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**Generations in the labour market,
the labour market study of the ‘Z’
generation**

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2023

Undersigned Kornél Pálinkás voluntarily agree/ disagree that my
dissertation can be used for research purposes.

April 06, 2023.

A handwritten signature in blue ink, appearing to be 'K. Pálinkás', written on a light blue background.

Signature

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GENERATIONS IN THE LABOUR MARKET, THE LABOUR MARKET STUDY OF THE ‘Z’ GENERATION

Abstract

In my thesis, I present the concept of generation and its different definitions for each discipline, along with the concept of the labour market and its situation in Hungary is presented. Then I present the generations living today in general, and then the ‘Y’ and ‘Z’ generations are described in detail together with the labour market expectations and job selection preferences of the two generations. In my research, I am looking for the answer to whether the salary is still the most important aspect for generation ‘Z’ when they are selecting a job, and then because of their high expectations, they have a harder time finding a job than the other generations, finally can they balance work and their private life? While I was reading the literature, I noticed that no one has ever investigated this problem yet. I thought that I would examine the question at my own workplace, which is a multinational company employing several generations, so I could get a comprehensive picture of the questions that are being examined. During my research, I used an online questionnaire and conducted in-depth interviews with the investigated age group, and then I analyzed these questionnaires and in-depth interviews question by question.

During the research, I came to the conclusion that two of my three hypotheses were confirmed, and one was disproved, so it can be said that for generation 'Z', salary is still the most important aspect when selecting a job, furthermore, due to their high expectations, they find it more difficult to find a job, but due to their attitude to work, they are able to balance work and private life. In my opinion, this research can be useful for my employer and other companies as well, since as more and more generations work side by side in the labour market, it becomes more and more difficult for employers to manage different attitudes and morals.

Key terms: Labour market, Generational theories, 'Z' generation, Labour market expectations

1 Introduction

When I selected my thesis topic, I immediately noticed the future topic of my thesis among the topics that had been announced by the university. Personally, I think what I selected is the closest to me, as I personally experience the timeliness of the topic every day. Since I entered the labour market as an active participant, the topic of generations has become part of my everyday life. As a freshman, surrounded by mainly older colleagues, I was able to get to know the differences between generations, which include different attitudes and work ethics, through many positive and often negative experiences. After my promotion as a manager, in my opinion, understanding and overcoming these differences have become even more important issues for me, and this is why I have chosen this topic. Also, I believe that I will be able to use what is summarized in the literature and the research results in my future work. In the literature part of my thesis, I would like to present the concept of the labour market, its characteristics, and the situation of the labour market in Hungary. Moving on, in my thesis I present the concept of generation, as well as the concept of today's generations and their characteristics. To conclude the literature, I will present the main characteristic of my generation and those of the generation before mine in more detail. With my thesis, I would like to explore the differences between generations at work. For this purpose, I created an online questionnaire, which can be found in the appendices, with a detailed analysis of which I would like to confirm or reject my formulated hypotheses depending on the results of my research. I formulated the following hypotheses in my thesis.

1.1 Hypotheses

I formulated the following hypotheses in my thesis:

- I assume that due to their high expectations, Generation 'Z' finds it more difficult to find a job than the older, still actively working generations.
- I assume that for Generation 'Z', it is a difficult and almost impossible task to find a balance between private life and work.
- I assume that for Generation 'Z', salary is still a priority when choosing a workplace.

2 Literature review

2.1 Concept of the labour market

In my opinion, to be able to talk about generations in the labour market, the first and most important step is to define the concept of the labour market. Reading different sources, literature defines this concept in different ways. Galasi's definition is, a concise definition: labour market is the institution of allocating and reallocating labour. (Galasi, 1982)

One of the important commodities of the labour market is human capital, which is nothing but an investment of time and money in studies, useful and valuable stock of knowledge that is accumulated during education or training. (Samuelson-Nordhaus, 1987)

2.2 Presentation of the labour market

There are four generations presenting the labour market in Hungary today: Baby boomers, generations X, 'Y', 'Z', which will be discussed in more detail later. This generational diversity makes the situation of the employer and the employee extremely difficult, as there are as many attitudes and work ethics as generations, just to name a few differences. Furthermore, there is serious pressure on the human resources section of companies to find the most effective way to address new employees, since previous methods are probably less effective for the new generation.

Recent years, Covid19 and the war have significantly changed the markets and the attitude of employees, according to Randstadt's research in 2021, in which more than 27,000 employees participated in 34 different markets, including Hungary. As a result of mass layoffs and hiring during and after the epidemic, more and more people are considering changing jobs. (Adó Online, 2023)

Based on the research, 36% of the respondents changed their jobs in the last 1 year.

2.3 The concept of generation and the description of generations

Many historians, sociologists and philosophers have worked on the definition of generation. We know several definitions of generation as a concept according to different fields of science. The word generation itself comes from the Latin word generatio, meaning generation. (Megoldás Központ, 2023.) According to the biological interpretation, the Hungarian Interpretive Dictionary defines the concept of generation as follows: 'A person living at the same age and approximately a set of people of the same age' in biological terms.' (Juhász et al., 1972)

In contrast to the biological approach, it can be said that historians and sociologists define generation as a group of people who were born in the same era, shaped and connected by specific events, trends and processes. (Komár, 2017)

The foundations of generational research were laid by historians William Strauss and Neil Howe in *Generational Theories*, published in 1991. It includes the following definition: A generation is a group of people who share a historical time and place that gives them a collective personality. (Strauss-Howe, 1997)

The study *Fourth Turn* published by Strauss and Howe in 1997, has since become a basic reference study in literatures. The study distinguishes four archetypes in history, which follow each other cyclically.

At the same time, it defines four age stages starting from childhood to old age. Thus, it can be said that 4 archetypes live side by side in a specific age.

The names of these archetypes cover the characteristics and behaviours of young adulthood in the given era, which develop as follows:

- Prophet generation: A group born after a war or a crisis, whose youth is characterized by a spiritual awakening, they will become wise elders. They will show the way to new generations during the next war and crisis.
- Nomadic generation: children of spiritual awakening who later become alienated adults and therefore rebel against the system. Their characteristic values are freedom, survival, decency and honour.

- Hero generation: the children of the nomadic generation, who were brought up in a laissez-fair type of family model, are therefore typically brash and naughty, on the other hand, they become powerful adults.
- They promote economic prosperity with their optimism and team spirit, and they remain energetic until the end of their lives: they will be the ones that posterity will remember based on their achievements.
- Artist generation: the children of the hero generation, who are sensitive, indecisive young adults who can become famous through their expertise.

The stages of life cycles and archetypes are closely related, as the cycles alternate in the four turns. As life stages change, so do the archetypes, as shown in the table below. This cycle closes in about eighty years and starts again, since each life cycle spans about twenty years.

Figure 1 the relationship between the four turns and life stages

	First turn: peak period	Second turn: awakening	Third turn: solution search	Fourth turn: crisis period
Old age	nomad	hero	artist	prophet
Middle age	hero	artist	prophet	nomad
Young adulthood	artist	prophet	nomad	hero
Childhood	prophet	nomad	hero	artist

Source: LifeCourse Associates, 2023.

2.4 General presentation of generations living today

McCrindle (McCrindle-Wolfinger, 2014) identifies seven generations living today. These generations are mapped by the population of Australia, yet these definitions also apply to the population of the world.

If there is a difference, it can be explained by important social, cultural and political events that the generations living in the different countries went through in the different regions and countries.

Analysing several sources, I found that the definitions of the generations differ by a few years, and the calculations are not the same everywhere. In my opinion, this is acceptable, since dividing lines should not be interpreted as strict boundaries. According to McCrindle, the following generations can be identified:

- Anonymous generation: born before 1925
- Builders (veteran) generation: born between 1925 and 1945
- Baby boomers: born between 1946 and 1964
- Generation 'X': born between 1965 and 1979
- Generation 'Y': born between 1980 and 1994
- Generation 'Z': born between 1995 and 2009
- Alpha generation: born from 2010 onwards

2.5 Nameless generation

The oldest generation in terms of people alive today. They are also referred to as the great generation. According to Strauss and Howe, they belong to the hero type, who lived their young adulthood in a period of crisis. (Strauss-Howe, 1997) Due to the time of their birth, they experienced a lot of trauma, they participated in the First World War, and probably many of their children took part in the Second World War, where they lost their lives.

2.6 Builders / veterans

Today's elderly generation is the construction generation. (Tari, 2010) A significant majority of the generation are now grandparents. The term of a peaceful or quiet generation is also used for them because they lived their youth in the time of peace, because they were either too old or too young in the era of the world wars.

2.7 Baby boom generation

The children of the Rock'n'roll era were called Baby Boomers. The term for those born in the era originates from the fact that the number of births increased significantly in this era. Even in our country, the population growth of higher than 12% can be observed in the given period. (KSH, 2023.) Those born at that time were already born in a period of peace, the post-war crisis, technological development and economic growth were the defining events in their lives.

2.8 Generation ‘X’

The name Generation ‘X’ was first used by the world-famous photographer Robert Capa (Fiedmann Endre), who was born in Hungary in 1953 as the title of his photo series depicting people born after World War II. Douglas Coupland's novel term of Generation ‘X’ introduces the concept into the public consciousness, and ‘X’ stands for the unknown. (Győr, 2014) According to Strauss and Howe (1997), Generation ‘X’ is characterized by being intelligent and practical with good judgment.

The vast majority of this age group is more educated than their parents and may also have language skills, since they no longer learned only the compulsory Russian language. Those born at the end of the 1970s were already able to meet and use computers in their youth, and they are beginning to use the advantages of technological development, sometimes more slowly and more quickly. Money emerges as a motivating force in the field of status and career at work. (Pais, 2013) At the same time, the disadvantages of this process also appear, such as stress, unlimited working hours and multitasking.

This generation was as digital immigrants in an article by Marc Prensky (2001). The name suggests that people born in this age were not born into the digital world, but had to learn to use these new tools later in life.

2.9 Generation ‘Y’

They have been given many names over time, including the millennial generation and the net generation. In Hungary, they grew up in democracy, but when they were born it was still socialism. In financial terms, they received everything from their parents that they could afford, and in addition, the parents raised them under protection. In this generation it can already be observed that the computer plays an important role in their education and childhood, often taking over the role of family programs and games. As children, they could experience that their parents work a lot in order to raise as much money as possible, so parents were often not with their children due to the lack of free time and workload, which in many cases left its mark on family life.

In addition to these, they were also influenced by many significant events on the global level such as: news about terrorism, reports about poverty, the fall of the Berlin Wall. The consequence of this may be that money is the primary priority for success and a career. (Tari, 2010)

2.10 Generation ‘Z’

The first global generation in the world is Generation ‘Z’. They are smart and sensitive, real artists. (Tari, 2010)

This generation is completely born into the digital world. It has become natural for them to be constantly connected with their acquaintances, they talk to a lot of people on the Internet every day. The network is the natural environment for them, which is why they were given the label of the wired generation.

According to John Palfrey and Urs Gasser (Palfrey-Gasser, 2008)

Generation 'Z' has four distinct characteristics:

- They use technology to express their personality. They typically behave narcissistically on social media. They constantly share photos of their life events and themselves, in which they present themselves as more beautiful and better, pushing away from reality. Every country and culture have a period, such as Carnival, when people hide behind masks. However, this generation hides behind its virtual identity like an avatar, so it can afford something different or even more than the real world, and can hide if it wants to. (Tari, 2011)
- The other characteristic, which is not translated in the literature, but is used in English, is task-switching and multitasking. The Hungarian meaning of the two words is the parallel performance of several activities, as well as alternating between several activities. For them, it is not a problem at all to study while listening to music and chatting with an acquaintance.
- The third characteristic is rather a kind of expectation on their part that the largest possible part of the incoming information should arrive in digital form.
- The fourth characteristic, according to which young people do not only consume information, but also produce information. They create in groups, but also individually: they edit pictures, cut films, videos or music, run a blog.

2.11 Alpha generation

Sociologists and social researchers hope that everything will start over with them. Reading the sources, the characteristics of the new generation are still not clear to researchers, or how they differ from Generation 'Z'.

2.12 More about Generation 'Y'

In addition to those mentioned above, generation 'Y' also has other important characteristics:

- Self-interest: The members of this generation are less receptive to political and social issues, they are less interested in them compared to the generations before them. It can be said that generation 'Z' coming after them is also more interested. Because they like to shape their world to their advantage, this generation is often branded as selfish and narcissistic.
- In addition to their unrealistic expectations, they are sensitive to criticism.
- Difficult commitment: One of their characteristics is that they do not work for a company for a long time. Because they have high expectations, they look for a job for a long time, and even if they find one, they do not stay for a long time because they are constantly looking for the most suitable one for them. Remote work, flexible working hours, adequate remuneration and recognition are preferred.

- Technological knowledge: Since they were already born into the digital world, they already use the tools of the digital world at a very high level compared to previous generations, although generation 'Z' surpasses them.
- Creativity: The members of this generation are characterized by creativity and innovativeness, therefore they approach workplace problems from a new point of view, as a result of which they find quick and effective solutions to problems. (Csutorás, 2020)

2.13 More about Generation 'Z'

The most important characteristics of 'Z' generation can be summarized in the list below: (Pais, 2013)

- Personal freedom is important to them
- They share their lives and what happened to them with the public every day
- They are not primarily characterized by emotions and words
- Since they were born into it, they are used to it and are not afraid of changes
- They live at a much faster rhythm than their predecessors
- Less loyalty in terms of consumption
- They trust themselves much more than the world around them
- Their approach is practical
- They are smart but not wise
- Compared to previous generations, they are less willing to follow the rules

- As digital natives, they use modern technologies professionally
- Initiative and bravery

2.14 Generation ‘Z’'s expectations of the labour market

As the new generation enters the labour market, the composition of employees continues to expand. Workplaces have to face new challenges, as the organizational structure is getting flatter, and as a result, more and more generations have to work side by side. Compared to previous generations, the relationship and general values of generation ‘Z’ generation to work are also significantly different.

A previously conducted research (Garai-Fodor, 2018) examined the system of criteria for job selection, and tried to group young workers based on their preferences in terms of job selection, thus identifying the individual segments. Based on the results, five groups can be defined.

- The first group consists of those who desire stability. They prefer large multinational companies, where there are typically many workers and many of them young colleagues, regardless of whether the companies are Hungarian or owned by foreigners.
- The next group, those with ambitions, for whom development and career are most important. It is authoritative for them that they have the opportunity to get ahead and develop professionally. They like it when the employer provides them with training and further education.

- The third group consists of trendy employees, they mostly like creative and varied tasks and group work is important to them. They value team spirit.
They are the ones who want a workplace with modern conditions, high salaries and flexible working hours.
- Finally, the last group included those who prefer stable and reputable companies. For them, the employer's stable financial background and good marketing value in the market are important. Furthermore, important aspects include fixed working hours and the location of the workplace in relation to the place of residence, on the basis of which they can balance their work and private life.

Based on statistical data, it can be said that the reputation and stability is a typical of male employees, while the trendy group is typical of female employees. In the other two groups, the gender ratios are roughly the same.

The research reveals that young workers mainly belong to the group who are looking for extra offers with high wages and flexible working hours.

The research shows that there is a correlation between parents' education and young people's choice of workplace. The children of parents who are less educated are looking for extra offers, while the children of more educated parents are more likely to be ambitious workers. (Garai-Fodor, 2018)

It is a challenge for Generation 'Z' to find a job, as they want it to meet all their needs, so they are a bit pessimistic about their options. The challenge lies in the fact that, compared to the generations before them, they have the highest expectations of the employer and the work.

They try to increase their chances with their extensive and valuable relationship capital, and they strive to have as many and as high a degree as possible. The criteria on which they choose a workplace are changing. Compared to the generations before, wages are still important, but the balance between private life and work is just as important, if not more important to them, and as a result, flexible working. The most important aspects for them include the workplace atmosphere, a good relationship with management and colleagues. Since they are creative, they have a lot of ideas and are ambitious, so career opportunities and self-realization are important to them. (Garai-Fodor, 2018)

Due to their characteristics, they have many expectations from work:

Immediate: One of the most striking characteristics of generation 'Z' is that they want everything immediately. They take this attitude with them to the workplace. As a result, it is important for them to get an answer to a question or a solution to their problems.

Integration and experience: It is important for them to feel that they are part of the company, which is both motivation and inspiration for them. They want to gain experience, so a constant challenge is important to them.

Social area: Team spirit is one of the essential qualities of Generation 'Z'. Therefore, a good atmosphere with colleagues and a direct relationship with their managers are important to them at work.

Experimental: They like challenging tasks, in which they experiment and use their creativity.

For this, they like to work independently, under minimal control, where the superior only checks the result.

Among their negative qualities from the point of view of employers is that they want creative work for high wages and fast advancement. These expectations are accompanied by a lax work ethic and discipline, as well as little experience.

An important feature of them is changing jobs. Because they want everything immediately, existence and career are also included. If they do not see this as available in a company within a short period of time or if they receive a better offer, they will change, so it is difficult to create company loyalty in them. (Ferincz-Szabó, 2012)

3 Research

3.1 Research objectives and hypotheses

The purpose of my research is to reveal the job choice preferences, forms of behaviour, and their attitude to work of generation 'Z', whose members are newly entering the labour market. As I already wrote at the beginning of my thesis, I formulated the following hypotheses:

- I assume that due to their high expectations, Generation 'Z' finds it more difficult to find a job than the older, still active working generations.
- I assume that due for Generation 'Z', it is a difficult and almost impossible task to find a balance between private life and work.
- I assume that for Generation 'Z', salary is still a priority when choosing a workplace.

3.2 Circumstances and location of the investigation

The location of my examination is my current workplace and group, and the company to which the group belongs. After the consultation with the management of the company, I received permission to collect data from the employees, as this research may also be of interest to them in the future when new jobs are advertised. After consultation with the HR department, with their help, my online questionnaire was sent to all colleagues who are members of the examined generations 'Y' and 'Z'. In order to allow for greater research population, I also asked my friends on the social media site to fill in the questionnaire, and I also shared it in university groups in order to reach the desired number of answers faster. The questionnaires were filled in between 03.01.2023 and 04.01.2023. The completely anonymous questionnaire was filled in by 154 people, so the size of the research population was $N=154$. During the analysis of the data, I was faced with the fact that, although 154 people filled in my questionnaire, it was not mandatory to answer the questions, so it is possible that some questions received fewer answers than the actual number of respondents. In the first part of the questionnaire, I asked about socio-demographic data, such as gender, place of residence, education. After that, in the questionnaire, the questions were directed at the employees' job choice and workplace habits. In the analysis of my own investigation, I would like to analyse the responses to my questionnaire question by question, and then, I will also analyse the responses to the interview.

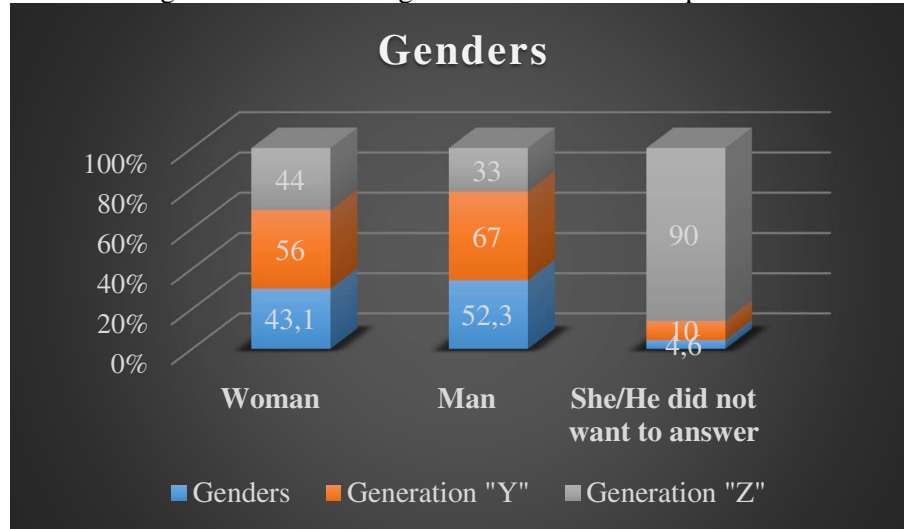
3.3 Research methods and presentation of the sample

In order to support or refute the hypotheses formulated at the beginning of the diploma thesis, I used two methods in my research. First, using a quantitative method, I asked my friends who belong to the target group I was investigating to fill in an online questionnaire, and then, collecting qualitative information, I conducted an in-depth interview with the people I asked and researched.

3.4 Online questionnaire analysis

In my online questionnaire, my first question was about the gender of the respondents. Of the 153 people who answered the question, 66 people declared themselves to be women, this represents 43% of the respondents, 80 people were men, and this corresponds to 52%, while 7 people did not want to answer this question, which is barely 4% of the respondents. 56% of the female applicants belong to generation 'Y', and 44% to generation 'Z'. In contrast, 67% of the male respondents came from generation 'Y', while 33% came from generation 'Z'. These values are illustrated by Figure 2 below.

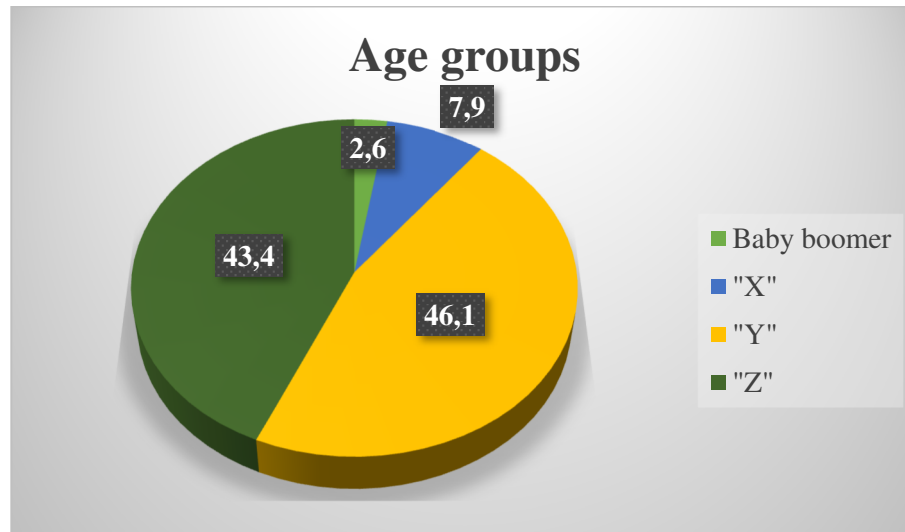
Figure 2 Gender and age distribution of the respondents



Source: author's own editing based on questionnaire (n=154)

My next question was about the age of the respondents. The target group of my questionnaire was the 'Y' and 'Z' age groups, however, among the responses came from those who do not belong to this age group. The respondents who did not belong to the investigated age groups probably came from the circle of Internet acquaintances, since only those people in the company group received my questionnaire who were suitable based on the database. The vast majority of the 152 responses received came from the studied generation, as shown by Figure 3 below. The largest group is respondents from generation 'Y' with 70 people and 46%, after them the second most populous group is generation 'Z', which makes up 43.4% with 66 people. A negligible percentage of responses came from other age groups, for example 7.9% with 12 people from generation 'X' and 4 people with 2.6% from the Baby boomer generation.

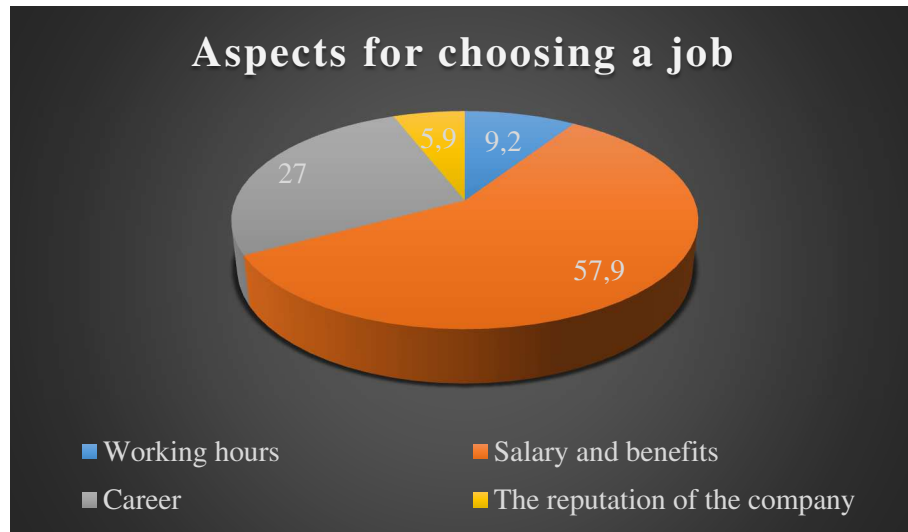
Figure 3 Distribution of age groups



Source: author's own editing based on questionnaire (n=154)

My next questions examined the habits of job choice and preferences of the respondents. The first question of this part focused on the basis on which employees choose their workplace. Unsurprisingly for me, the vast majority of respondents still choose their next job based on financial benefits. This answer option was chosen by 88 people, which means 57.9%. This is followed by the career option, which is not surprising to me either, 41 people chose this, which means 27%. The third most important aspect is working hours, which was chosen by 14 of the respondents with 9.2%. The least important aspect for respondents was the reputation of the company. This option was chosen by 9 people, which means 5.9%. Figure 4 shows the distribution of all responses.

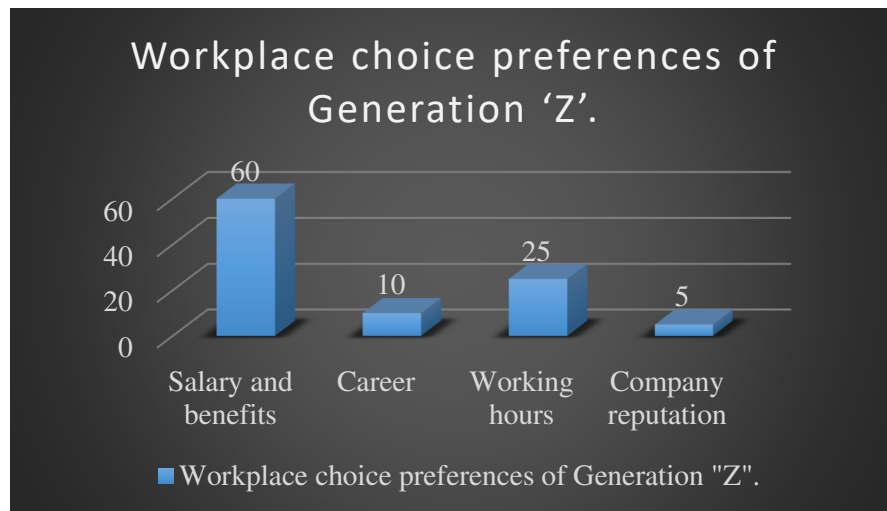
Figure 4 Aspects for selecting a job



Source: author's own editing based on questionnaire (n=154)

In Figure 5 represent the answers of the generation I studied.

Figure 5 Workplace choice preferences of generation 'Z'.



Source: author's own editing based on questionnaire (n=154)

Of the 152 responses received, 65 responses were received from the age group of generation 'Z'. Interestingly, contrary to what is written in the literature, according to which the balance of work and private life is already an important factor for generation 'Z', it is clear from the answers, as the diagram also illustrates, that working hours are an 'insignificant' factor when choosing a job in today's workplace for young people. When answering, 39 people chose salary and benefits, which means 60%. Despite this, compared to the other three surveyed generations, the percentage of working time is the highest priority for this generation, 25%, which means 16 people.

For my generation, the third most important aspect is career, this answer option was chosen by 6 people, which means 10%. Finally, based on the responses of the respondents, the reputation of the company is the least important, since only 4 people chose this option, which means barely 5%. These answers also show a significant difference compared to the other generations, as can be read from the diagram. Thus, based on the data collected with the questionnaire, it can be said that my first hypothesis, according to which 'For Generation 'Z', when choosing a workplace, salary is still a priority.' turned out to be true. Of course, I will investigate this statement further with the in-depth interview in the forthcoming part of my thesis.

The next question of my questionnaire was directed at the length of the job search period of the respondents. Most respondents found a job in less than a month, 44 people with 33.1%.

The second largest group, whose job search took longer than a month, is 41 people with 30.8%. The third largest group with 32 people and 24.1% who were looking for a job for less than six months. Finally, the smallest number were those who took longer than half a year to find a job, 16 people with 12%. These values are illustrated by Figure 6.

Figure 6 Duration of job search

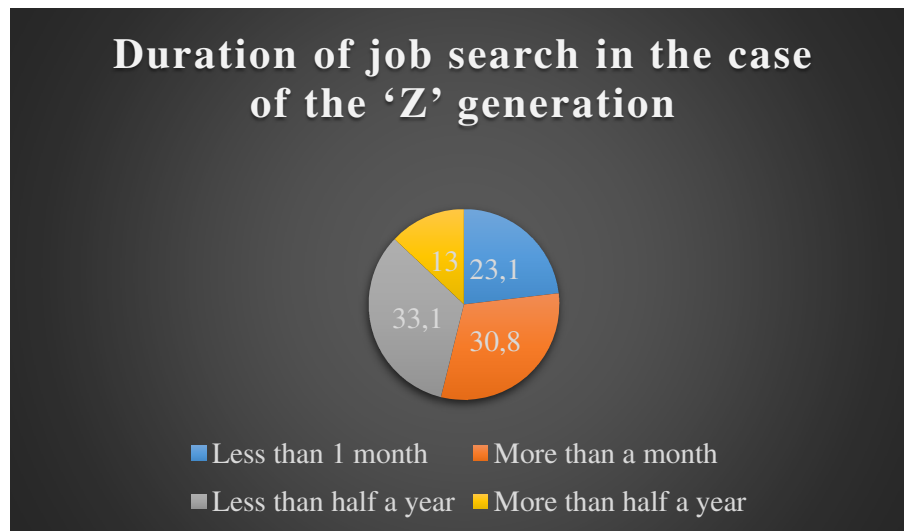


Source: author's own editing based on questionnaire (n=154)

On the other hand, when examining the responses of generation 'Z', differences can be observed. 65 responses were received from the age group, their distribution is illustrated in the second diagram.

The largest group had 22 people and of whom 33.1% are those who spent less than half a year looking for a job, followed by those who spent more than a month looking for a job, this group consisted of 20 people, which is 30.8% of the population. The third group consists of 15 people of whom with 23.1%, spent less than a month searching on the labour market. They were the smallest proportion, with 8 people and for 13% of whom it took more than half a year to find a job.

Figure 7 Duration of job search in the case of generation 'Z'



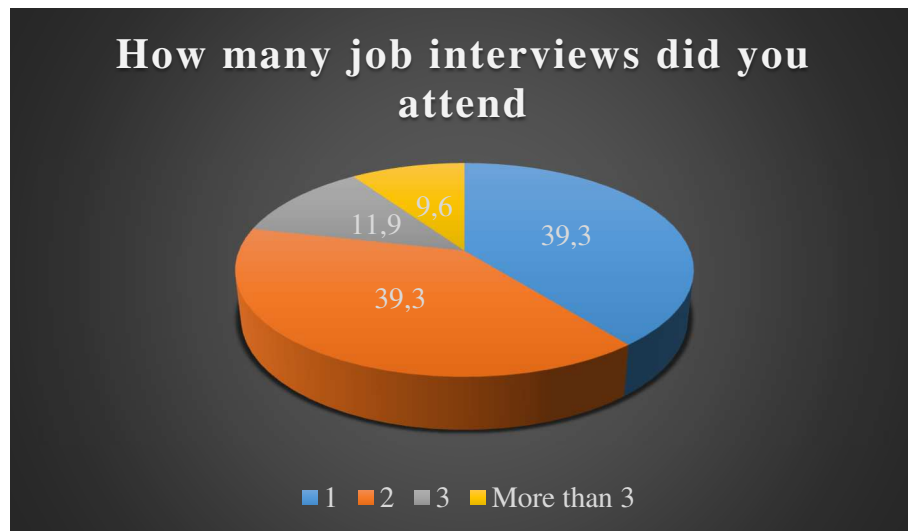
Source: author's own editing based on questionnaire (n=154)

Moving on, the next question of my questionnaire is how many job interviews the respondents participated in until they were able to get a job. The largest group was made up in equal proportion by those who had to attend 1 or 2 interviews until they found a job.

The two groups represent a total of 106 people with a distribution of 53-53 people in each group, and they represent 78.6% of the total population, with 39.3%-39.3% in each group.

They are followed by 16 people (11.9%) who participated in 3 interviews, and finally, those who participated in more than 3 interviews, 13 people (9.6%). These are illustrated by Figure 8.

Figure 8 How many job interviews did you attend?

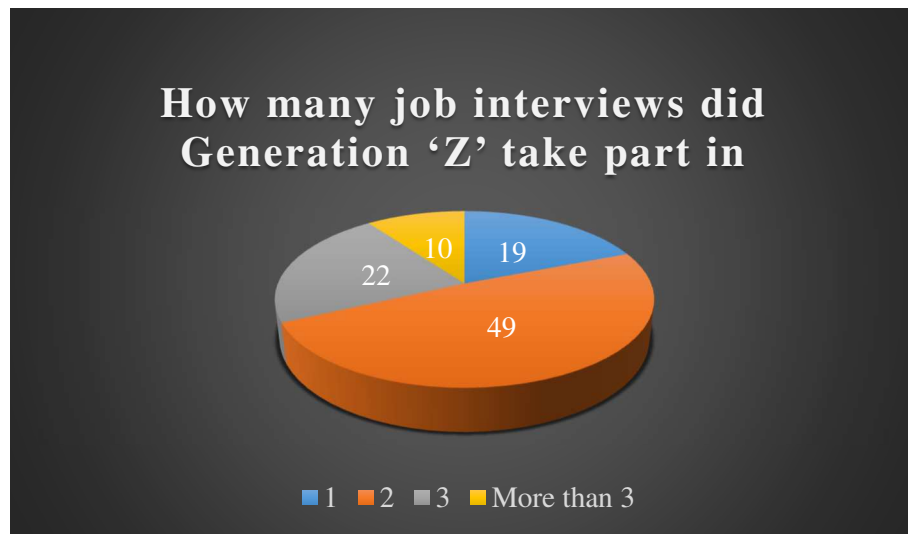


Source: author's own editing based on questionnaire (n=154)

I examined the answers of generation 'Z' separately, as in the previous questions, I noticed differences here as well. Out of the 65 responses received, 12 people chose the first option, according to which they had to participate in 1 job interview, which is 19% of the population. The second option, according to which 32 people took part in two interviews, represented 49% of the responses received. 14 people answered that they had 3 interviews before finding a job, which is 22% of the population.

Finally, as can be seen in the diagram, 10% of the respondents, i.e. 7 people, answered that they needed more than three interviews to successfully find a job.

Figure 9 How many job interviews did Generation 'Z' take part in?



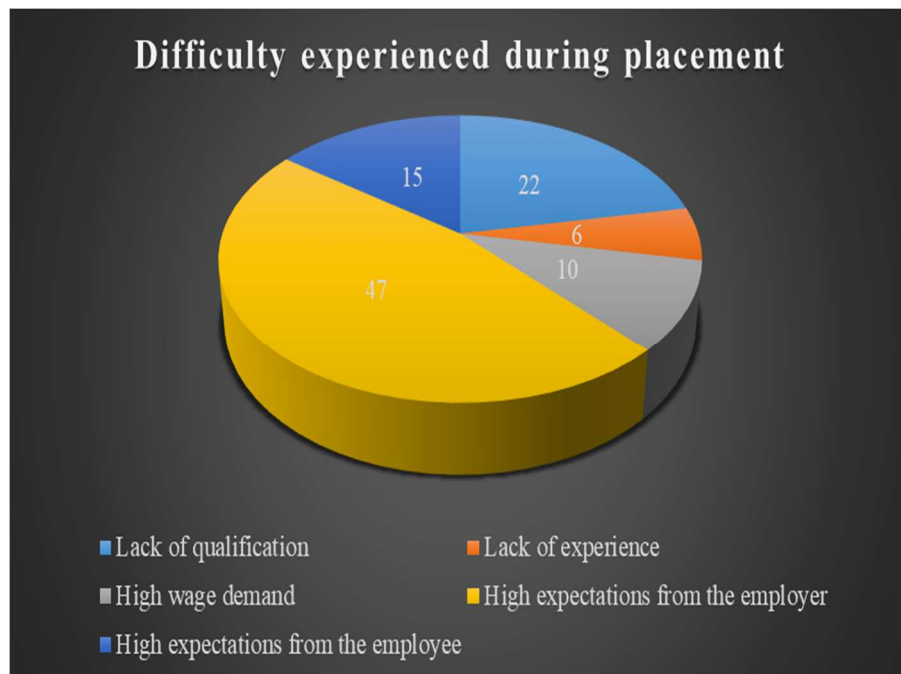
Source: author's own editing based on questionnaire (n=154)

The next question on my questionnaire is related to the question about the previous job interviews. For the next question, I wanted to find out what causes the difficulty when looking for a job or finding a job according to the respondents. Respondents could choose from 5 answer options. The first chart illustrates all responses that did not come from Generation 'Z'. Among the answers received, 34 people indicated the lack of education, which represents 22% of the answers. The next option, lack of experience, was chosen by 9 people, which is 6% of the population. According to 15 respondents, the difficulty is caused by the high wage expectation, which represents 10% of the population.

Based on the answers, the largest group has high expectations from the employer, which was said by 72 people, which is 47% of the respondents.

The last answer option, according to which high expectations on the part of the employee cause various difficulties, was chosen by 24 people, which is 15% of the respondents.

Figure 10 Difficulty experienced during placement



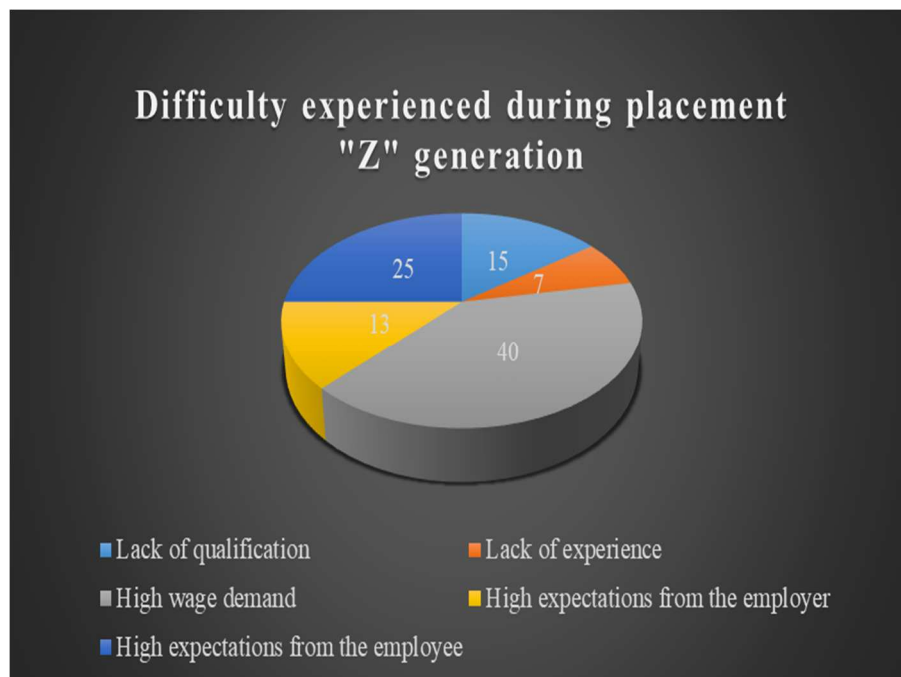
Source: author's own editing based on questionnaire (n=154)

For this question as well, I separately examined the answers received from the members of generation 'Z', which represented 65 responses. Compared to the answers of the other generations, a significant difference can be observed in their answers, as shown in the diagram below.

In their case, 10 people chose the first answer option, according to which lack of education caused their difficulties, which is 15% of all answers.

The next possibility, which was the lack of experience, was chosen by 7% of the respondents, a total of 5 people. The third answer option was chosen by the most people 26, so 40% of the respondents think that their excessively high wage demands caused them difficulties during the employment process. 13% of the respondents, i.e. 9 people, selected the fourth answer option, which was high expectations from the employer. The last option was chosen by 15 people, which represents 25% of the responses received.

Figure 11 Difficulty experienced during placement: generation 'Z'



Source: author's own editing based on questionnaire (n=154)

Based on the answers received to the last three questions, my hypothesis set up at the beginning of the thesis, according to which ‘The ‘Z’ generation has more difficulty finding a job due to their high expectations, than the older, still active working generations.’ seems to be confirmed. Of course, in the following part of the research, when analysing the interviews, I will come back to this hypothesis.

The next group of questions in my questionnaire focused on the overtime habits of the respondents. The first of the questions examined whether the respondents used to work overtime. Among the respondents, 122 people answered affirmatively, which is 82% of the answers, compared to the negative answers, which make up 18%, which is 27 respondents, as shown by Figure 12.

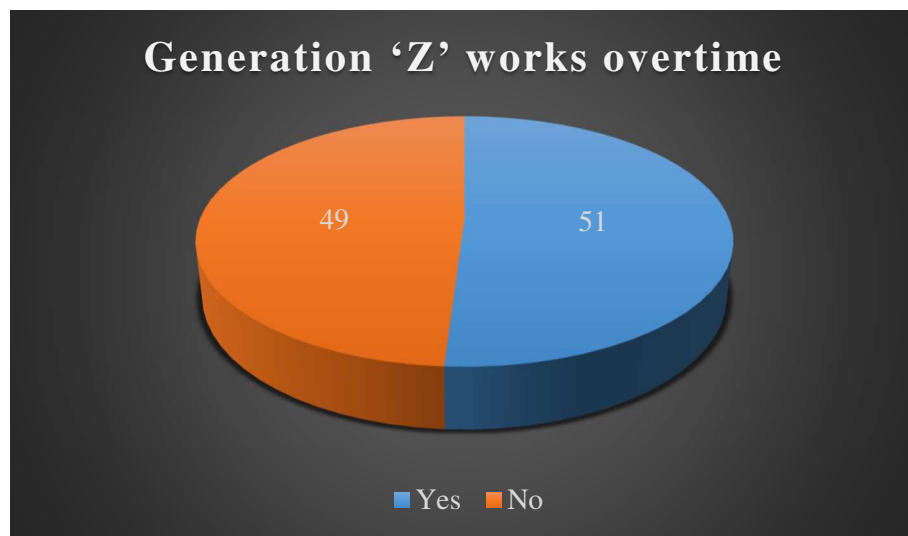
Figure 12 Taking overtime



Source: author's own editing based on questionnaire (n=154)

At the same time, these values change in the case of generation 'Z', as shown by Figure 13. Out of 65 answers received from the age group, only 33 people answered that they accept overtime, which is 51% of the population, compared to the negative answer, which was chosen by 32 people which is 49% of the population.

Figure 13 Generation 'Z' works overtime

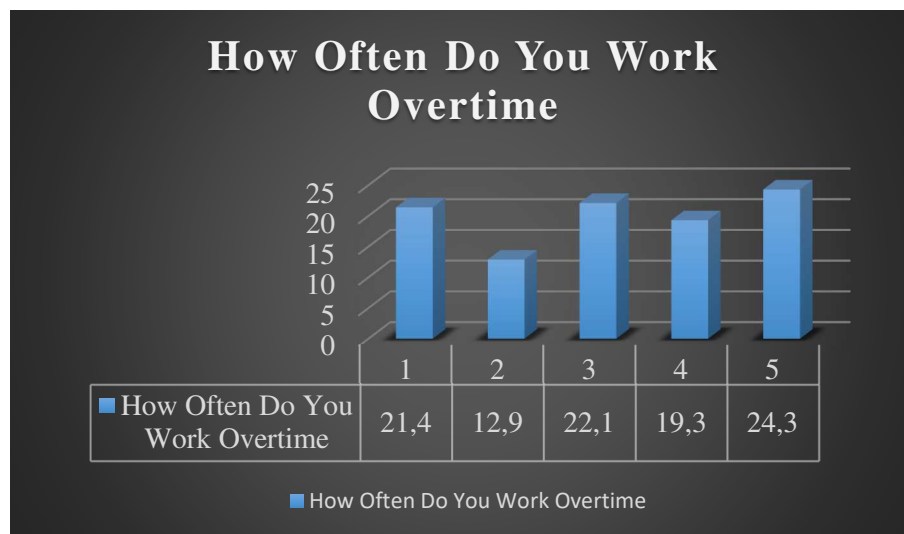


Source: author's own editing based on questionnaire (n=154)

The second question in this part of my questionnaire asked how often respondents work overtime. Respondents could answer the question on a scale from 1 to 5, where 1 was very rarely, while 5 was very often. Of the responses received, 30 people marked point 1, which is 21.4%. 12.9% of those who filled in marked point 2, which means 18 people. According to them, 48 people from the staff rarely work overtime. Point 3, which represents the average number of overtime hours, was selected by 31 respondents, which is 22.1% of the population. Point 4 was chosen by 27 of the respondents, which is 19.3% of the population.

Finally, as can be seen in Figure 14 below, point 5 was chosen by 34 respondents, which is 24.3% of the population. Looking at Figure 14, it can be seen that the answers are relatively and evenly distributed.

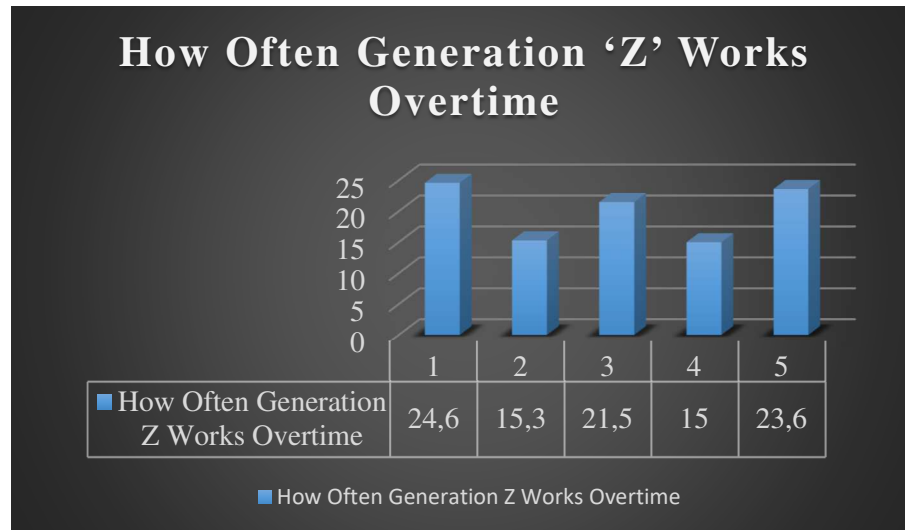
Figure 14 How Often Do You Do Overtime?



Source: author's own editing based on questionnaire (n=154)

Compared to the previous part of my investigation, I also examined the answers received from generation 'Z' separately for this question. The Figure 15 will also show the shift towards less overtime in the case of the generation. Out of the 65 responses received, 24.6% of the respondents, i.e. 16 people, chose point 1. Point 2 was chosen by 10 people, which means 15.3%. 21.5% of the respondents marked point 3, which means 14 people. 10 respondents chose point 4, which corresponds to 15%. 23.6% of respondents marked point 5, which corresponds to 15 people.

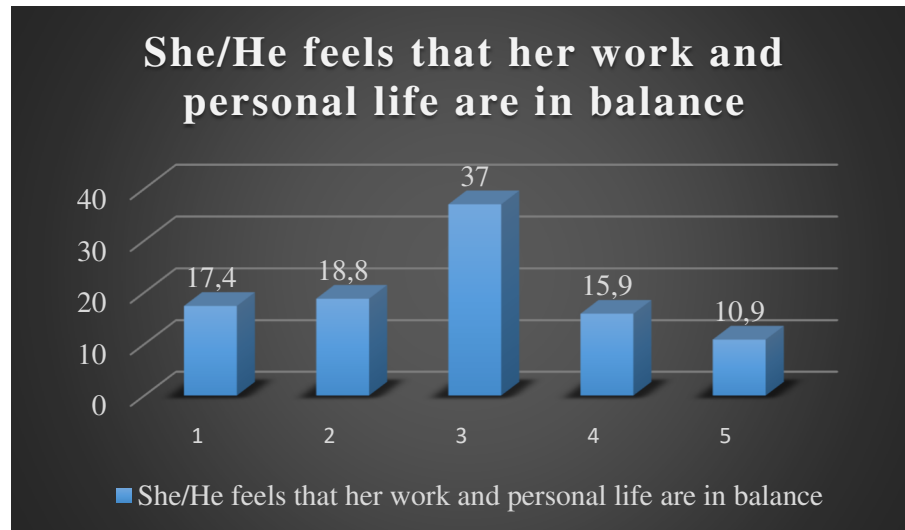
Figure 15 How Often Generation ‘Z’ Works Overtime



Source: author’s own editing based on questionnaire (n=154)

The closing question in the online questionnaire focused on the extent to which employees feel their work and private life are in balance. As in the previous question, respondents could answer on a scale from 1 to 5, with 1 being not at all, and 5 being always in balance. 17.4% of the respondents, i.e. 24 people, marked point 1. 26 people answered point 2, which means 18.8. 51 respondents chose point 3, which means 37 as a percentage, as Figure 16 will show. 15.9% of the respondents marked point 4, which means 22 people. Finally, point 5 was chosen by 15 people, which is 10.9%.

Figure 16 She/he feels that her work and personal life are in balance

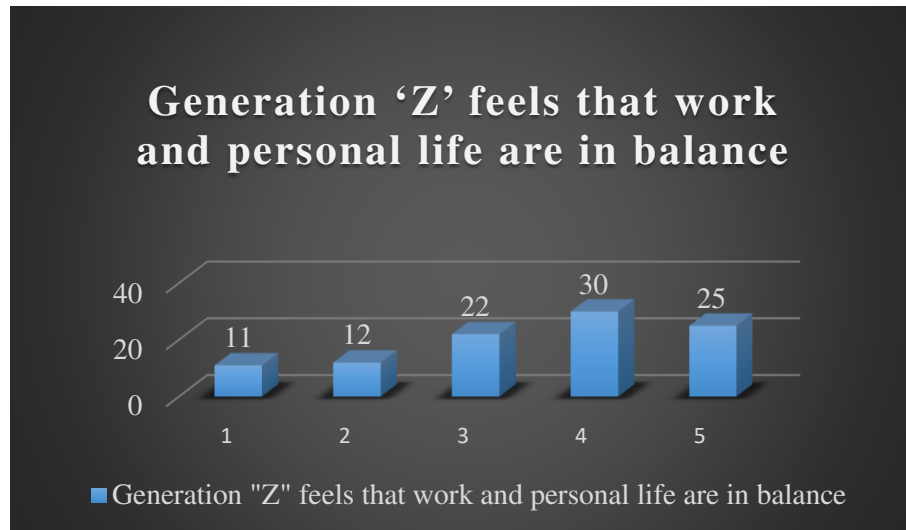


Source: author's own editing based on questionnaire (n=154)

A difference can be observed in the 65 answers received by generation 'Z' for this question as well. Point 1 was chosen by 6 people, which corresponds to 11% of the population. 12% of respondents chose point 2, which corresponds to 8 people. 14 of the respondents chose point 3, which corresponds to 22%. Point four was chosen by 20 respondents, which corresponds to 30% expressed as a percentage. Finally, point 5 was chosen by 17 people, which corresponds to 25% of the population, as can be seen on Figure 17. Based on this, it can be said that since generation 'Z' undertakes less overtime, they feel less often and stronger than other active working generations that their work and private life are in balance. So my hypothesis that 'for this generation, finding a balance between private life and work is a difficult and almost impossible task.' received no support.

I will investigate this research question further with the in-depth interviews in the following part of my thesis.

Figure 17 Generation 'Z' feels that work and personal life are in balance



Source: author's own editing based on questionnaire (n=154)

3.5 The analysis of the interview

For my own research, in order to be able to investigate the selected topic, I also used a qualitative method, so in addition to the online questionnaire, several interviews were conducted with the participation of 15 people. All 15 interviews were conducted at my workplace between March and April 2023 with the employees of the company group, with the knowledge and approval of the management. The interview subjects were interviewed individually. The participants of the interview, who are all members of generation 'Z', requested anonymity, so the interview questions do not include a question about names, and their names are not included in the thesis, and the management also asked not to mention the name of the company group, therefore complying with their request, I will not mention them in my thesis.

When compiling the questions, I tried to ask questions that would bring me closer to examining the hypotheses I set up.

The first question related to the interview subjects' job titles. All subjects work at the company group as intellectual employees at middle management level. My second question was about what made you choose this job. Of the 15 people interviewed, 11 answered that the salary was the primary consideration and priority, the proximity of the workplace to their place of residence was the second, and the third was that their job was related to their education.

For 4 people, in contrast, salary was only the third aspect, the first two the proximity of the residence to the workplace was important, and the other important aspect was that they wanted to find job in the profession he studied.

It is important to mention that all 15 interviewees participated in several unsuccessful job interviews before being hired by the company group. When I asked what the reason could be, 9 people answered that the salary and other expectations were too high, 3 people said that they had no experience, and the others did not want to answer this question.

Moving on in the interview, my next question focused on how long the respondents had been working in their positions. It can be said that, on average, their employment in their given position is 2-2.5 years. After that I asked the next question, according to which, if they were offered a job with a higher salary but more overtime, where even the working conditions might be worse, would they accept it? Among those interviewed, 10 people answered affirmatively without hesitation, while the remaining five people said no without thinking.

My next question was tasked whether they would take it if they were offered a career-promising job at another company, but it would come at the expense of their private life. Each subject asked for some time to think, but the proportion of responses have changed compared to the previous question. 12 people said no and only 3 people said yes, but these also sounded more like maybe in my opinion. Continuing the interview, my next question examined the subjects' workplace preferences. Unsurprisingly for me, the vast majority, 11 people, ranked wages first. Different aspects came in second place.

Most people listed working hours, followed by proximity to the workplace. However, there were those who put career opportunities in second place.

My next two questions were about whether the interviewees would like to build a career at the company group and, if so, how long, and whether they are willing to study for this, even in their free time. All respondents, in accordance with what was described in the literature of my thesis, want to build a career and secure existence as soon as possible. At the same time, only 12 people out of 15 would be willing to study, and only 4 people would dedicate even their free time to these trainings.

Continuing the interview with the following questions, I wanted to find out if the respondents are willing to study for a better salary or promotion, or if they are willing to work in a position that is lower than their education. Out of my 15 subjects, 13 would be willing to study for a better salary, at the company's expense, and only if the training takes place during working hours. The other two people could not answer this question. 10 people answered the second question, saying that they were willing to work for a short time in a position below their qualification for a maximum of one year, the other 5 people set this time interval to a maximum of five years.

Moving forward in the interview, questions about overtime and commuting followed. To the first question, according to how often and how many hours they would accept overtime, 10 out of 15 people said that they would very rarely and one would accept a maximum of two hours. The other five people would rarely take on a half-shift.

Regarding commuting from the place of residence, all 15 people unanimously answered that they would only be willing to commute daily if the costs of the commute become zero with the compensation.

We continued the interview with questions about commuting. The answers of the 15 subjects to the question of whether they are willing to change their place of residence in the event of a possible transfer were the same, based on their answer, they are only willing to do so if they receive higher wages and benefits.

To the next question, according to how important comfort and proximity to the place of residence are to them when looking for a job, only 4 people listed it as a priority, the others did not consider it important, of course they stated that we are talking about reasonable distances and not hundreds of kilometres.

I also received relatively uniform answers to my last question. If their salary requirements and the company's recommended starting salary do not meet at a company, all respondents answered that they would only be willing to take a job if their actual remuneration would catch up with their salary requirements in the short term.

Based on the secondary research method, the same results were obtained in relation to the established hypotheses.

According to them, my first hypothesis that is 'Due to their high expectations, Generation 'Z' has more difficulty finding a job than the older, still active working generations.' it is confirmed here as well, since the interviewees also said that their demands were probably too high during the submitted job applications. My second hypothesis is that 'For Generation 'Z', finding a balance between personal life and work is a difficult, almost impossible task.' This was not supported, as the data obtained from the questionnaire and the interview answers show that this generation is not willing and does not often undertake overtime, so that the balance of work and private life is important for them. My last hypothesis, according to which 'For Generation 'Z', salary is still a priority when choosing a workplace.' is also supported, as not only the answers to the questionnaire, but also the answers of the interview subjects prove that for the 'Z' generation, salary is still the priority among the criteria in choosing a workplace.

4 Results and Discussion

During my research, I tried to explore and examine the characteristics and qualities of different generations, with particular regard to my own generation, the 'Z' generation, and its workplace preferences. In the course of my research, I used two types of methods to examine the hypotheses set up at the beginning of the thesis. The first was an online questionnaire with n=154 items, from which I obtained valuable information. I then continued my research using individual interviews with 15 people. At the beginning of my thesis, I established the following hypotheses:

- I assume that due to their high expectations, generation 'Z' finds it more difficult to find a job than the older, still active working generations.
- I assume that for generation 'Z', it is a difficult and almost impossible task to find a balance between private life and work.
- I assume that for generation 'Z', salary is still a priority when choosing a workplace.

My first hypothesis, according to which 'Generation 'Z' has more difficulty finding a job due to their high expectations than the older, still active working generations.' was confirmed by both the completed questionnaire and the answers received in the interview.

It can be read from the answers to the questionnaire that, according to generation 'Z', their high expectations, such as wages or other expectations, is the cause why they need go to more job interviews to find a job. These answers were only further confirmed by the conversations with the interviewees.

My second hypothesis, according to which 'For Generation 'Z', finding a balance between personal life and work is a difficult, almost impossible task.' The answer did not support this, so this hypothesis was rejected. In my opinion, the questionnaires show that this generation is no longer willing to accept overtime and extra work, they want to balance their work and private life. This opinion of mine was only further confirmed by the interviews.

According to my third hypothesis, 'For Generation 'Z', salary is still a priority when choosing a workplace.' I experienced the truth of this statement during the interview, and this result can also be read from the statistical data of the questionnaire, so this hypothesis was also confirmed.

During the research, I came to many useful conclusions, which will also be useful for me in the future, and which I would also make recommendations so that this information might be useful to others.

- In my opinion, the generations should think about their expectations in relation to work, and it is possible that as fresh career starters, we should not strive for the highest salary and a fast career. I think that if we bring our expectations closer to the offer, it is more likely that we will be able to get a job easier and faster and move up that career ladder.
- On the other hand, I consider it a good thing that the balance between private life and work is now important to the generations. At the same time, it is not certain that this can be achieved at the beginning of our career.
- My last finding in relation to the research is that in today's economic situation, the question of wages and benefits is an important aspect in terms of choosing a workplace, but at the same time it is worth considering other factors as well, if we do not want to be bitterly disappointed in our chosen workplace, as I already have such experience.

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6 Appendices

NYILATKOZAT

A szakdolgozat nyilvános hozzáféréseiről és eredetiségéről

A hallgató neve: Pálinkás Kornél
A Hallgató Neptun kódja: TF6FJL
A dolgozat címe: Generations in the labour market, the labour market study of the 'Z' generation
A megjelenés éve: 2023
A konzulens tanszék neve: Idegennyelvi Tanszék

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Kelt: 2023 év április hó 22 nap


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NYILATKOZAT

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Kelt: 2023 év április hó 22 nap



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