

## Perspective and Prospect towards Current and Future Livelihood of Bangkok Generation Y

Rawisara Chulerk

Faculty of Architecture and Planning, Thammasat University, 12121 Thailand  
E-mail: myrawis.c@gmail.com

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### Abstract

This article, as the preliminary part of the research entitled “The Forecast of Next 30-Year Livelihood of Generation Y based in Bangkok”, aims to explore the perspective and prospect of Generation Y towards current and the next 30-year livelihood in Live-Work-Play dimensions as the introductory data to be generated as multiples observed variables for factor analysis in the further stage of the full research. Since Live-Work-Play is the non-boundary lifestyle of Generation Y, it defines the particular characteristics of this major population. The study is conducted by studying the related theories, researches and concepts, as well as the in-depth interview of the five subjective Bangkok Generation Y, aged between 25-35 years old, towards the livelihood in Live-Work-Play dimensions to obtain the perspective and further or unexpected information from the respondents. The in-depth interview covers the topics of general lifestyle and attitude in Live-Work-Play dimension, current livelihood, prospect of the future livelihood, and the influence of changing Live-Work-Play on living space in the future.

According to the study, Generation Y designs their lifestyle based on their ‘hedonism’ or the goal of pleasure. They do everything based on what they want, prefer and make them pleased as their ‘own choice’ driving to the various particular independent behaviours in live, work and play dimensions. In Live dimension, family and transportation are the significant keys of their life decisions, for example the dwelling physical and location requirements, and daily life. Work is chosen from their preference to fulfil their life-purpose. The format and time are also their own choice. And for Play aspect, relaxation activities are the preferred non-compensation activities to fulfil their pleasure. Therefore, Live-Work-Play lifestyle allows them to balance the personal and professional life to have the leisure time for their satisfied activities.

The key issues summarized from the study will be the guideline to generate the observed variables utilized for exploring the relevant factors of current and the next 30-year livelihood of Generation Y in order to forecast their future livelihood. Thus, it is the initial leading to the further study of long-term plan, and designing supportive space to be liveable with well-being in the future.

**Keywords:** *Generation Y, Livelihood, the Next 30-Year Livelihood, Live-Work-Play, Generation Y Lifestyle*

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### 1. Introduction and Literature Review

Generation Y, or the group of people, born in 1980s-2000, is currently the world’s and also Thailand’s largest group of population, approximately 28% of Thai population (Department of Provincial Administration; 2016 Economic Intelligence Center, 2014). Due to the continually declining birth rate, Generation Y will be the greatest number of population in the future.

Due to growing up in the digital transition era and having the comprehensive support from their parents, Generation Y is the most literate generation, self-reliance, giving prioritization on their preference, intensive fluency in digital trends, having dynamic and rapid life and preferring work-life blend (CBRE, 2016; Goldman Sachs Group, 2017; Hakuodo Institute of Life and Living ASEAN, 2017; Jivanun, 2013; Thailand Creative & Design Center, 2017). Their particular lifestyle is defined to the integration of “Live-Work-Play”, 3 non-boundary dimensions of Generation Y’s lifestyle and behaviour (CBRE, 2016). As the major group in the society and currently being in the marketing spotlight, the specific requirement and lifestyle of Generation Y tend to shape the direction of the economy, shift the aspect of design in various industry in the future. Besides, their particular lifestyle and behaviour in Live-Work-Play dimensions of Generation Y will contribute the direction of living in the future livelihood.

Besides, projecting the next 30-year, this largest group of population will approach their elderly stage, and also form to the largest group of elderly generation. To understand the particular lifestyle of this future largest elderly is an interesting and important issue to be considered in order to prepare, develop and design the supportive space for this major group in the society. Therefore, this paper, as the preliminary of

the study of forecasting the next 30-year livelihood of Bangkok Generation Y, aims to explore the perspective and prospect towards current and the next 30-year livelihood prospect of Generation Y as the introductory data for the further study regarding the livelihood of this major population.

### 1.1 Generation Y

Generation Y, born between 1980s and 2000, is the group of Baby Boomers' and Generation X's descendants. They were born in the transition period, from analogue to digital, which is the era of the flourish technology (Tapscott, 2009; TCDC, 2017; Van den Bergh & Behrer, 2011; Zemke, Raines, & Filipzak, 2000). According to Kit and O'Donnell (2009), Generation Y lives in the digital world since they were born with the advanced development of technology, especially the internet. Then, it shapes Generation Y to have the distinctive characteristics comparing to other previous generations. Due to growing up with the computer, internet and complete technology, Generation Y tends to have the multi-skills, be capable of traditional and new media, be high self-confident, emphasize on creating and preserving relationships, precise considering and desire of rapid life (Kit & O'Donnell, 2009 ; Tapscott, 2009).

The general characteristics of Generation Y is summarized that they are self-reliance, believing of making the future better, prioritizing on image and apparel, giving value to the connection with peers, the internet discernment, proficient multi-taskers, learning-oriented, familiar with changes, goal-oriented, preferring work-life blend, and being out of the rules (Dickey & Sullivan, 2007; Donnelly, 2008 ; Eisner, 2005; Gerritsen, 2008; Koco, 2006; William, Page, Petrosky, & Hernandez, 2009)

Even though overall Generation Y has the similar behaviours, attitude, and characteristics, the wide range of ages leads to variation among the group. Then, Generation Y is categorized into sub-group in order to better understand the insight of this generation in both academic and marketing aspects (Stanley, 1995).

Thai Generation Y is categorized into three sub-groups, considering from the grown up, learning, and historical experience according to the different born-year period, which are as follows (Mongkolsiri, 2005):

- (1) Early Generation Y, currently 18-22 years old, is the group that is still studying at university. This group was born in the time of advanced technology development, especially the completely developed internet network. Then, it shapes this group of Generation Y to be digital natives and fluent in technology.
- (2) Early Nester or Mid-Generation Y, currently 23-27 years old, is generally the first jobbers. They are in the stage of attempting to have a stable life. They were born along with the developing of technologies, which encourages them the adaptation of new ideas, especially technology (Sirakidakorn, 2011).
- (3) In-Between Generation Y or Late-Generation Y, currently 28-32 years old, is the group that has some similar characteristics with Generation X. This group is rather stable in work and life; some might be junior executives in an organization or be an entrepreneur. In-Between Generation Y was not born with the complete development of technology, therefore; they are digital immigrants and adaptive of technology, driving them capable in both analogue and digital media (Sirakidakorn, 2011).

### 1.2 Live-Work-Play of Generation Y

Thailand Creative and Design Center (TCDC,2016) defined the characteristics of Generation Y in the annual trend summary report named "Trends 2017: Blurring the Line." Generation Y places value on self-development and balance of life (work-life balance) which leads to changing attitude, behaviour and lifestyle comparing to the previous generations. They also give the importance to and support travelling and exploration as a top ranked lifestyle activity. From the characteristic of valuing time and experience seeking, this generation prioritizes on sustainability and health that drives establishment of an abundance of new business.

Thus, it reveals the characteristic of integrating personal and professional lifestyle of Generation Y. Each facet of life determines and affect each other. Not only living and work, but also the relaxation can be defined as another aspect involving work and life. Live-Work-Play is the paradigm to define the balance of three dimensions in personal (live and play) and professional (work) life of Generation Y. Generally, Live-

Work-Play is focused by the marketing researcher in order to develop the responsive product and service to the consumer's requirements.

### 1.2.1 Live

Generation Y tends to prioritize on self-development and individual lifestyle and independence. They believe the higher education leading to the better job and opportunities (The United Nations Population Fund Thailand [UNFPA], (2016). They also prefer to do their preference in their elderly stage. Therefore, they tend to delay their family plan. Having family and descendants becomes personal choice, instead of parent's decision as the previous generations. Then, it leads to the change of family plan: late marriage, being single, non-married living together, married without having children (Isarabhakdi, 2014). They also prefer to live in nuclear family, leading to the decreasing household size. Consequently, the life cycle of Generation Y has been shifted due to the different opinion towards life plan. Besides, all factors also lead to the shift of demographic condition which is the declining birth rate of the new generation.

Growing up in the high sense of urbanization, Generation Y has the dynamic lifestyle and tends to prioritize on the mobility and transportation which influence their overall lifestyle. They tend to have low tolerance for a long travelling in each day. Most of Generation Y is not willing to spend more than 30 minutes travelling from residence to work (CBRE, 2016). They also desire to use public transportation and reduce travelling by private car (Economic Intelligence Center [KIC], 2014; KRC Research, 2010). Generation Y would rather choose to live in the reachable walking distance or easily take public transportation location in order to reduce travelling time and distance (Frontier Group, 2012).

In an aspect of dwelling decision, the personal reasons, for example satisfied expense for dwelling, marriage status, household size and lifestyle, are involved the requirements of dwelling. Likewise, family life cycle, as the indication of family turning point, leads to the different behaviors and requirements of people and also leads to the different requirement of dwelling in each stage of life.

For the health consciousness, Generation Y gives the priority to the wellness concern, since stress from work affects the unusual rapid aged. According to The Survey on Physical Activity 2015 of National Statistical Office (2015), Generation Y is interested in outdoor and indoor activities, and spends averagely 1.34 hours per day on exercise. Due to the weather, limited space for exercise and the rapid lifestyle, gym becomes one of the most popular exercising choices of Generation Y (Panpheng, 2015).

### 1.2.2 Work

Generation Y gives the importance to the preference when they consider of work decision (OKMD, 2016). They focus on commuting time, location, and flexibility as priorities (CBRE, 2017). Most of them give the precedence on work and life balance, flexible work time and workplace. They believe that the productivity does not depend on work hours but the results achieved over time-invested which is the different mindset from the previous generations that are familiar with working hard to get the advancement (PricewaterhouseCoopers [PwC], 2013). The significant keys defining the work preferences of Generation Y are: having power to manage their own job, flexibility, challenging, sociable working environment, appropriate support for the good worker, and working with the clear communication (The Opportunity: Knowledge Series by Office of Knowledge Management and Development [OKMD], 2016). Besides, being the digital native and digital immigrants, Generation Y utilizes the advanced technology and digital tools to facilitate their work. They tend to perform remote working or working outside the office by utilizing the online tools (Tanmanasiri, 2016, p. 20-21).

### 1.2.3 Play

As Generation Y is independent, confident, enthusiastic, sociable, flexible and self-oriented, the lifestyle of this group tends to be the activities fulfilling their desires. Generation Y always joins the activities enhancing both physical and mental health, such as travelling, exercising, and etc. (TCDC, 2017). They prefer spending time and money on experience and activities, such as travelling, entertainment, joining music festival and dining, more than previous generations. Most of Generation Y believe that experience is the part that fulfills their life (Belfatvibe, 2015).

Generation Y prefers to travel to both domestic and international destination with their own trip plan (Lerspipatthananon, 2018). The travel frequency of Generation Y is averagely 1-3 times per year. The strong influencing from social media drives Generation Y more travelling decision. Generation Y prefers travelling as the relaxation activity since it allows them to reduce physical and mental stress. Besides, travelling also provides them a new experience and community (Šimková & Holzner, 2014).

In aspect of shopping, due to the convenience of digital technology and personal mindset, Generation Y has the purchasing decision based on the personal image contribution of the items and the shareable-experience shopping. They also proficiently use both online and offline channels to explore the information or reviews from the previous purchasers in order to get the most valuable items (EIC, 2014; Hakuhodo Institute of Life and Living ASEAN, 2017). Generation Y tends to shop via online platform averagely 4.7 days per month while visiting the shopping center 3 days a month (CBRE, 2016). Although online channels provide them the additional alternative to get the best item in the most convenient way, the physical store is able to provide them more of the experience and social engagement.

## 2. Objective

To explore the perspective and prospect towards current livelihood and the next 30-year livelihood of Generation Y regarding Live-Work-Play dimensions

## 3. Material and Methods

This paper is the preliminary part of the research entitled “The Forecast of Next 30-Year Livelihood of Generation Y based in Bangkok” to explore the perspective and prospect towards current and the next 30-year livelihood of Generation Y. It is designed as a qualitative research utilizing in-depth interview with the subjective participants to understand opinion, further or unexpected information and attitude towards current livelihood and the next 30-year livelihood prospect in Live-Work-Play dimensions of the sample group.

The research focuses on only Bangkok Generation Y aged between 25-35 years old, or the Early Nester and In-Between Generation Y, as the group with a rather stable life and work (Mongkolsiri, 2005).

The five participants are also the urban Generation Y population who graduated bachelor’s degree and above. They are the representatives of the highly educated, intellectual, having credible professions, and fluency with technology persons, which are the conforming characteristics regarding the concepts of Generation Y (CBRE, 2016; Goldman Sachs Group, 2017; Hakuhodo Institute of Life and Living ASEAN, 2017; Jivanun, 2013; TCDC, 2017). The samples are covering various occupations and working formats: freelancer, entrepreneurs, state enterprise officers, and private office employee. They were finally selected after several oral tests regarding articulation and vision concerning livelihood.

The outcome of this paper is an introductory data to be transformed and generated as multiple observed variables for the further quantitative research – the survey of approximately 400 Bangkok Generation Y samples, which is to explore the relevant factors determining Generation Y’s current and the next 30-year livelihood in the further stage of the full research.

## 4. Findings

The in-depth interview, from five samples of 25-35 years old Bangkok Generation Y, covered the topics: the perspective about Live-Work-Play and the prospect of future Live-Work-Play of Generation Y.

The basic information of the five interviewees are summarized as the following table:

**Table 1** Information of the interviewees

No.	Gender	Age	Occupation	Education
1	Female	34	Curator and Writer (Freelancer)	Master’s Degree
2	Male	28	Entrepreneur	Bachelor’s Degree
3	Male	25	State Enterprise Officer	Bachelor’s Degree
4	Female	26	Architect (Private Office)	Master’s Degree
5	Male	31	State Enterprise Officer and Entrepreneur	Bachelor’s Degree

The interview is conducted with approximately 25 questions about Generation Y unique lifestyle and attitude, the key factors that affect their lifestyle, living place and related variable based on Live-Work-Play dimensions. The summary of all interview are described as follows:

#### **4.1 General Lifestyle and Attitude based on Live-Work-Play of Generation Y**

Lifestyle of Generation Y seems to be like a loop. They do not distinctly separate live, work and play since all aspects always both directly and indirectly involve each other. The significant keyword that drives the particular lifestyle of Generation Y is hedonism – the goal of pleasure. Generation Y does everything based on what they desire, prefer and make them pleased as their ‘own choice’. This drives to the various particular independent behaviors in live, work and play aspects.

Besides, Generation Y people tend to be more flexible and be able to cope with any changes. Dynamic lifestyle leads to the group of ‘nomad people.’ Although abundant of Generation Y still settles down in some place similar to the previous generation, there are some of them believe that settle in only one place is unnecessary. People used to feel that they need to be belonged to some place, but this group believes that their lives are adjustable as they prefer it to be.

#### **4.2 Current Livelihood based on Live-Work-Play**

##### **4.2.1 Live (current condition)**

###### *Family life cycle*

Family is the major criteria affecting Generation Y lifestyle choice. However, in the present, marriage becomes a choice depending on their own preference – choosing to have family or being single. Therefore, Generation Y tends to choose a spouse who enjoys the same activities or has the same idea. Nuclear family or individual unit family is the preferred choice of family type instead of extended family as previous generations.

###### *Financial status*

For financial status, due to hedonism lifestyle, Generation Y tends to have high expense. Since they spend on their current preference that affects the high expense. In addition, they are the generation that has high income since young compared to other generations.

###### *Living place and transportation*

For living place, living in the city is the most suitable choice for their lifestyle. Since travelling is the major key in their everyday life, the location that is convenient in transportation is prioritized for the dwelling decision. They prioritize time as the most precious asset, therefore; people tend to concern with travelling duration rather than distance. In accordance with existing surveys and studies, the maximum duration for travelling to work that is accepted is approximately 30 minutes to 1 hour.

In term of physical of residence, size of living place depends on number of members in the household. The more space in the dwelling provides the more comfortable feeling. Even though not all kinds of room are occupied in everyday, they keep spending their time in the same space. Besides, Generation Y seems to spend much time in common space or public space like co-working space, fitness center, common room, lounge, etc., which supports their lifestyle and provide them more sociable sense.

###### *Health consciousness*

In term of health consciousness, the major indicator of health consciousness, which is important and influences on Generation Y lifestyle, is exercise. A number of Generation Y manage their routine to consist of time for exercise. The preferred exercise formats are both sport or group activities and individual exercise. Therefore, it correlates to the time arrangement from work or others lifestyle activities. The exercise place is chosen from the time arrangement, since people will choose the convenient place which is appropriate to their routine.

#### **4.2.2 Work (current condition)**

In Work dimension, harmonizing with live dimension, the career selection of Generation Y is also influenced by hedonism. People tend to choose a career according to their life purpose. Apart from compensation, stability, location of workplace and other general criteria of job determination, life purpose is the remarkable factor of job choosing for people in this generation. Although a number of researches or studies indicate the trend of changing working pattern that young generation prefers freelance job or being entrepreneur rather than traditional office work or routine job, all of the interviewees have constantly routine in their everyday life, even they work differently (freelance, office worker and entrepreneur). They desire their preferred routine that responses to their personal lifestyle. The flexibility is another relevant preference. They desire to have power to manage their own job in the time, place or platform they prefer. Then, technology device or digital tools are utilized in order to fulfil the desire of flexibility – reducing worktime or outside-office working.

#### **4.2.3 Play (current condition)**

In the Play aspects, to define the relaxation and lifestyle activities is considered by the sense of voluntary – non-compensation activities. Relaxation and lifestyle activities fulfil life purpose and pleasure of Generation Y. The significant factor that directly relates to Play is time. Time is the obstacle of relaxation activities; hence, referring loop of lifestyle that integrates Live-Work-Play together to response personal pleasure, people will manage themselves to have leisure time for the satisfied activities.

### **4.3 Prospect and Expectation of Next 30-Year Livelihood based on Live-Work-Play**

#### **4.3.1 Live (future prospect and expectation)**

Prospect Live of Generation Y in the future, due to the personal choice of living and family plan, especially if they are living without descendants, the more self-reliance and independence of ageing Generation Y will be. In the dwelling aspect, due to the limitation of space for residence, housing affordable and various factors, people will have personal space as necessary and share more public sharing space. Moreover, smart home as the product of human in the present will be more advanced in the future and might be much accommodate people in their ageing stage. Especially, Generation Y people who are familiar with technology since the present will be able to utilize that advanced technology efficiently. For health consciousness, according to the developed medical technology, people will concern more on health leading them to be healthier.

#### **4.3.2 Work (future prospect and expectation)**

Work of Generation Y in the future, the healthy longer live of people will lead to the longer work. Currently, many of 60-year-old people share the idea that they are extremely ready to work at 60, from long-term collecting experiences and skills; however, they have to end up because of their physical. For Generation Y who works to fulfil their life purpose and as the generation that decreased rate of marriage and having child, in the future, retired Generation Y might prefer to continue working in order to keep themselves active and apply their skills continually.

#### **4.3.3 Play (future prospect and expectation)**

Play of Generation Y in the future, as work in that time might not be actual ‘work’, job after retirement might be implied as one of after-retirement activity, since it is a choice that people choose to do. Most time of Generation Y might not be mainly arranged for work since, for the retirement period, the significant ‘Play’ activities are the preferred activities to avoid being lonely, for example socialization, hobbies or exercise as much as their physical being able to do.

### **4.4 Prospect and Expectation of Next 30-Year Livelihood based on Live-Work-Play**

The loop lifestyle – no distinction of Live-Work-Play, drives to the requirements of integrated and compact space supporting their lifestyle. Combining with the dynamic lifestyle, the space should also be flexible. The decreasing child or living alone might cause the tendency of having some other people get relate

with them, for example living with friend in the same age, or having caretaker for elderly, etc. The space might need to be considered in order to support the involving of other people as well as the adjusted activities or lifestyle in each period of life. Besides, as mentioned, people will have personal space as necessary according to the limitation and affordability of residential space, and have to share more public sharing space. The present signage that people starts sharing data, information and developing to workplace or ride, co-housing or house sharing probably obviously occurs in the future.

#### 4.5 Keywords Summarization

The relevant keywords from the interview are summarized as the following table:

**Table 2** Keywords from in-depth interview

Dimension	Topic	Current	Future
Live	Family	Marriage as a choice – having family or being single	More self-reliance & independent
		Nuclear family	
		Living in the city	
	Transportation	Transportation = Major key impact of lifestyle	N/A
		Convenient transportation location	
		Concern on travelling duration rather than distance	
		Maximum 30 minutes to 1 hour	
	Residence	Size of residence depends on size of household	Smart home Space as necessity Share more public usage
		More space = More comfort	
		Public space & Common space	
Healthcare	Healthcare correlates to time arrangement		
Work	Preference	Longer work Keep active Self-Reliance	
	Life-purpose		
	Stability		
	Location		
	Compensation		
	Own time = preferred routine		
Play	Sense of voluntary	Avoid being lonely	
	Fulfil life purpose & pleasure		
	Time = significant factor		

#### 5. Discussion

Generation Y gives the precedence on ‘hedonism’ leading them to the particular lifestyle and requirements as they prefer.

They are self-reliant, independent, confident and flexible, which are according with the existing study of Generation Y characteristics by CBRE (2016); Dickey and Sullivan (2007); Donnelly (2008); Eisner (2005); Gerritsen (2008); Goldman Sachs Group (2017); Hakuodo Institute of Life and Living ASEAN (2017); Jivanun (2013); Koco (2006); William et al. (2009); TCDC (2017, pp. 20-23).

In Live dimension, family is one of the key factors effecting the lifestyle choices of Generation Y. Having family becomes the personal choice of people in this generation. They tend to choose the spouse who has the same interests or attitude. Conforming with the study of attitudes of young people about getting married and having children by Isarabhakdi (2014), the decision of having family is the individual choice of Generation Y instead of depending on parents’ decision. Besides, Generation Y prefers to live in nuclear

family rather than extended family as the typical household in the past. Then, it leads to the decreasing household size. The characteristic of preferred household size is harmonizing with the research of Thai Family (Foundation of Thai Gerontology Research and Development Institute, 2016), which indicates the decreasing size of household from averagely 5 persons per household in the past to be averagely 3 persons in the present. Afterwards, it might shape the variation of the overall family household in the society in the future.

The findings indicate the tendency of having high expense comparing to the other generations. According to the hedonism of Generation Y, they tend to spend money on the thing they prefer. Then, it affects the high expense, even though they earn quite high income since they are still young. It conforms with the research of EIC (2014), Generation Y tends to have higher expense rate comparing to previous generations. Most of them spend approximately 80% of their overall income per month, while other generations spend only 65-70%.

For the living place and transportation, as the dynamic lifestyle of Generation Y, transportation and travelling is the crucial factor playing the important role in Generation Y's everyday life. They prefer short duration travelling with approximately 30 minutes to one hour per travelling trip which conforms to the study of CBRE (2016). The transportation and mobility influence on the dwelling decision of Generation Y. Living in the city tends to be the most suitable choice for their lifestyle. The convenience in transportation location is prioritized since their daily life relies on travelling. In the aspect of residence physical, they think that size of living place depends on the household size. The bigger space provides them more comfortable feeling. Since not all spaces are occupied in each day, some of the functions can be provided by the common space in the housing development, for example co-working space, lounge, and gym. Then, they can have more sociable sense from common space usage. The desire of dwelling depending on personal choice and family is according with the theories from Beck, Rowan, and Teasdale (1974) and Rungruangphon (2013) that the requirements of the dwelling depends on the personal reasons, marriage status, household size and lifestyle.

Exercise is the indicator of health consciousness of Generation Y which involves the daily lifestyle. They tend to manage their routine with the time for exercise. Therefore, it correlates with the time arrangement from work and other lifestyle activities. Harmonizing with The Survey on Physical Activity 2015, Generation Y always spends averagely 1.34 hours per day on exercise (National Statistical Office, 2015)

For Work dimension, Generation Y prioritizes on preference and life-purpose when they consider on work decision, which is harmonizing with the study of OKMD (2016). The key concept interpreted from the interview is – Generation Y only desires their own arrangeable routine. Even though some of the existing research try to point out that Generation Y desires non-routine job leading to the trend of freelance work. This study found that although the samples work differently, they all have their own same routine everyday. Formerly, human was set work time and life time from abundant factors which drive them to be fed up with 'routine'. Nevertheless, human life is fundamentally scheduled by bio-clock. They just prefer 'my own time' or their own time arrangement. The traditional routine as people familiar with will disappear if routine is able to be determined by their own. Hence, it leads to point that Generation Y prefers independent life and decides to work as a freelance or entrepreneur, however; they have their own routine to do something repeatedly in each day.

In Play dimension, the relaxation activities of Generation Y are considered as the non-compensation activities. If it is the activity that they prefer to do – with the sense of voluntary, it is the relaxation. Relaxation and lifestyle activities fulfil their life purpose and pleasure. Time is the criteria of the relaxation activities, nevertheless; their Live-Work-Play lifestyle will allow them to balance themselves of having leisure time for their satisfied activities.

Prospecting the future of Generation Y, even the future is complicated to prospect, from the fundamental lifestyle in the present of Generation Y, the future might be in the same direction. The sense of hedonism and independence of Generation Y will be along with them for long.

Live of Generation Y, according to the personal choice of living and family plan, Generation Y tends to be more self-reliant and independent in the future. The decreasing space for the residence, housing affordable and other related factors drives people to have the personal space as necessary and tends to share more common or public space. Besides, as nowadays housing development for elderly is gradually growing to support arrival of ageing Generation X, it might be the living direction of generation Y in the future. The



smart home might increase the much accommodate to support people life in their aging stage due to the advanced development in the future.

Work in the future is to fulfil their life purpose and might not be the 'actual work'. It would rather be retirement activity in order to keep themselves active and apply their skill continually. Harmonizing with Play in the future, most time of Generation Y might not mainly arrange for work, then it allows them to have more time for relaxation activities as they prefer to avoid being lonely, for example socialization, hobbies, or voluntary activities. The mentioned tendency conforms with the concept of longevity and well-being by Dan (2008); García, Miralles, and Cleary (2018); Rath and Harter (2014); Tangkitvanich (2019) and Wiking (2017)

## 6. Conclusion

The relevant topics summarized from the review of literatures and the in-depth interview towards the basic dimensions of Generation Y's livelihood are: (1) Family (2) Living Place (3) Mobility and Transportation (4) Healthcare (5) Career Decision (6) Working Format and Workplace (7) Relaxation Behaviour (8) Travel (9) Shopping Behaviour (10) Hobbies (11) Socialization. These are the fundamentals of Generation Y's livelihood which are influencing and involving each other, and necessary to be deliberately managed.

Then, according to the exploration of the current livelihood and the future prospect livelihood in Live-Work-Play dimensions of Generation Y from the in-depth interview, the outcome is concluded as the introductory multiple variables as follows:

**Table 3** Introductory Multiple Variables Collected from In-depth Interview

Issue	No.	Multiple Variable
<b>Live</b>		
Family	1	Desire of having and living with family (couple and child)
	2	Desire of living alone
	3	Desire of having children
	4	Desire of living in a nuclear family
	5	Tendency of living with non-family members
Living Place	6	Desire of living in own residence
	7	Tendency of having more than one residence
	8	Suitability of living in a downtown/city
	9	Desire of the convenient transportation residence location
	10	Desire of the nearby accommodation residence location
	11	Influence of workplace on residence location
	12	Prioritizing on sufficient living space
	13	Sufficiency of 35 sq.m. residence for personal lifestyle
	14	Prioritizing on residence format
	15	Desire of common space and facilities in a housing development as a support for decreasing dwelling unit
	16	Desire of a flexible living space
	17	Desire of a smart home as an accommodation
	18	Desire of special design residence for elderly
Mobility and Transportation	19	Satisfied transportation choice : private car
	20	Desired transportation choice : public transportation
	21	Requirement of a maximum of 30 minutes one-trip travelling duration
	22	Selection of short duration transportation
	23	Selection of an appropriate cost transportation
	24	Frequent delivery service use
	25	Desire of travelling reduction from delivery service
Daily Life	26	Having the same daily routine everyday
	27	Desire of spending time in residence
	28	Preference of home-cooking and eating in
	29	Preference of food delivery

<b>Issue</b>	<b>No.</b>	<b>Multiple Variable</b>
Healthcare	30	Frequently arranging time for healthcare and exercise
	31	Sufficiency of 2 hours per day for healthcare and exercise
	32	Taking advantage of activities or mobility habit as exercise methods
<b>Work</b>		
Career	33	Desire of job choosing from life purpose
Selection and Job Satisfaction	34	Satisfaction of the current career
	35	Desire of working until 60 years old
	36	Influence of family on current work decision
	37	Influence of a residence location on work decision
	38	Tendency of career changing
Working Condition	39	Prioritizing on flexibility of workplace
	40	Prioritizing on flexibility of worktime
	41	Prioritizing on a stable career
	42	Desire of a full-time job
	43	Desire of an entrepreneur job
	44	Desire of a freelance job
Community	45	Desire of community of the work
Work Time	46	Influence of working format on daily routine
	47	Desire of work hour reduction: less than 8 hours per day
	48	Desire of work day reduction less than 5 days per week
Workplace	49	Satisfaction of remote working: home
	50	Satisfaction of remote working: co-working space or sharing space
	51	Sufficiency of 4 sq.m. work station
	52	Requiring of home work space
	53	Requiring of common work space in housing development
Compensation	54	Agreeing about extra-work for increasing income
Technology	55	Satisfaction of utilizing technology for worktime reduction
	56	Satisfaction of utilizing cognitive technology on work arrangement
	57	Satisfaction of utilizing online connection technology for remote working
<b>Play</b>		
Format and Time	58	Frequently time arranging for daily non-compensation activities
	59	Sufficiency of approximately 15 hour per week for relaxation activities
Arrangement	60	Frequency of doing relaxation activities in residence
Socialization	61	Spending more than 10 hours per week on socialization
	62	Preference of being outside for socialization
	63	Requiring of a meeting or socializing space in residence
	64	Agreeing about travel as a relaxation activity
Travelling	65	Influence of current working format on time arrangement for travel
	66	Require of working to have sufficient income for more frequent travel trip
Shopping	67	Agreeing about shopping at department store as a relaxation activity
	68	Spending more than twice per week on shopping at department store
	69	Preference of online shopping
Pets	70	Desire of having pets
	71	Requiring of space for pets in a dwelling unit
Gardening and Planting	72	Agreeing about planting as a relaxation activity
	73	Requiring of planting space in a dwelling unit
Hobby	74	Spending more than 10 hours per week on hobbies
	75	Agreeing about hobby as an individual activity
	76	Influence of preferred time and place for activity on changing format of relaxation
	77	Requiring of space for hobbies or activities in dwelling unit

The introductory multiple variables obtained from this paper will be developed to the observed variables for the survey questionnaire to explore the relevant factors towards current and future livelihood of Generation Y in the further quantitative research.

Since the variation of Live-Work-Play in the future seems to be arduous to prospect due to the rapid transition in this era. In the past, the change was noticeable in a century, but nowadays something occurs much more rapidly. Therefore, the upcoming things in the world need to be highly flexible in order to support all all-time change of people. Nevertheless, as mentioned, the fundamental lifestyle in the present of Generation Y, the future might be in the same direction. The sense of hedonism and independence of Generation Y will be along with them for long, this can be used as the guideline of further consideration for the living tendency of Generation Y in the future.

The outcome of this paper will be utilized as the preliminary guideline for the further research to better understand the distinct lifestyle and behaviour of the group of people in the future. Then, it will approach to the forecast of the next 30-year livelihood of the Bangkok Generation Y and lead to the long-term planning and developing living of the major group of population to be liveable with well-being in the future.

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## 8. References

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