

# Using Social Media Affecting Lifestyle and Social Behaviors of Generation Y in Bangkok Metropolitan, Thailand

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## Abstract

As with each generation before, Generation Y has its own unique social behaviors, life experiences, lifestyles and demographics that has an immense influence on their use of social media, behaviors that have a direct impact on today's cosmopolitan society. Accordingly, many researchers are now studying the impact of multi-generation audiences, groups and/or consumers that consists of Generation X, Generation Y and Generation Z. This Multi-generation approach is the practice of developing an understanding of the unique lifestyles and behaviors of each generation. This information development is extremely important to the marketers of social media or online communicators as this means that marketers of social media, including online communicators need to understand the similarities and differences of Generation X, Generation Y, and Generation Z. Meanwhile, the focus and purpose of this paper is to describe, in detail, the idiosyncrasies pertaining to Generation Y and affirming how the use of social media affects their lifestyles and social behaviors specifically within the Bangkok Metropolitan Precinct, plus design a key social media model in terms of strategic communication that is precisely appropriate to the lifestyles and social behaviors of Generation Y within the Bangkok Metropolitan Precinct. The results of this study are, however, limited, as it was concentrated within a married or pre-married demographic. In addition, the research does not follow the pre-research concerning demographics over time to see how lifestyles and social behaviors have changed. The researcher recommends that to maintain Generation Y's social media usage consciousness the right lifestyle patterns and social behaviors and choice of social media literacy is required to help them generate culture creators (culture + entertainment), social codification, home and family rehabilitation, sports, outdoor and health activities and promoting quality of life for themselves. However, peer influence plays a crucial role of referencing Generation Y's decision making on social media usage and social media literacy, also it aids in their socialization process. Therefore, marketers and social media communicators need to act strategically and ethically as influencers should hold up a window not a mirror and let Generation Y understand their own lifestyle and possession of social-media savvy behaviors in choosing what messages they wish to receive and decide quality of life for themselves.

**Keywords:** Generation Y, Social Media Behavior, Social Media Usage Behaviours, Peer Influence, Bangkok Metropolitan

## Introduction

Generation Y is a powerful generation of people in marketing and communication studies today. Nowak, Thach and Olsen (2006) founded that the Generation Y population, who are born between 1977 and 1994 in the era of technological determination, environmental change and market savviness, particularly with regards to brands, including the boom in social media mania. To understand the possible potential of social media usage, behaviors have been correlated within the Generation Y lifestyle patterns within the Bangkok Metropolitan

Precinct of Thailand. The researchers approach was to identify the profile of Generation Y consumers and/or audiences in terms of demographics in this study. The purpose aims to look specifically at most respondents that were born between 1986-1991, located within the Bangkok Metropolitan Precinct, and to determine if this group of Generation Y uses social media in their lifestyle and social behaviors that impacts on their society. Survey questionnaires were developed to obtain quantitative data from four hundred respondents for statistical analysis, and personal expert interviews were conducted on 20 interviewees for qualitative implications. This study determined that sampling respondents groups were mostly female (58%) married and or pre-married (48%), bachelor's degree level of education (35%), monthly income between 15,001-30,000, neither working class or semi-professionals but business savvy entrepreneurs (23.5%). Therefore, this data will look at the impact of using social media on Generation Y's lifestyle and social behaviors within the Bangkok Metropolitan Precinct and the findings that fall under their demographic group. It is hypothesized that Generation Y are social media fanatics, with frenzied conscious or social media usage behaviors. Finally, the usage of social media lifestyles and behaviors of Generation Y will aid marketers and social media online communicators, identify the core correlations aroused by a using social media behavior choices and determine the formation of associations with a strategic usage social media model in terms of a strategic communication applicable to the lifestyles and social behaviors of Generation Y within the Bangkok Metropolitan Precinct.

## **Research Objectives**

The objectives of this research were to: 1) describe briefly the data that Generation Y revealed about using social media and how it affects their lifestyles and social behaviors of Generation Y within the Bangkok Metropolitan Precinct. 2) to design a strategic use of social media model in terms of a strategic communication appropriate to the lifestyles and social behaviors of Generation Y within the Bangkok Metropolitan Precinct.

## **Literature Review**

### **Marketing and Communicating Generation Y**

Generation Y are reaching to multi-approacher i.g. Millennials, Echo Boomers, Generation Why, Net Generation, Gen Wired, Generation We, Dot Net Generation, Ne (X) T Generation, Nexters Generation, First Globals Generation iPod Generation I Y Generation and Generation Y or Gen Y. Whatever who was born between 1977 and 1944 and are in the 16-33 age range as of 2010, they are Generation Y or Gen Y. (Williams & Page, 2010: 1-2; Fishman, 2004; Smith & Clurman, 1997: 87-90; Himmel, 2008: 42-46). In line with this, Martin and Turley (2004: 464) pointed out Generation Y is a hard to reach generation but free spending money and time. Based on Generation Y who are either employed part-time or full-time and are also either part-time or full-time college students. Martin and Turley (2004: 464) asserts that this group is profitable to marketers for example us retailer as their buying power exceeds USD 200 billion annually. In addition for social media communicators Matt Kleinschmit view point Generation Y is Generation Cool experiences not cool product. They experience a high degree of technological savvy committed to succeed, prefers unique not popular and culture creators, that concerning to their lifestyle and using social media behaviors. (see figure 1)

Gen Y's would prefer a:		
Cool Experience over a Cool Product		
Cool Experience	V.S.	Cool Product
71%	V.S.	23%
How they want communication		
To reach Cool Experience		
E-mail	Ys	- 43%
Social Media	Ys	- 29%
Online Ads	Ys	- 16%
Regular Mail	Ys	- 16%
Outdoor Ads	Ys	- 9%
Favorite Website	Ys	- Amazon.com

**Figure 1** Generation Y (Gen Y) and Cool Experience

Gen Y is more likely to want to buy, to communicate and prefers unique not popular. Gen Y possesses more in depth knowledge in specific areas of expertise and are committed to success. So Gen Y is the most passionate employees and concerned about boosting their people management skills. Gen Y need to embrace technology as techno-experts to find a new wave of storytellers, go-getters, activists and dreamers. Gen Y identifies correct social platforms with user persona research by themselves, many videos on mobile as any other demographic. Gen Y prefers using social media 2 hours in the morning before their daily activities commence and preference Snapchat, Instagram, Facebook, Twitter & post, comment, share, tag. So everything about product information and advertising campaigns need to be user persona friendly targeting known and well-used websites. Hence social media marketing or mobile marketing should be the primary platform such as product centric videos. Even something small, especially on mobile: YouTube, Vine, Periscope or Meeket.

Please see below:

75% of Gen Y want to convert hobbies to full time jobs.

72% of high school students want to start a techno-business someday.

61% would rather be an entrepreneur than an employee when they graduate.

Gen Y want to co-create culture-and they do. In 2015, the market and communication research firm Wildness conducted a study on Gen Y as "Post-Internet Generation" finding that Gen Y doesn't simply consume entertainment they help create and shape it. This study revealed that 80 percent of Gen Y say finding themselves creatively is important. Over 25 percent post original videos on a weekly basis, while 65 percent enjoy creating and sharing content on social media that related to relationship with culture creators (CCs). The CCs are empowered, connected, empathetic self-starters, local wisdom or folkways life focused on identity culture and entertainment that want to stand out and make codification in the world. Gen Y have created a new cultural currency as a new wave values uniqueness, authenticity, creativity, share ability and recognition the internet or technology is an important component to change this generations relationship with cultural engagement (Misonzhnik, 2009: 20).

### **Lifestyle as Motivation Factors**

Gen Y's choice of lifestyle can be influenced by many factors in context of individual lifestyle activities and behavior. Several researchers explored the subject with varying perspective and using different interpretation in the motivation factors field of studies. The following factors seem to be suitable for Gen Y's choice of lifestyle ironic as it is highly conformist in terms of lifestyle as motivation factors that related to social media usage behaviors (Schroeder & Salzer-Morling, 2006: 260; Seth, Deshmukh, & Vrat, 2005).

1) Identification of factors affecting of the Gen Y.

2) Suitable for variety of Gen Y lifestyle and social behavior in consideration as following:

- Cultural orientation as cultural pattern.
- Societal orientation as social pattern.
- Entertainment orientation as entertainment pattern.
- Home and family orientation as home and family pattern.
- Sport orientation as sport outdoor and health activities pattern.
- Activities, Interest and Opinion: AIOS.
- Demographics.
- Media patterns.
- Social media literacy.
- Usage rates of consumer product or using social media.
- Suitability to develop a link for measurement of demographics in using social media lifestyle and social behaviors of Gen Y.
- Suggests suitable measures for improvements of social media literacy and thus provide help in strategic ethically for marketers and social media communicators.
- Capability to be used as a tool for marketers and social media communicators.

With these framework for study of lifestyle as motivation factors as focus this present study is undertaken to recognize and understand the next literature reviews, including communication strategy model in the above light. Furthermore, to provide benefits to practicing marketers, social media communicators and researchers.

#### **Role of Reference Group in the Intense Influence of the Peer Community**

The present study is an attempt to review Gen Y attitude towards consuming lifestyle and social behavior plays a vital role in marketing and social media communication and the decision-making process, Spero and Stone (2004: 153-159) and Strong and Eftychia (2006: 119-126). In the same way of lifestyle many researchers supported Feltham (1998: 370-385) affirms that using a demographics structure, i.e. covering brief discussion for sex, age, education, experience economic circumstances, social background shape the attitude of Gen Y consumers and social media audiences or users (Grant & Stephen, 2005: 453). As a result highlight, the youth of present day normatically seek acceptance lifestyle and social behavior from their peers to boast their self-confidence and to blend with their social media behavior surrounding. As such Laurence conforms that for the young "The brand and social media is the king" as the core influence of the peer community and the need to be committed by their peers has made the young more brand and social media lifestyle conscious (Grant and Stephen, 2005).

This above review clearly highlights the key ingredients for further adds to the literature review from the review of Gen Y using social media lifestyle and social behaviors of the decision-making process to created social behavior choice of social media literacy helps the young are aspirational and strongly influenced that to a great cultureentertainment (cultural + entertainment) image and building sport-healthy identity for themselves.

#### **Decision Making Process and Establish Social Behavior Choice of Social Media Literacy**

According to the post literature review from role of reference group perspective, relationships are built from a series of encounter with Gen Y decision making process. It can establish social behavior choice of social media literacy. It is important to capture "cultureentertainment" (Cultural + Entertainment) image and building sport-healthy identity recognition. In this absence, decision making scholars may be overlooking opportunities to enhance the Gen Y's cool experience, and as a result, this research discipline runs a holistic view of the Gen Y experience (pre-core-post), marketers and social media communicators may be able to strengthen relationships with their most valuable customers and audiences, in turn, increase customer or audience retention, positive word of mouth and profitability. This

concept which refers to the image of “cultureentertainment” (Cultural + Entertainment) and sport-healthy identity play a crucial part the decision making process. According to Taylor and Cosenza explain this concept to related female Gen Y is more prone to using social media in their lifestyle and social behavior. Backwell and Rothwell (2006: 19-180). Further explain that Gen Y females are “Other-Oriented” and using social media in their daily life as lifestyle are used as symbolic value for achieving approval and acceptance from peers. So Gen Y females, are fashion conscious in their lifestyle and social behavior and their desirability.

## **Research Methodology**

This study uses both qualitative and quantitative research methods. The quantitative aspect was covered by survey questionnaires that comprised close-ended questions. The multiple choice questions in the close-ended questions offered the respondents options from which a response could be chosen. A pilot test was conducted on 10 percent of the four hundred sample size to detect errors and fine-tune the questionnaires before it was administered to the respondents. The quality of data was not compromised and the questions were both reliable and valid.

The qualitative aspect was covered by expert personal interviews on a one-to-one basis to obtain unrestricted comment or opinions and to better understand the opinions on the choice of using social media lifestyle and social behavior as well as the reasons for them. The data from this method was useful for understanding individual decision-making behavior, were conducted to help better understand the responses obtained in the questionnaires survey as it could generate the research concept, deep and in-depth responses to support the findings from the quantitative survey.

### **Sample Size**

This study drew a sample that is representative of people going Gen Y who was born in 1986-1991. By proportional stratified sampling was conducted in 10 stratus located in Bangkok Metropolitan, Phaya Thai area, Ratchathewi area, Din Daeng area, Huai Khwang area, Saphan Sung area, Lat Phrao area, Bueng Kum area, Nung Chok area, Khlong Sam Wa area and Minburi area.

Four hundred respondents were chosen for the questionnaires survey by the Taro Yamane Method. Proportional Stratified Sampling Accidental Sampling and a non-probability sampling method was used to choose the sample size of male and female correspondents. Purposing sampling method was used to choose 20 respondents for the personal interview.

### **Data Analysis**

The data analysis consisted of the results of general information of four hundred respondents. The descriptive statistics were mean, standard deviation, percentage, and frequency, including using chi-square was used to test hypothesis. The qualitative research was used to design a strategic communication model that appropriate to Generation Y using social media lifestyle and social behaviors. The model was design based on the results of the quantitative research and the qualitative research. This model was implemented approach to strategic of Generation Y in Bangkok Metropolitan.

## **Research Results**

1. Most respondents were female (58%) married and/or pre-married (48%), born between 1986-1994 (44.3%), Bachelor's degree educated (35%), monthly income between 15,001-30,000 Baht (40%) and former Bangkok (53%).
2. Most respondents had using social media revealed that mostly used every day (69.3%), media usage time for 1-2 hours (35.7%), media access time in the morning 6.00-11.59 (50.5%) used in the workplace (43.3%), the average monthly money spending between 201-

500 Baht (33.3%), to talk, communication, link relationships with friend, peer, and social (20.2%), to talk photos or send pictures (22.7%) and 54.4% expressed interest in media usage level uses more than usual (54.4%).

3. The lifestyle of Generation Y in Bangkok Metropolitan Precinct is very high and most meaning for most respondent that sorted as follows: culture and entertainment ( $\bar{x} = 3.84$ , S.D. = 0.34 and  $\bar{x} = 3.84$ , S.D. = 0.32), followed by social ( $\bar{x} = 3.78$ , S.D. = 0.42), home and family ( $\bar{x} = 3.76$ , S.D. = 0.37) and sports outdoor and health activities ( $\bar{x} = 3.73$ , S.D. = 0.29).

4. Impact of social media on social behavior most respondents opinion are moderate ( $\bar{x} = 1.08$ , S.D. = 0.21, N = 400). As a result, followed by career ( $\bar{x} = 1.06$ , S.D. = 0.29,  $F = 21.707$ ), quality of life ( $\bar{x} = 1.06$ , S.D. = 0.29,  $F = 22.503$ ) and social ( $\bar{x} = 1.12$ , S.D. = 0.25,  $F = 16.586$ ).

5. The result from used social media reasoning indicated to support peer influence as reference group for the decision making of Generation Y in Bangkok Metropolitan Precinct ( $\bar{x} = 3.86$ , S.D. = 0.36).

6. The results of hypothesis testing showed that: 1) Demographics of population characteristics correlated with the social media usage behavior of Generation Y in Bangkok Metropolitan Precinct i.e. Sex (Value = 7.495, df = 4, Sig (2-Sided) = 0.112), Status (Value = 25.830, df = 8, Sig (2-Sided) = 0.001), Age (Value = 266.681, df = 8, Sig (2-Sided) = 0.000), Education (Value = 26.582, df = 12, Sig (2-Sided) = 0.009\* and\* = all Sig had statistical significance level at 0.50), Career (Value = 248.123, df = 20, Sig (2-Sided) = 0.000), Monthly money spending (Value = 28.152, df = 12, Sig (2-Sided) = 0.005) and Homeland in Bangkok Metropolitan Precinct (Value = 93.000, df = 4, Sig (2-Sided) = 0.000\* and\* = all Sig had statistical significance level at 0.50). 2) Demographics of population characteristics correlated with the lifestyle of Generation Y in Bangkok Metropolitan Precinct i.e. Sex ( $T = 4.1042$ , Sig = 0.000\*), Status ( $F = 22.335$ , Sig = 0.000\*), Age ( $F = 55.830$ , Sig = 0.000\*), Education ( $F = 6.167$ , Sig = 0.000\*), Career ( $F = 41.075$ , Sig = 0.000\*), Monthly money spending ( $F = 6.864$ , Sig = 0.000\*), Homeland in Bangkok Metropolitan Precinct ( $F = 70.016$ , Sig = 0.000\*) and\* = all Sig had statistical significance level at 0.50. 3) Social media usage behaviors were correlated with the lifestyle patterns of Generation Y in Bangkok Metropolitan Precinct. Except for media usage frequency ( $F = 7.007$ , Sig = 0.000\*) and \* = all Sig had statistical significance level at 0.000. 4) The use of social media is related to the impact on the social behavior of Generation Y in Bangkok Metropolitan Precinct ( $F = 1.920$ , Sig = 0.126).

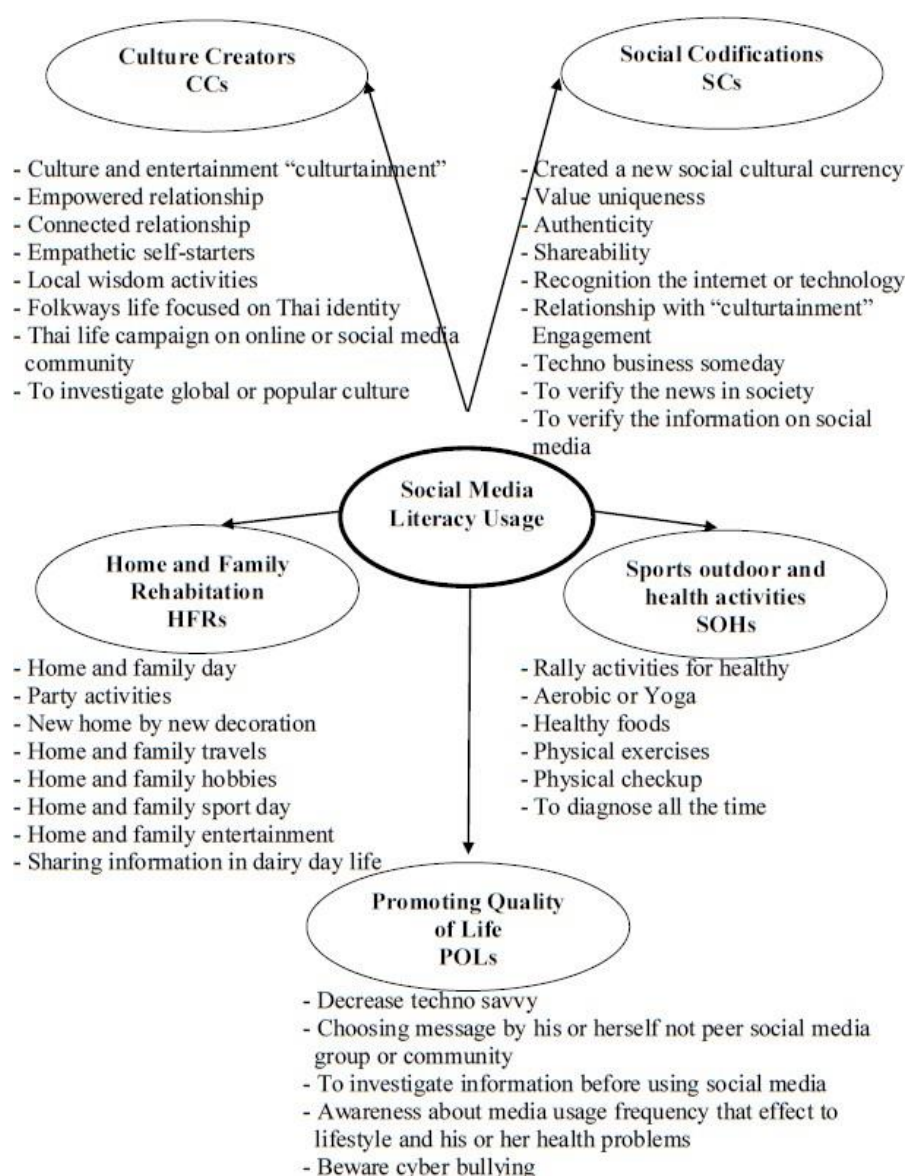
## Conclusion and Discussion

This is the first investigation to explore and design a strategic usage social media model in terms of a strategic communication model that is appropriate to the lifestyles and social behaviors of Generation Y within the Bangkok Metropolitan Precinct. The findings of this research confirmed and supported the hypothesis that Generation Y is social media user conscious and prefer cool experience not cool product, including being technological savvy (Martin and Turley, 2004: 464). As such, marketers or social media communicators need to build lifestyle patterns based on the focus of this research based on four main points: 1) culture and entertainment 2) social 3) home and family and sports, outdoor and health activities. Additionally, marketers and social media communicators should continue to reach out to these lifestyle patterns as motivation factors (Schroeder & Salzer-Morling, 2006: 160; Seth, Deshmukh, & Vrat, 2005).

Therefore power by using social media literacy and viral marketing or viral communication with a peer-to-peer grassroots approach. This strategic communication from Generation Y using social media is related to the impact on the social behavior. This from will help in creating an image of culture and entertainment under the context of social and home and

family, including sports outdoor and health activities group identity for Generation Y consumers or audiences and users who are looking for a meaningful of cool experience and emotional connection to decision making. Generation Y has a natural propensity to spend money and more time, including embrace products that promote their lifestyle. Furthermore, they can associate with their peers. Therefore, marketers and social media communicators need to act strategic ethically as influencers should hold up a window not a mirror and let Generation Y understand their lifestyle and using social media savvy behaviors in choosing what messages they wish to receive and decide quality of life for themselves (Martin & Bush, 2000; Martin & Turley, 2004; Wang, 2006).

Finally, in summary and as a recommendation of this research, adaptation and the strategic usage media model in terms of a strategic communication model to apply for lifestyle, and social behavior of Generation Y within the Bangkok Metropolitan Precinct, as model shows in figure below:



**Figure 2** Strategic usage social media model

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