2003) stated that research design is the primary guideline for answering research objectives and questions. Quantitative or untested research methods are commercial methods. Survey research used to check for variables that exist together in this research is The Key decision criteria of GEN Y Job applications choosing an online advertising company. The subjects of this study were the employees from an online advertising company.

The main problem with the large-scale population survey is that it takes a lot of cost and time to explore all of the data. "Sampling" is a tool used to manage problems to reduce exploration costs and time. By collecting only a portion of the population but still as effective as all population surveys the design of the sampling plan is to determine the sampling plan to suit the nature of the data that needs to be studied step by step to find the suitable sample size before using this random plan to collect the actual data. (Ogula, 2005).

The sample size of this study was 100 employees then, the researcher used a convenient sampling method as the employees were working from an online advertising company.

3.2 Research Instrument

This study used the questionnaire online for data gathering. The questionnaire was developed based on a thorough literature review. The questionnaire comprised of closed-ended questions and was divided into 2 parts. The questionnaire exploits instruments to collect the data, including Demographic characteristics and The Key decision criteria of GEN Y Job applications choosing an online advertising company. The researchers

used the questionnaire derived from concepts, theory and related research, to collect the data. This questionnaire consisted of 2 parts as follows:

        Part I: Questions containing in this section attempt to measure demographic characteristics of the respondents include: gender, age, marital status, education level, working experience in an online advertising industry, and monthly income. Each question consisted of closed ended questions.

        Part II: Questions containing in this section attempt to measure Motivation for decision criteria of GEN Y Job applications choosing an online advertising company. The topics questions asked for Motivation for decision criteria of GEN Y Job applications choosing an online advertising company include Status, Interpersonal relation, Company policy and administration, Supervision, Working condition, Salary, Job security, Work itself, Advancement, Achievement, Recognition, Responsibility and Possibility of growth.

        For Motivation for decision criteria of GEN Y Job applications choosing an online advertising company was measured by using Likert five scales as shown in table 3.1. Likewise, the score of the data were interpreted into five intervals as shown in table 3.2.

Table 4.1 Score of Likert five scales

Score	Important Level
1	Very low
2	Low
3	Moderate
4	High
5	Very High

Table 4.2 Score interval of Likert five scales

Score	Important Level
1.00-1.80	Very low
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.00	Very High

3.3 Data Collection

Trochim (2006) stated that a convenience sampling method will be used to obtain the required data. Thus a questionnaire in the form of a structured response format had prepared in Thai version questionnaire online in case there is a lack of language use because some employees might have a problem with English proficiency. The questionnaires online are randomly distributed among the employees by only a selected group of employees working in an online advertising company in Thailand in these organizations were exposed to the survey conducted. The respondents were asked to rate in response to the questions using a five point Linkert scale. The respondents were informed about the purpose of the study and confidentiality of the personal information and the answers given which is reserved for research purposes only. Each questionnaire took no longer than ten minutes for the subjects to complete which be collected through 100 respondents via a questionnaire survey online between 1-15 March 2020.

3.4 Data Analysis

There are two sources of data analysis, first is primary data while the other is secondary data.

3.4.1 Primary Data

In this research primary data was gathered through the questionnaire: The Key decision criteria of GEN Y Job applications choosing an online advertising company. The questionnaire is filled by 100 sample population.

3.4.2 Secondary Data

The secondary data includes data from articles, books, data bases and internet. Each of the secondary data is a necessary part of the research specially in social sciences to value and compare primary data. The secondary data contain in shape of literature review is guidelines for data analysis, which is useful in terms of answer the research question. After collecting the data, the information had recorded into the data file and analyzed by using the Statistical Program for The Social Science (SPSS). Descriptive statistics employing frequency counts, percentage distributions and means had calculated

personal characteristics have different perspectives on Motivation for decision criteria of GEN Y Job applications choosing an online advertising company used T-test and One Way Analysis of Variance (ANOVA) to measure the mean differences in the perspectives between Motivation for decision criteria of GEN Y Job applications choosing an online advertising company with different demographic profiles. A post hoc test was indicated to analyze the mean differences after the statistical tests for main results, Hypotheses were presented and tested by independent t-test and Analysis of Variance (ANOVA).

CHAPTER IV
FINDINGS DISCUSSION

4.1 Research Results

This result is divided into two major sections. The first section presents the results of Descriptive Statistics consisting of Frequency distribution, Percentage, Mean, and Standard deviation concerning demographics, Motivation for decision criteria of GEN Y Job applications choosing an online advertising company. Likewise, the second section addresses the results of Inferential Statistics. It consists of testing the proposed research hypotheses in terms of tested by independent t-test and Analysis of Variance (ANOVA).

Table 4.1   Demographic characteristic of overall respondents

Demographics	Frequency (N = 100) Percent	Percent
Gender		
Male	37	37.0
Female	58	58.0
Prefer not to say	5	5.0
Age		
Less than 20 years	4	4.0
21-25 years	29	29.0
26-30 years	47	47.0
31 - 40 years	20	20.0
Marital Status		
Single	83	83.0
Married	14	14.0
Divorced	3	3.0

Table 4.1 Demographic characteristic of overall respondents (cont.)

Demographics	Frequency (N = 100) Percent	Percent
Education level		
Lower than Bachelor's degree Bachelor's	11	11.0
degree	62	62.
Lower than 3 year	27	27.0
3-5 years	45	45.0
6-8 years	23	23.0
More than 8 years	5	5.0
Monthly Salary		
Lower than 20,000 Baht	18	18.0
20,001 – 40,000 Baht	27	27.0
40,001-60,000 Baht	27	27.0
60,001-80,000 Baht	14	14.0
80,000-100,000 Baht	8	8.0
More than 100,000 Baht	6	6.0

From table 4.1 There were 58.0 % female ,Male 37.0% and Prefer not to say 5% respondents, according to the age result, the age that has the age between 26-30 years old were 47%, 21-25 years were 29%, 31-40 years were 20% and Less than 20 years were 4% respondents were 83.0% were single, Married were 14% and Divorced were 0% In addition, 62.0% of them had a bachelor degree, while 27.0% of them had master degree and 11.0% lower than Bachelor's degree. Furthermore, regarding working experience in an online advertising industry 3-5 years were 45.0% while working experience in an online advertising industry Lower than 3 years were 27.0%, while 23.0% of them were working experience in an online advertising industry 6-8 years and 5% working experience in online advertising industry more than 8 years , Finally, 27% of respondents had between 20,000-40,000 Bath and 40,001-60,000 Baht per month, while 18% of respondents had Lower than 20,000 Baht per month , 14 % of respondents had 60,001-80,000 Baht per month and 6% of respondents had More than 100,000 Baht respectively consistent with Ruttikan Jindaloung. (2016) has studied the expectations

of Generation Y employees in the district of Chiang Mai on the quality of work life, found that most respondents are female, Age between 20-24 years, single status Bachelor's degree or equivalent. Position is an operational staff with income between 10,001-20,000 baht and working 1-3 years, which is the basic demographic characteristics of Thailand that have similar demographic characteristics.

Table 4.2 Descriptive statistic for Motivation for decision criteria of GEN Y Job applications choosing an online advertising company

Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Mean.	S.D.	Important Level
1. Independence in the work	4.14	.573	High
1.1 Colleagues cooperate in coordination	4.16	.662	High
1.2 You and your colleagues understand each other, whether it is work or personal matters.	4.11	.665	High
1.3 You and your colleagues have unity.	4.15	.716	High
2. Status	3.85	.770	High
2.1 The office and the work desk are sufficient to operate.	3.96	.840	High
2.2 The work environment, such as light, sound, temperature, is suitable for work.	3.81	.873	High
2.3 Your organization has organized the work area in an appropriate proportion for the operation.	3.77	.930	High
3. Supervision	4.00	.679	High
3.1 Your supervisor is knowledgeable in management	3.97	.822	High
3.2 Supervisors provide fair treatment to subordinates equally.	4.05	.757	High
3.3 The supervisor provides protection and is responsible for your operations.	3.99	.785	High

Table 4.2 Descriptive statistic for Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)

Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Mean.	S.D.	Important Level
4. Company policy and administration	3.68	.831	High
4.1 organizations has an appropriate operational policy.	3.77	.827	High
4.2 organizations has clear guidelines for its operations.	3.66	.966	High
4.3 Management policy of your department is easy to implement.	3.60	.943	High
5. Working condition	4.17	.511	High
5.1 work with authority and responsibility. And freedom in choosing work methods	4.13	.630	High
5.2 work with a clear working sequence.	4.12	.729	High
5.3 consider the work you are most satisfied with when you choose to work in an organization.	4.26	.630	Very High
6. Job security	4.33	.531	Very High
6.1 work in a stable organization	4.30	.628	Very High
6.2 works in an organization does not easily dismiss employees.	4.32	.709	Very High
6.3 work in an organization that employees believe that if employees work to the best of their ability and their standard work will be able to work forever.	4.37	.614	Very High
7. Salary	4.40	.537	Very High
7.1 The selected job must have an appropriate salary level received.	4.43	.624	Very High
7.2 The selected work must have Bonus/compensation received which is appropriately tied to the operating results	4.37	.630	Very High
7.3 The selected work must be suitable between the amount of work and salary received.	4.41	.570	Very High

Table 4.2 Descriptive statistic for Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)

Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Mean.	S.D.	Important Level
8. Achievement	4.13	.627	High
8.1 Have the opportunity to be promoted according to knowledge and capability	4.13	.787	High
8.2 The work in position has an opportunity to progress.	4.07	.756	High
8.3 Proud of the success of your work.	4.20	.711	Very High
9. Advancement	3.94	.694	High
9.1 encouraged to progress according to their knowledge and capabilities and work	3.91	.780	High
9.2 Supported and trusted by the organization to represent your work.	4.04	.764	High
9.3 Organization support for knowledge development such as further education, training, seminars etc.	3.87	.906	High
10. Responsibility	4.09	.629	High
10.1 satisfied with the responsibility to be responsible for the work that others cannot perform.	3.99	.904	High
10.2 have the authority to take responsibility for the work.	4.12	.656	High
10.3 Having full independence in the operation	4.15	.716	High
11. Possibility of growth	3.97	.642	High
11.1 The organization is able to grow and grow continuously.	4.03	.627	High
11.2 The organization is able to expand opportunities abroad.	4.01	.847	High
11.3 The organization has more personnel.	3.88	.868	High

Table 4.2 Descriptive statistic for Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)

Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Mean.	S.D.	Important Level
12. Recognition	4.01	.679	High
12.1 Your organization acknowledges and values your position	3.91	.767	High
12.2 Your organization has accepted the qualifications according to the position of the organization	4.03	.745	High
12.3 The organization has honored and praised for your work.	4.09	.753	High
Total	**4.06**	**.409**	**High**

From the table 4.2, overall respondents had high level toward Motivation for decision criteria of GEN Y Job applications choosing an online advertising company which the mean value was equivalent to 4.06 In specific, Salary had most very high level mean value were equivalent to 4.40 Meanwhile, Job security had very high level mean value were equivalent to 4.33, The working condition had high level mean value was equivalent to 4.17, Independence in the work had high level mean value were equivalent to 4.14, Achievement had high level mean value were equivalent to 4.13, Responsibility had high level mean value were equivalent to 4.09, Recognition had high level mean value were equivalent to 4.01, Supervision had high level mean value were equivalent to 4.00, Possibility of growth had high level mean value were equivalent to 3.97, Advancement had high level mean value were equivalent to 3.94, Status had high level mean value were equivalent to 3.85 Finally, Company policy and administration had high level mean value were equivalent to 3.68, respectively.

Table 4.3 T-test analysis of Mean difference male and female respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company

Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	F	Sig.	t	df
Independence in the work	2.101	.151	.889	93
			.873	72.024
Status	.328	.568	.643	93
			.633	72.896
Supervision	.656	.420	-.164	93
			-.156	64.909
Company policy and administration	.252	.617	.152	93
			.148	70.574
Working condition	.526	.470	-.622	93
			-.636	82.157
Job security	.214	.645	-1.781	93
			-1.786	77.590
Salary	10.203	.002	.614	93
			.664	92.311
Achievement	.234	.630	-.119	93
			-.119	75.795
Advancement	.001	.975	-.340	93
			-.337	74.384
Responsibility	1.188	.279	-1.641	93
			-1.531	59.982
Possibility of growth	1.156	.285	-1.094	93
			-1.043	65.047
Recognition	.332	.566	-.118	93
			-.115	69.090
Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	.115	.735	-.400	93
			-3.88	68.598

From table 4.3 T-Test was used to analyze whether male and female respondents have different motivations for decision criteria of GEN Y Job applications choosing an online advertising company. T-test analysis revealed there was no significant difference between male and female respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (t93 = -.400, p > .05). This is consistent with the research of Decha Dechawatanapaisal (2009) Study on Generation Y's Perception and Work Motivation: Perspective between Generations in Organizations? The purpose of this study was to examine and compare perceptions of Generation Y's characteristics and motivation settings from different perspectives. Beginning with research tools developed through interviews using the Repertory Grid technique to review keywords that describe Generation Y's characteristics from literature. Then use the words or phrases that have been refined to develop questionnaires. The data we collect and the results show that Generation Y's characteristics are perceived quite differently from working-age generations. This indicates a perception gap in the workplace that needs to be handled carefully. In general, there are no significant gender differences in Generation Y's motivation.

Table 4.4 **Analysis of Variance (ANOVA) analyses of Mean difference Ages of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company**

		Sum of Squares	df	Mean Square	F	Sig.
Independence in the work	Between Groups	1.361	3	.454	1.400	.248
	Within Groups	31.123	96	.324		
	Total	32.484	99			
Status	Between Groups	3.813	3	1.271	2.221	.091
	Within Groups	54.947	96	.572		
	Total	58.760	99			
Supervision	Between Groups	.937	3	.312	.670	.572
	Within Groups	44.729	96	.466		
	Total	45.666	99			
Company policy and administration	Between Groups	5.971	3	1.990	3.065	.032
	Within Groups	62.352	96	.649		
	Total	68.323	99			

Table 4.4 Analysis of Variance (ANOVA) analyses of Mean difference Ages of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)

		Sum of Squares	df	Mean Square	F	Sig.
Working condition	Between Groups	.403	3	.134	.505	.679
	Within Groups	25.485	96	.265		
	Total	25.888	99			
Job security	Between Groups	1.332	3	.444	1.606	.193
	Within Groups	26.555	96	.277		
	Total	27.888	99			
Salary	Between Groups	.786	3	.262	.908	.440
	Within Groups	27.724	96	.289		
	Total	28.510	99			
Achievement	Between Groups	.426	3	.142	.354	.786
	Within Groups	38.463	96	.401		
	Total	38.889	99			
Advancement	Between Groups	.680	3	.227	.464	.708
	Within Groups	46.960	96	.489		
	Total	47.640	99			
Responsibility	Between Groups	.068	3	.023	.056	.983
	Within Groups	39.180	96	.408		
	Total	39.249	99			
Possibility of growth	Between Groups	2.551	3	.850	2.133	.101
	Within Groups	38.267	96	.399		
	Total	40.818	99			
Recognition	Between Groups	.324	3	.108	.228	.876
	Within Groups	45.333	96	.472		
	Total	45.657	99			
Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Between Groups	.371	3	.124	.731	.536
	Within Groups	16.225	96	.169		
	Total	16.596	99			

From table 4.4 Analysis of Variance (ANOVA) was used to analyze whether the difference Ages of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company. Analysis of Variance

(ANOVA) revealed there was no significant difference between difference Ages of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (F = .731, Sig = .536).

Table 4.5 Analysis of Variance (ANOVA) analyses of Mean difference Marital Status of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company

		Sum of Squares	df	Mean Square	F	Sig.
Independence in the work	Between Groups	1.844	2	.922	2.919	.059
	Within Groups	30.640	97	.316		
	Total	32.484	99			
Status	Between Groups	.527	2	.263	.439	.646
	Within Groups	58.233	97	.600		
	Total	58.760	99			
Supervision	Between Groups	1.539	2	.770	1.692	.190
	Within Groups	44.126	97	.455		
	Total	45.666	99			
Company policy and administration	Between Groups	3.437	2	1.718	2.569	.082
	Within Groups	64.886	97	.669		
	Total	68.323	99			
Working condition	Between Groups	.093	2	.047	.175	.840
	Within Groups	25.795	97	.266		
	Total	25.888	99			
Job security	Between Groups	.191	2	.095	.334	.717
	Within Groups	27.697	97	.286		
	Total	27.888	99			
Salary	Between Groups	.882	2	.441	1.549	.218
	Within Groups	27.628	97	.285		
	Total	28.510	99			
Achievement	Between Groups	.327	2	.164	.411	.664
	Within Groups	38.562	97	.398		
	Total	38.889	99			
Advancement	Between Groups	.324	2	.162	.332	.718
	Within Groups	47.316	97	.488		
	Total	47.640	99			

Table 4.5 **Analysis of Variance (ANOVA) analyses of Mean difference Marital Status of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)**

		Sum of Squares	df	Mean Square	F	Sig.
Responsibility	Between Groups	.470	2	.235	.588	.558
	Within Groups	38.779	97	.400		
	Total	39.249	99			
Possibility of growth	Between Groups	.257	2	.128	.307	.736
	Within Groups	40.561	97	.418		
	Total	40.818	99			
Recognition	Between Groups	1.057	2	.529	1.150	.321
	Within Groups	44.600	97	.460		
	Total	45.657	99			
Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Between Groups	.188	2	.094	.556	.576
	Within Groups	16.408	97	.169		
	Total	16.596	99			

From table 4.5 Analysis of Variance (ANOVA) was used to analyze whether different Marital Status of respondents have different Motivations for decision criteria of GEN Y Job applications choosing an online advertising company. Analysis of Variance (ANOVA) revealed there was no significant difference between difference Marital Status of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (F = .556, Sig = .576).

Table 4.6 Analysis of Variance (ANOVA) analyses of Mean difference Education level of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company

		Sum of Squares	df	Mean Square	F	Sig.
Independence in the work	Between Groups	1.497	2	.748	2.343	.101
	Within Groups	30.988	97	.319		
	Total	32.484	99			
Status	Between Groups	1.455	2	.728	1.232	.296
	Within Groups	57.305	97	.591		
	Total	58.760	99			
Supervision	Between Groups	.130	2	.065	.139	.870
	Within Groups	45.535	97	.469		
	Total	45.666	99			
Company policy and administration	Between Groups	1.618	2	.809	1.176	.313
	Within Groups	66.705	97	.688		
	Total	68.323	99			
Working condition	Between Groups	.328	2	.164	.622	.539
	Within Groups	25.560	97	.264		
	Total	25.888	99			
Job security	Between Groups	1.073	2	.537	1.941	.149
	Within Groups	26.815	97	.276		
	Total	27.888	99			
Salary	Between Groups	.304	2	.152	.523	.594
	Within Groups	28.206	97	.291		
	Total	28.510	99			
Achievement	Between Groups	.868	2	.434	1.107	.335
	Within Groups	38.021	97	.392		
	Total	38.889	99			
Advancement	Between Groups	.476	2	.238	.490	.614
	Within Groups	47.164	97	.486		
	Total	47.640	99			
Responsibility	Between Groups	1.581	2	.791	2.036	.136
	Within Groups	37.668	97	.388		
	Total	39.249	99			
Possibility of growth	Between Groups	.915	2	.458	1.112	.333
	Within Groups	39.903	97	.411		
	Total	40.818	99			

Table 4.6 Analysis of Variance (ANOVA) analyses of Mean difference Education level of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)

		Sum of Squares	df	Mean Square	F	Sig.
Recognition	Between Groups	.908	2	.454	.984	.378
	Within Groups	44.749	97	.461		
	Total	45.657	99			
Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Between Groups	.315	2	.157	.938	.395
	Within Groups	16.281	97	.168		
	Total	16.596	99			

From table 4.6 Analysis of Variance (ANOVA) was used to analyze whether different Education levels of respondents have different Motivations for decision criteria of GEN Y Job applications choosing an online advertising company. Analysis of Variance (ANOVA) revealed there was no significant difference between different Education levels of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (F = .938, Sig = .395).

Table 4.7 Analysis of Variance (ANOVA) analyses of Mean difference experience working in online advertising of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company

		Sum of Squares	df	Mean Square	F	Sig.
Status	Between Groups	1.425	3	.475	.795	.499
	Within Groups	57.335	96	.597		
	Total	58.760	99			
Supervision	Between Groups	.345	3	.115	.244	.866
	Within Groups	45.320	96	.472		
	Total	45.666	99			
Company policy and administration	Between Groups	.308	3	.103	.145	.933
	Within Groups	68.016	96	.708		
	Total	68.323	99			

Table 4.7 Analysis of Variance (ANOVA) analyses of Mean difference experience working in online advertising of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)

		Sum of Squares	df	Mean Square	F	Sig.
Working condition	Between Groups	.198	3	.066	.246	.864
	Within Groups	25.690	96	.268		
	Total	25.888	99			
Job security	Between Groups	.394	3	.131	.458	.712
	Within Groups	27.494	96	.286		
	Total	27.888	99			
Salary	Between Groups	2.253	3	.751	2.746	.047
	Within Groups	26.257	96	.274		
	Total	28.510	99			
Achievement	Between Groups	.080	3	.027	.066	.978
	Within Groups	38.809	96	.404		
	Total	38.889	99			
Advancement	Between Groups	.646	3	.215	.440	.725
	Within Groups	46.994	96	.490		
	Total	47.640	99			
Responsibility	Between Groups	.356	3	.119	.293	.830
	Within Groups	38.892	96	.405		
	Total	39.249	99			
Possibility of growth	Between Groups	6.043	3	2.014	5.561	.001
	Within Groups	34.774	96	.362		
	Total	40.818	99			
Recognition	Between Groups	.524	3	.175	.371	.774
	Within Groups	45.133	96	.470		
	Total	45.657	99			
Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Between Groups	.138	3	.046	.268	.848
	Within Groups	16.458	96	.171		
	Total	16.596	99			

From table 4.7 Analysis of Variance (ANOVA) was used to analyze whether difference experience working in online advertising of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company. Analysis of Variance (ANOVA) revealed there was no significant difference between different experience working in online advertising of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (F = .938, Sig = .395).

Table 4.8 **Analysis of Variance (ANOVA) analyses of Mean difference monthly income of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company**

		Sum of Squares	df	Mean Square	F	Sig.
Independence in the work	Between Groups	3.336	5	.667	2.151	.066
	Within Groups	29.149	94	.310		
	Total	32.484	99			
Status	Between Groups	7.556	5	1.511	2.774	.022
	Within Groups	51.204	94	.545		
	Total	58.760	99			
Supervision	Between Groups	3.540	5	.708	1.580	.173
	Within Groups	42.126	94	.448		
	Total	45.666	99			
Company policy and administration	Between Groups	7.864	5	1.573	2.445	.040
	Within Groups	60.459	94	.643		
	Total	68.323	99			
Working condition	Between Groups	.440	5	.088	.325	.897
	Within Groups	25.448	94	.271		
	Total	25.888	99			
Job security	Between Groups	.654	5	.131	.452	.811
	Within Groups	27.233	94	.290		
	Total	27.888	99			
Salary	Between Groups	.959	5	.192	.654	.659
	Within Groups	27.551	94	.293		
	Total	28.510	99			

Table 4.8 **Analysis of Variance (ANOVA) analyses of Mean difference monthly income of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (cont.)**

		Sum of Squares	df	Mean Square	F	Sig.
Achievement	Between Groups	.296	5	.059	.144	.981
	Within Groups	38.593	94			
	Total	38.889	99	411		
Advancement	Between Groups	1.653	5	.331	.676	.643
	Within Groups	45.987	94	.489		
	Total	47.640	99			
Responsibility	Between Groups	1.046	5	.209	.515	.765
	Within Groups	38.203	94	.406		
	Total	39.249	99			
Possibility of growth	Between Groups	5.317	5	1.063	2.816	.021
	Within Groups	35.501	94	.378		
	Total	40.818	99			
Recognition	Between Groups	4.027	5	.805	1.819	.117
	Within Groups	41.629	94	.443		
	Total	45.657	99			
Motivation for decision criteria of GEN Y Job applications choosing an online advertising company	Between Groups	1.354	5	.271	1.670	.149
	Within Groups	15.242	94	.162		
	Total	16.596	99			

From table 4.8 Analysis of Variance (ANOVA) was used to analyze whether different monthly income of respondents have different Motivations for decision criteria of GEN Y Job applications choosing an online advertising company. Analysis of Variance (ANOVA) revealed there was no significant difference between different monthly income of respondents have different Motivation for decision criteria of GEN Y Job applications choosing an online advertising company (F = 1.670, Sig = .149).

4.2 Key Finding

Depending on the findings of this study, motivation factors have identical importance for the respondents. It's mentioned in the study that there are identical results in the literature. Ruttikan Jindaloung. (2016) has studied the expectations of Generation Y employees in Muang Chiang Mai on the quality of work life. Found that Generation Y employees have expectations to the quality of working life in every aspect at a high level which is in accordance with the personality, attitude, behavior of the generation employees with high expectations according to the expectations of room (1964) stated that people will consider choosing an option that they believe will lead to the rewards or rewards that he wants the most. Any person will be motivated to use their work effort effectively or achieving a goal if they believe in your own ability that operational efforts will have a positive effect and the performance will help to get the desired return or can be said that persuading people to work depends on expectations. Therefore, various organizations must pay attention to the expectations of Generation Y employees on the quality of work life. In the interest of motivate employees to work motivation bring satisfaction when satisfied with the job being happy at work will reduce absences, and leave.

CHAPTER V
RECOMMENDATION AND CONCLUSION

5.1 Conclusion

In conclusion according to the research outcome, the company should pay attention to compensation and welfare Because it is an important motivating factor to make a decision to work at an online advertising company. The results of the analysis show that salary had the most very high level by allocating compensation to meet the needs of new graduates. And different from other companies such as welfare those employees can choose by themselves to meet the needs. In which the company is divided into categories such as expenses for personality expenses for recreation in which employees are happy to receive benefits that are actually used.

5.2 Recommendation

In recommendation, from the study show that welfare and remuneration in the workplace is a priority important issue. Therefore, Executive level should provide fair compensation and measurable performance. Together with providing appropriate welfare to take good care of the employees in the organization which affects the decision making of the Gen Y group. Including the importance of participation in decision making Teamwork, collaboration Due to the behavioral style of the Gen Y group, I like to work challenging. The appropriate environment for working with these groups should be allocated for sustainable guidance to work with the company.

The company should focus on developing relationships with colleagues in which this refers to both friends of the same class and supervisor level in which the company should organize activities that promote vertical and horizontal relations in order to make employees feel unified and also creating a sibling working society cause attachment such as annual leisure activities, monthly activity, activities for the seniors.

The company should give freedom to work through the opportunity for comments and exchange ideas between supervisors and subordinates for understanding and has a goal of working in the same direction as the organization.

The company should be given to personnel dedicated to the company in order to feel secure in their career path such as promoting to a higher position. If the performance evaluation during the year is found to have full and effective performance or being promoted to a higher position faster than a senior which is to build confidence with employees that if working diligently employees will be able to grow in the future of working in the organization.

Priority should be given to personnel dedicated to the company in order to feel secure in their career path such as promoting to a higher position. If the performance evaluation during the year is found to have full and effective performance or being promoted to a higher position faster than a senior which is to build confidence with employees that if working diligently employees will be able to grow in the future of working in the organization.

The company should focus on creating values in the organization to be an organization that focuses on success such as creating an annual measurement of the success of the work in each project assigned on the timeliness of the completed work. Cooperation between personnel in the group and reward those who can achieve measurement. It also creates an atmosphere in the organization through marketing activities to reinforce the image of working in a large company as an honorable profession.

Finally, the company should be study given to the factors affect the job decision making of people with different businesses so that they can meet the needs at the right place, which will enable the company to motivate the employees who have different levels to participate in the event.

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