

USING NOMINAL GROUP TECHNIQUE TO PEEK INTO THE LIFESTYLES OF GENERATION Y IN MALAYSIA

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Abstract

The objectives of this study are to identify and describe the lifestyles of Generation Y (Gen Y). The group-based technique, namely the Nominal Group Technique (NGT) was utilised to identify common lifestyles of Generation Y (Gen Y) as perceived by both older generations (i.e. Gen X and Baby Boomers) and Gen Y (youth). Eleven and thirteen distinct lifestyles of Gen Y were identified by the older generations and the youth, respectively. Both groups generally concur on the general lifestyle of Gen Y, despite their different rank of prominence. Specifically, the older generations ranked the following as top five most identifiable lifestyles to Gen Y: they are into technology, emphasis on appearance and status conscious, materialistic, emphasis on peers and, that their spending pattern was less discreet. The youth, however, identify the following as their five most important lifestyles: they value socializing (virtual and face-to-face), keen on following fashion trend, enjoy leisure, heavily into ICT and materialistic.

Keyword: Lifestyles, Nominal group technique, Generation Y, Malaysia

Introduction

Generation Y (which will be referred to as Gen Y thereafter), generation Millennial or Baby Boom Echo is generally the age cohort born between 1978 and 2002, following the Generation X who were born between 1965 and 1977 (Wikipedia, 2007, Norum, 2008). Gen Y is consisted mostly of the Baby Boom Generation's (1946 to 1964) children, thus the Baby Boom Echo name. But, as is usually the case with demographic terms, there is no consensus over the exact date that defines Gen Y. The broadest definitions generally include individuals born between 1977 and 2002 (Armour, 2005). Narrower definitions of Gen Y limit to those born from 1978 to 1989. For example, in China, Gen Y was defined as those who were born between 1980 and 1990 (Wikipedia, 2007). In Malaysia, Samiah and Hamzah (2011) defined Gen Y as those who were born between 1980 and 1994, while those born between 1995 and 2009 are categorised as Generation Z.

The number of young people aged 15-24 years in Asia has grown from 648 million in 1995 to 729 million in 2006, comprising 18% of the population (US Bureau of Census, 2006 as reported by

