ความรู้สึกและสัญญาณของความเคารพของเจเนอเรชัน Z ในประเทศไทย
Generation Z in Thailand's Senses and Signs of Respect

พิชญลักษณ์ พิชญกุล[1], เอก บุญเจือ[2]
Pichayalak Pichayakul[1], Ek Bunchua[2]

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อระบุความรู้สึกและสัญญาณของความเคารพของเจเนอเรชัน Z ในประเทศไทย กลุ่มตัวอย่างประกอบด้วยนักศึกษา 400 ราย ที่มีอายุอยู่ในช่วงวัยของเจเนอเรชัน Z โดยมีอายุระหว่าง 18 - 21 ปี ใช้วิธีการเลือกตัวอย่างตามสะดวก เครื่องมือที่ใช้ในการเก็บข้อมูลคือแบบสอบถาม โดยประเมินค่าความเที่ยงตรงของแบบสอบถาม (IOC) จากผู้เชี่ยวชาญ 3 ท่านและได้ IOC ของคำถามอยู่ในช่วง 0.67-1.00 ซึ่งเป็นค่าความเที่ยวตรงที่ยอมรับได้ โดยการศึกษาในส่วนของ "ความรู้สึก" ผู้วิจัยใช้คำถามให้กลุ่มเจเนอเรชัน Z ประเมินตนเองว่าให้ความเคารพต่อผู้อื่นในระดับใด ประกอบกับคำถามว่ากลุ่มเจเนอเรชัน Z รับรู้ว่าได้รับความเคารพจากผู้อื่นในระดับใด ในส่วนของ "สัญญาณ" ผู้วิจัยออกแบบโดยสมมุติสถานการณ์ที่มีความขัดแย้งและถามว่ากลุ่มเจเนอเรชัน Z จะมีปฏิกิริยาตอบสนองอย่างไร การวิเคราะห์ข้อมูลใช้สถิติเชิงพรรณนา ประกอบด้วย ความถี่ ร้อยละ และค่าเฉลี่ย ผลการศึกษา ระบุว่ามีผู้ให้ข้อมูลเป็นเพศหญิง 299 รายและเป็นเพศชาย 101 ราย ผลการศึกษาเกี่ยวกับความรู้สึกของเจเนอเรชัน Z พบว่าพวกเขาเชื่อว่าเขาได้แสดงความเคารพต่อผู้อื่นในระดับสูงที่สุด อย่างไรก็ตาม พวกเขากลับได้รับความเคารพจากผู้อื่นในระดับปานกลางถึงสูง นอกจากนี้มากกว่าครึ่งของผู้ให้ข้อมูลเจเนอเรชัน Z มีแนวโน้มที่จะแสดงสัญญาณของความเคารพผ่านปฏิกิริยาการตอบสนองเมื่อเผชิญกับสถานการณ์ที่มีความขัดแย้ง

คำสำคัญ: เจเนอเรชัน Z, การรับรู้, จิตวิทยาสังคม

[1] ผู้ช่วยศาสตราจารย์ ภาควิชาการจัดการและการเป็นผู้ประกอบการ คณะบริหารธุรกิจ มหาวิทยาลัยเชียงใหม่ ประเทศไทย
[2] ผู้ช่วยศาสตราจารย์ ภาควิชาการตลาด คณะบริหารธุรกิจ มหาวิทยาลัยเชียงใหม่ ประเทศไทย
[1] Assistant Professor, Management and Entrepreneurship, Faculty of Business Administration, Chiang Mai University, Thailand
[2] Assistant Professor, Marketing, Faculty of Business Administration, Chiang Mai University, Thailand

Abstract

This research aims to determine the senses and signs of respect of generation Z in Thailand. The sample included 400 students belonging to the generation Z age range, age between 18 and 21 years old. A convenience sampling method was applied. The research instrument was a questionnaire. The Index of Item Objective Congruence (IOC) was applied by having 3 experts to check for content validity. The IOC retrieved ranges between 0.67 - 1.00 which were considered acceptable to use. The “Sense” part includes questions of Generation Z’s self-evaluation on the level of respect they had for others along with their perception on the level of respect they received from others. Whereas the “Sign” part was designed by giving informants a conflict situation and asking for their reaction. Data was analyzed by using descriptive statistics consisting of frequency, percentage and mean. The results showed that the informants consisted of 299 females and 101 males. The finding indicates a sense that generation Z believe that they act respectfully upon others at the highest level, however, they receive the act of respect from others at moderate-high level. In addition, more than half of generation z informants tended to show a sign of respect through their reactions when facing a conflict situation.

Keywords: Generation Z, perception, social psychology

Introduction

Generation Z (gen Z) are those who were born between 1997 and 2012 (Statista, 2022). Generation Z currently make up 19 percent of the Thai population (LINE for Business, 2021). This generation grew up in a fast-paced world of rapid technological progress. Such environment has continuously shaped their values, trends, and personal habits, compared to the older generations. In 2021, approximately 68 percent of generation Z in Thailand stated that they feel uncomfortable when dealing with those who have conflicting opinions. Nevertheless, they stated that people should have the freedom to express their opinions. Generation Z concerns for the value of themselves and have a desire to express their ideas and beliefs (Statista, 2022).

“Respect” issue is being highlighted for this generation. According to Perna’s article in Forbes, generation Z would like to feel respected first before they will give respect. If they do not feel respected, they would, in turn, not to show respect to others (Perna, 2021). In addition, in the study “The Effect of Respect: Respectful Communication at Work Drives Resiliency, Engagement, and Job Satisfaction Among Early Career Employees” carried out by Novak Leadership Institute and the University of Missouri Department of Communication, it was indicated that typical human resource management strategies for attracting highly capable workforce, such as work-life balance, unfortunately have lost their appeal among young employees. According to survey responses from up to 1,000 workers of

generation Z from diverse industries, respectful corresponding with their superiors and colleges are what they value most. This research argued that those findings not only indicate a generational shift in worker values but also emphasize the high-stakes significance of workplace correspondents (LaGree *et al*., 2021). In addition, according to Ethisphere's 2023 Ethical Culture Report, there was nearly 13-point increase in the percentage of workers who said they had witnessed workplace bullying and bullying surged to become the second most-reported type of business misconduct, behind only harassment and discrimination (Corporate Compliance Insights, 2023).

Due to this outstanding focus on respect of generation Z, this research aims to determine their senses and signs of respect of generation Z in order to better understand them and to suggest practical ways to treat them properly.

Objectives

1. To determine generation Z's self-evaluated on the level of respect they act upon others.

2. To determine generation Z's perception towards the level of respect they received from others.

3. To learn how generation Z would react when they are in conflict situation.

Literature Reviews

Respect

Respect means "politeness, honor, and care shown towards someone or something that is considered important" (Cambridge Dictionary, 2022). Merriam-Webster defines respect as a gesture to recognize the worth of a person or thing (Merriam-Webster, 2022). Respect in practices means listening intentionally, avoiding authoritarian treatment that makes others feel inferior or being mistreated, believing that others can make valuable contributions and making decisions based on consensus rather than subjective opinions. It can be said that true respect goes beyond simple politeness. To respect someone is to honor them, making them feel that they are valued and important. The way people treat each other is directly related to how they perceive them. It takes a significant effort to show the level of interest in people surrounded oneself. In turn, it would yield significant results in people's personal and work life (Perna, 2021). The concept of respect also refers to the ability to value and honor another person, regardless of whether one person agree with the idea or behavior of another person or not. To feel respected could be considered a basic human right. Disrespect is a very important thing that can ruin a relationship and even cause aggression. There are many types of respects such as self-respect, for others, social norms, nature, values, laws, culture, and

the family. Respect is crucial to maintain interpersonal relationships (Cognifit, 2022).

According to Gaus (2021), respect for people is built into the structure of social morality. It is emphasized that social morality involves recognizing one another as sources of moral practice to follow rules. From Gaus's perspective, mutual respect for people is a social achievement. There is no rule of social respect. The important thing is the attitude of the people in correspondence.

Generation Z

Generation Z are those who were born between 1997 - 2012. The implications of growing up in an ongoing technological environment are undeniable for this generation. Contemporary research on human resources has shown remarkable shifts in youth behaviors, attitudes, and lifestyles. Growing in such environment could be both positive and concerning for those of generation Z (Dimock, 2019). Regarding generation Z's characteristics, many sources came up with the same conclusion that generation Z are reliance, freedom, individualism, addiction to technology and speed. They have been equipped with technological devices since they were born. The advancement of technology is the most distinctive trait of the Z generation. This generation tend to desire for things to instantaneously. This could be the impact created by the advancement of technology. Many sources also indicated that generation Z's attention span is likely to be short. Generation Z have tendency to have unique characteristics such as multitasking, efficient technology utilization, individualism (not like working in team), creativity, wide perspective towards the world issues, and preference of non-routine and personalized works (Berkup, 2014).

Research Methodology

1. Research framework

1.1 Content

This study is a quantitative study focusing on generation Z's senses and signs of respect. The "Senses" of respect in this research refer to how generation Z's self-evaluated on the level of respects they act upon others and how they perceive on the level of respect they received from others. In addition, to better understand generation Z better, the researcher presented a conflict situation to them and ask how they would react. The concept of respect is applied here.

1.2 Population and sample

The population in this study are generation Z in Thailand. As the exact number of populations was unknown, the researcher applied W.G. Cochran formula to calculate the appropriate number of sample size at 95 percent confident level and allow 5 percent randomization error. Consequently, the retrieved appropriate sample size was 400 (Uakarn *et al*., 2021). The researcher then applied convenience sampling method when approaching target informants. The researcher asked for their permission before handing them the questionnaire. To abide by the research ethics protocols, the researcher informed the informants to feel free to provide their true

opinion as the questionnaire is anonymous. Furthermore, they can quit answering anytime if they feel uncomfortable with questions. It is noted that when collecting data, all of the informants kindly cooperate and none of them quit before finishing the questionnaire.

2.1 Research tool

The research instrument used in the study was a questionnaire which consists of 3 parts as follows:

Part 1 General information about the respondents which includes gender, age, hobbies, preferable leadership,

Part 2 Generation Z's self-evaluation on level of respects they act upon others and their perception on level of respect they received from others (sense)

Part 3 Informant's potential reaction on a given conflict situation (sign)

2.2 Questionnaire development

The researcher developed questionnaire by reviewing related documents and taking with some generation Z to learn their thoughts regarding respect. After that, the researcher presented the questionnaire to the 3 experts to check for content validity and to find the Index of Item Objective Congruence (IOC). Based on the criteria for determining IOC, to accept the content validity, the index must be greater than 0.5 (Rovinelli & Hambleton, 1977). The analysis revealed that all of the IOC values of each question in the questionnaire equal 0.67 - 1.00 which were considered acceptable to use as they indicated the consistency between the questions and the objectives of this study.

2.3 Data analysis

Data collected from the questionnaire were analyzed by using descriptive statistics consisting of frequency, percentage and mean. The "Sense" part includes questions of Generation Z's self-evaluation on level of respects they act upon others and their perception on level of respect they received from others. The questions applied 1 - 10 Opinion Scale Survey. Opinion Scale Survey is a common type of survey wherein respondents are asked to rate their opinion on any aspect of their experience in the form of scores on a rating scale. The scores were interpreted for each level where 1 is the lowest and 10 is the highest (Dawer, 2022). In this study, the interpretations of the 10-point rating scale are 1-2 = lowest; 3-4 = low; 5-6 = moderate; 7-8 = high; and 9-10 = highest. The "Sign" part was designed by giving informants a situation "When working in a team, and the other team members do not contribute to the teamwork," follow with question "How would you react?"

Results

Part 1: General information of informants

There are 400 informants which consist of 299 female (74.8%) and 101 male (25.3%). There are 326 informants (81.5%) age 18 - 19 years old and 74 informants (18.35%) age 20 - 21 years old. The common hobbies include play computer games, watch movie series, listen to music, and play sports. The leadership traits that the informants prefer include respect others (63.5%), knowledgeable (22.0%), honest (7.3%), clever (3.3%), ready

to fight (1.8%), and other traits such as good looking, growth mindset, and caring (2.3%).

Part 2 Generation Z's self-evaluation on the level of respects they act upon others and their perception on the level of respect they received from others (sense)

2.1 Generation Z's self-evaluation on the level of respects they act upon others (sense)

As the generation Z informants were asked to self-evaluation on level of respects they act upon others, the research result indicated that all of them rated themselves from 5 and above from 1-10 scale. The majority of them rated 8 and above (91%). The highest frequency is 9 (35%). When classified by gender, it is interesting to observe that both genders are equally rated at weighted average scale of 8.7 of the 10-point rating scale, which was interpreted as the highest level. The result indicates a sense that generation Z tends to self-evaluate that they highly act respectfully upon others. The results are shown in table 1.

Table 1 Generation Z's self-evaluation on the level of respects they act upon others (sense)

Scale	Male	Female	Total
5	0 (0.0%)	3 (1.0%)	3 (0.8%)
6	1 (1.0%)	2 (0.7%)	3 (0.8%)
7	10 (9.9%)	20 (6.7%)	30 (7.5%)
8	33 (32.7%)	97 (32.4%)	130 (32.5%)
9	33 (32.7%)	108 (36.1%)	141 (35.3%)
10	24 (23.8%)	69 (23.1%)	93 (23.3%)
Total	101 (100.0%)	299 (100.0%)	400 (100.0%)
Weighted average scale	8.68 / 10.0	8.71 / 10.0	8.71 / 10.0

2.2 Generation Z's perception on the level of respect they received from others (sense)

When generation Z informants were asked for their perception on the level of respect they received from others, the research result showed notable figures that the informants rate range from 2 - 10 from the 1-10 scale. The majority of them rated 7 and above (62.6%). The highest frequency is 8 (25.8%). When classified by gender, it was found that female informants (6.7) rated at slightly higher weighted average scale than male informants (6.5). The overall weighted average scale is at 6.7 of the 10-point rating scale, which was interpreted as the medium-high level. The result indicates a sense that generation Z tends to perceive that they moderately receive the act of respect from others. The results are shown in table 2.

Table 2 Generation Z's perception on the level of respect they received from others (sense)

Scale	Male	Female	Total
2	2 (2.0%)	3 (1.0%)	5 (1.3%)
3	8 (7.9%)	17 (5.7%)	25 (6.3%)
4	8 (7.9%)	46 (15.4%)	54 (13.5%)
5	13 (12.9%)	21 (7.0%)	34 (8.5%)
6	11 (10.9%)	21 (7.0%)	32 (8.0%)
7	21 (20.8%)	61 (20.4%)	82 (20.5%)
8	28 (27.7%)	75 (25.1%)	103 (25.8%)
9	5 (5.0%)	37 (12.4%)	42 (10.5%)
10	5 (5.0%)	18 (6.0%)	23 (5.8%)
Total	101 (100.0%)	299 (100.0%)	400 (100%)
Weighted average scale	6.50 / 10.0	6.73 / 10.0	6.67 / 10.0

Part 3 Informant's potential reaction on a given conflict situation (sign)

The researcher gave informants a situation "When working in a team, and the other team members do not contribute to the teamwork," follow with a question "How would you react?"

The result shows that the generation Z informants tend to show a sign of respect through their reactions which include: 231 of them (57.8%) stated that they would ask the ones who do not contribute to the teamwork for their reason and try to understand them; and 69 informants (17.3%) said they would try to be patient and explain to oneself that there are a lot of people like this in this world.

However, there are informants who express a sign of disrespect which include 53 informants (13.3%) said that they would tell the ones who do not contribute to the teamwork that their behavior is bad and if they still do not contribute to the team, you will not allow them to be in the team anymore; 33 informants (8.3%) stated that they would tell this issue to others so that you would have someone to listen to you and you would feel relief of not having to be stress out alone; and 4 informants (1.0%) expressed that they would tell the boss to punish them. In addition, there are some other answers (2.5%) which are a mix of respect and disrespect acts including directly tell them face-to-face, cut them off from the team, sit down and talk. The results are shown in table 3.

Table 3 Informant's potential reaction on a given conflict situation (sign)

Reaction	Male	Female	Total
Ask for their reason and try to understand them. (Act with respect)	68 (67.3%)	163 (54.5%)	231 (57.8%)
Try to be patient and explain to oneself that there are a lot of people like this in this world. (Act with respect)	18 (17.8%)	51 (17.1%)	69 (17.3%)
Tell them that their behavior is bad and if they still do not contribute to the team, you will not allow them to be in the team anymore. (Act with disrespect)	8 (7.9%)	45 (15.1%)	53 (13.3%)
Tell this issue to others so that you would have someone to listen to you and you would feel relief of not having to be stress out alone. (Act with disrespect)	5 (5.0%)	28 (9.4%)	33 (8.3%)
Tell the boss to punish them. (Act with disrespect)	1 (1.0%)	3 (1.0%)	4 (1.0%)
Others (Directly tell them face-to-face, cut them off from the team, sit down and talk.)	1 (1.0%)	9 (3.0%)	10 (2.5%)

Conclusion and Discussion

From the analysis of 400 generation Z informants' input, the result indicates a sense that generation Z tends to self-evaluate that they highly act respectfully upon others. However, the result also indicates a sense that generation Z tends to perceive that they moderately receive the act of respect from others. It is interesting to observe that even though the group of informants are the same people who rated their own act of politeness as high but rated others as moderate. The difference is significant (2.0 point of the 10-point scale). This remarkable result could be explained by the findings of Perna (2021) that generation Z are struggling with the idea of paying respect before receiving it. Some people argue that respect is earned, and that people must initially prove they are worthy of it. In many cases, it was proofed that respect is earned, and people earn it by respecting others first. In this research, it could be the case that generation z thought they respect others, but they do not receive as much respect to their expectation extent.

Another research about generation Z and respect by Schroth (2017) stated that generation Z want to be respected. His research was conducted with generation Z who recently entered the workforce. The main finding was that generation Z usually have expectations that they will be respected by their superior. However, if these expectations are violated, they have potential to resign and to find another job that meets this expectation. From generation Z point of view, when their boss gives them opportunities to express their ideas and discuss important issues, which in turn makes them feel valued in the workplace. Generation Z indicated that they

initially respect the authority of the superior but will quickly lose that respect if the superior does not show this respect back.

Another vital finding in this research was that more than half of generation z informants tend to show a sign of respect through their reactions when facing conflict situation, in this case, when the team members do not put their efforts into teamwork. The reactions in which being considered as a sign of respect include asking for the reason with empathy and try to understand them; and another respectful act is to be patient and try to think that there are a lot of people like this in this world. These findings align with the research by Stanford's Center for Advanced Study in the Behavioral Sciences (CASBS). The research discovered that a typical generation Z is a self-driver who deeply cares about others, strives for a diverse community, is highly collaborative and social, values flexibility, relevance, authenticity, and non-hierarchical leadership (De Witte, 2022). This result also supports the finding by Kovary (2017) who reveals that generation Z are optimistic about their future and posses' traditional values including loyalty, security and really understanding the need to respect authority in the workplace.

However, there are informants who express a sign of disrespect when facing conflict situation. The reactions in which being considered as a sign of respect include confronting the opponents and speak straightforwardly about their bad behavior, forcing other people to leave the team, speaking bad things behind their peers, etc. These findings associate with McKinsey & Company research on generation Z in which it found that generation Z value individual expression. Generation Z believe in the importance of dialogue and accept differences of opinion. Members of this generation therefore tend to believe that change must come from dialogue (Francis & Hoefel, 2018).

Suggestion

Suggestions for teachers and employers of generation Z

From the research result indicating that generation Z tend to belief that they act respectfully upon others significantly at a higher degree than they receive the act of respect from others, this could lead to perception issues. The researcher would like to suggest to the teachers and employers of generation Z that they should treat the generation Z with empathy. Communication and engagement are keys to building trust and a sense of respect for generation Z. Being supportive, and listening to what they have to say would be an appropriate way to interact with generation Z.

As the research results showed some signs of disrespect when facing conflict situation. Teaching and training to enhance soft skills such as communication etiquette, empathy, and mindfulness would help shape their mindsets and develop preferable behaviors. In addition, the employers may enact guidelines to cultivate corporate culture with "sign" and "sense" of respect.

Suggestion for future research

There should be a qualitative study on generation Z on the gap of their expectation towards politeness in jobs and the fact they face as well as the effects from the differences.

There should be a study on scope of politeness defined by generation Z and other generations in comparison.

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