

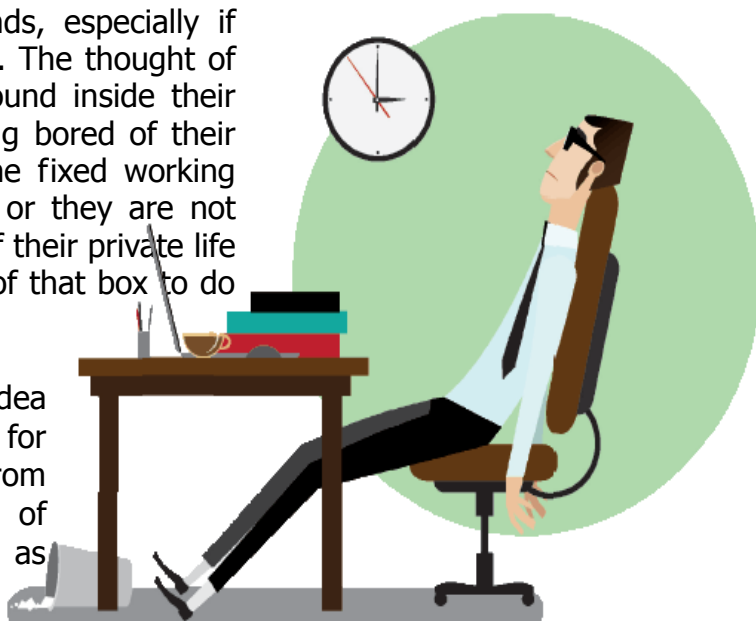
Voice of Thai consumers from **INTAGE (Thailand) Co., Ltd.**

*Flash is INTAGE Thailand's regular publishing to our valued clients to inspire them with insightful information about the current issues or topics of interest in the market place.*

## ***Pre-Retirement - The Challenge for Today's Organization***

"I'm so tired of my day job." "I want to quit my job." "I want to start my own business." "I can't make the ends meet." These thoughts always come to many people's minds, especially if they are in Gen Y or aged below 35 years old. The thought of quitting their day job would go round and round inside their heads. The main reasons may be about feeling bored of their routine day job with many rules to follow--the fixed working hours and having to do what they don't like or they are not good at. Sometimes work consumes the time of their private life and that's why many people wish to step out of that box to do what they want and pursue their dreams.

The movie "Freelance" gave the audience an idea of being a freelancer, which is now very trendy for young generation in Thailand. The statistics from Freelancers Union in USA stated that 34% of 1,000 American samples have worked as freelancers in 2015 and 60% of them could make money from a freelance job around one-fourth of their total income\*. So, not only they can work freely but they also can make a living for real.



INTAGE Thailand conducted a quantitative online survey among 120 office workers aged 25-45 years old to understand how people from different ages view their full-time jobs and their tendency of resignation.

### **More People Want to Say Goodbye to Their Day Jobs and Say Hello to Self-Employment.**

The study reveals that the samples have the overall current job satisfaction at a high level in terms of job title, colleagues, and supervisors. But their satisfaction level of wage rates and benefits are lower than the others.

The comparison between two generations about the topics of satisfaction shows that the samples in Gen Y have lower satisfaction level than samples in Gen X in almost every topic, especially the one about the relationship with their supervisors. This might indicate the widely known problem of the generation gap.

\* Source: <http://money.sanook.com/346057/>

## The Employees' Attitudes towards Their Current Jobs



Mean : 5 = Totally agree  
1 = Totally disagree

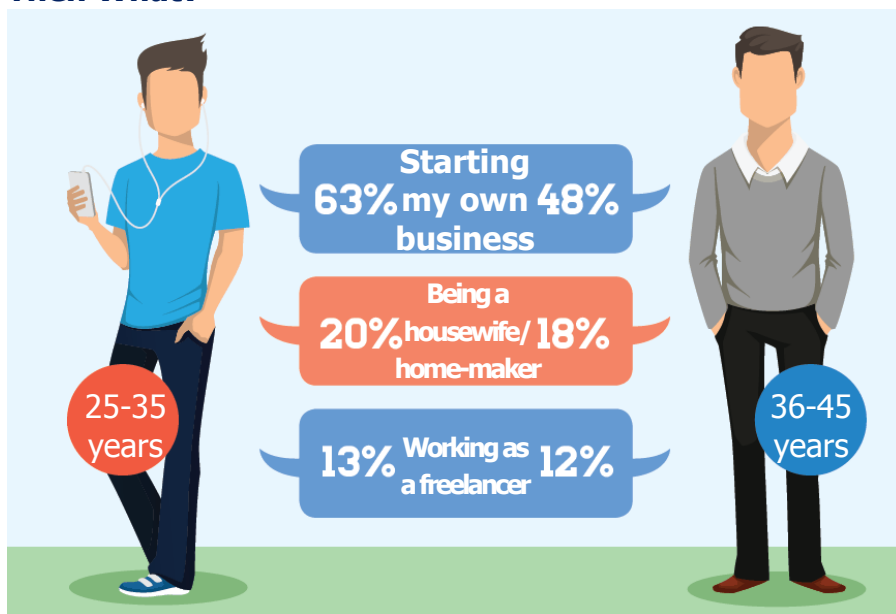
☞ The reputation of the employer	4.14
☞ Feel proud of the job	4.13
☞ The overall current job satisfaction	4.09
☞ Their value to the company	4.06
☞ Their job descriptions	4.03
☞ Their job title	3.98
☞ The colleagues	3.92
☞ The supervisors	3.86
☞ The wage rate	3.61
☞ The other benefits/compensation	3.59

The average ages of the samples from each age group in which they think they should keep their full-time jobs.

	Overall	25-30 years	31-35 years	36-40 years	41-45 years
<b>Average age (years)</b>	51.92	47.20	51.27	53.90	55.30
<b>Base</b>	120	30	30	30	30

Fifty-two years old is the average age which the samples in this research think as a perfect age to resign from their full-time jobs. But we can see that the younger the samples are, the lower the average ages for resignation are. The samples in the age of 25-30 years old want to resign from their full-time job at just the age of 47. The first reason they want to resign is to start their own business; the second and the third ones are to take some time off and to travel.

## Resign and Then What?



Starting a business and being a freelancer become the dream jobs of people of any age. The good sides are job freedom, no need to depend on the employer, no pressure from the full-time job procedure, and more flexible working schedule. Although they may have to work harder than people with full-time jobs, they could get higher income which will come directly to them, not to their companies or their employers.

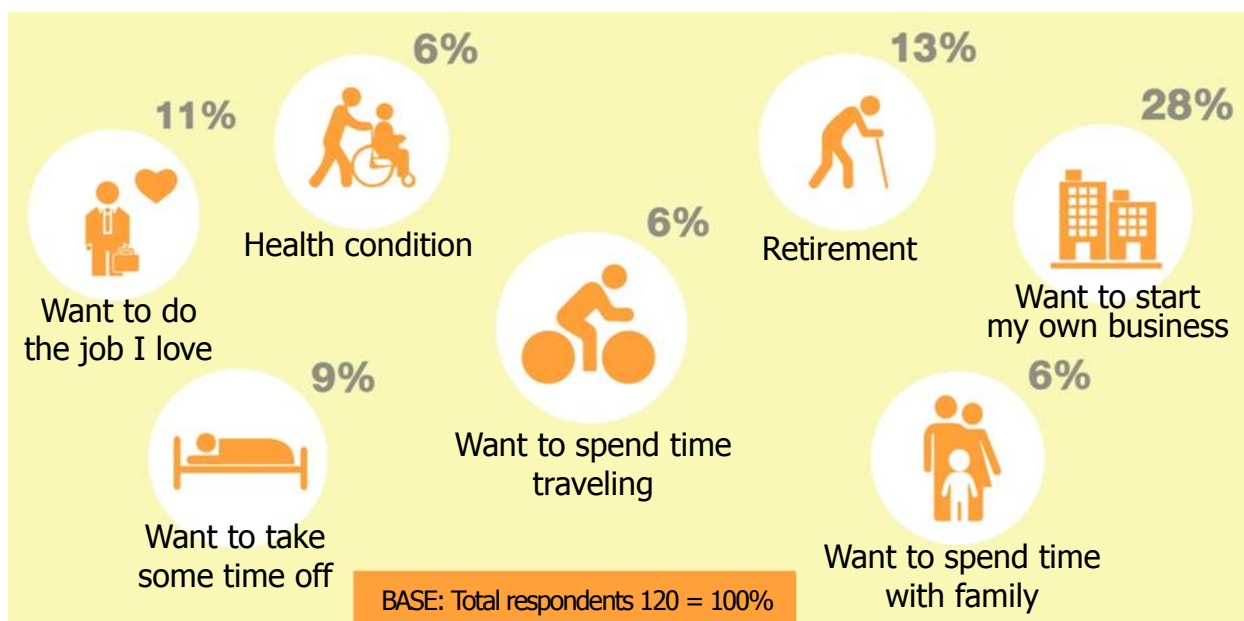
Nowadays one factor that encourages people to be interested in starting a business is the growth of many e-commercial channels such as Facebook, e-bay, and other applications for online shopping like Kaidee or Shopee. These websites and platforms make starting a business much easier to do, and, more importantly--it costs much less on investment. Meanwhile the business owner can get higher chance of success because these online channels can reach every group of their customers.

## Quit at the Right Time

Many in the sample group want to resign when they reach the right age. They want to spend their time taking care of themselves and their families, both mentally and physically. They want to spend the rest of their lives traveling, moving out of the city, and living in the country or foreign countries, or even taking care of their parents, their spouses and children. This viewpoint is clearly expressed in the sample group of 35-45 years old who's been through very long period of full-time working. Weariness, despondency, and tediousness may also trigger them the desire to escape their current environment.

Meanwhile, 22% of female samples want to quit the full-time job circle entirely in order to be a housewife and to take care of their family members. This is apparent in the group of the samples who are in the C-level SES.

## The Reasons to Resign from the Full-Time Job



## The Challenge Awaits, the Direction to be Chosen...

In the context of multi-generational workplace, the differences in term of attitude, valuation, and working style would be a challenge that every organization has to face.

The study pinpoints the fact that employees do expect a lot more than just monetary benefits from the employers. The study also urges the urgency for companies to review their HRM and HRD practices and policy, a good balance between the functional and emotional benefits is essential in this digital driven world.



**“Train people well enough so they can leave,  
Treat them well enough so they don’t want to”  
– Richard Branson**

Source of Image:  <http://www.smmagonline.com/detail/8473/Pre-Retirement>

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