Modern Utilization of Digital Technology Influencing Career Opportunities for the Millennials (Generation Y) in Thailand

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นวัตกรรมดิจิตัลสมัยใหม่ที่มีอิทธิพลต่อโอกาสทางการงานของกลุ่มคนรุ่นมิลเลนเนียลในประเทศไทย

น.ส.อาทิตยา พงศ์พณิชพิศาล

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สาขาวิชา	เศรษฐศาสตร์ธุรกิจและการจัดการ	ลายมือชื่อนิสิต ....
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With the rise of the new digital economy, the concept has started to change the form of career opportunities. Quick and easy sharing of information, which is the most important aspect in the new era, has been the catalyst for the change and development of the business world that enters a digital era. With exponentially growing digital technology, the modern development and utilization of digital technology will have an impact on the career opportunities for the Millennials (Generation Y) in Thailand. The purpose of this study is to assess the impact of modern utilization of digital technology influencing career opportunities for the Millennials (Generation Y) in Thailand, to examine the similarities and differences between undergraduate post-millennials and millennials in the labor force on their characteristics, career, and business aspects in the new digital economic era. The result of this study shows implications for career opportunities with the development of modern digital technology in Thailand, to understand the Millennials' career perspectives and objectives in the digital era. Millennials in Thailand can adapt to advanced digital technology integration on both lifestyle and career and most of them are confident in their technology capabilities. They often use technology to help get things done faster and helps the work to be more efficient which sequentially leads to more career choices and career opportunities.

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1.1 Introduction

In the current Information Society, which is an era where information has been used widely in various social activities such as conducting daily life, education, or work. Generation is a matter that has a huge impact on career, caused by the changing environment, education system, performance, characteristics, availability of facilities and technology. At the same time, it is often viewed that the young generation are being conservative or not doing anything, does not respect change, ignoring the knowledge of other people, not good at problem solving, and attached to the same frame. But due to the growth in the digital age, new generations have different characteristics from the previous generations in terms of communication, working behavior, roles in an organization, and career selection (Towner & Munoz, 2016). There are many words used to refer to a new generation of people age between 1981 to 1996, the first generation to grew up in the period of "internet everywhere" such as New Gen, Millennials, Digital Native, Digital Immigrants, or Generation Y (Oliveira, Gonçalves, Martins, & Branco, 2018). These people who grew up with technology computers can use a variety of information technology, familiar with the environment in the form of multimedia, and prefer to use a search engine such as Google or other search engines that are similar, rather than using libraries to search for information. Many social phenomena have a start and affected by social networks that are in line with the changing concepts and theories in the process of traditional media which are very interesting. Social media is now a significant alternative channel for communicating, sharing, and networking, both for interpersonal and business purposes (Nambisan, 2017). The relationship between the digital economy and the concept of social presence is underlying in the Millennials influencing them to think and act differently in their career and career opportunities. The purpose of this study is to assess the impact of modern utilization of digital technology influencing career opportunities for the Millennials (Generation Y) in Thailand, to examine the similarities and differences between undergraduate post-millennials and millennials in the labor force on their characteristics, career, and business aspects in the new digital economic era. The result

of this study will have implications for career opportunities with the development of modern digital technology in Thailand, to understand the Millennials' career perspectives and objectives in the digital era.

People in Generation Y, also known as "Millennials" are groups that influence change in all aspects, whether social, economic, and industrial. With outstanding behavior and lifestyle, living a unique life these people place more emphasis on creating new experiences for living through the digital economy (Selwyn, 2009). Moreover, these people are in the process of growing up becoming the main labor group and have the potential to spend more than other groups as well (Oliveira, Gonçalves, Martins, & Branco, 2018).

Figure 1 Social Media Users by Generation
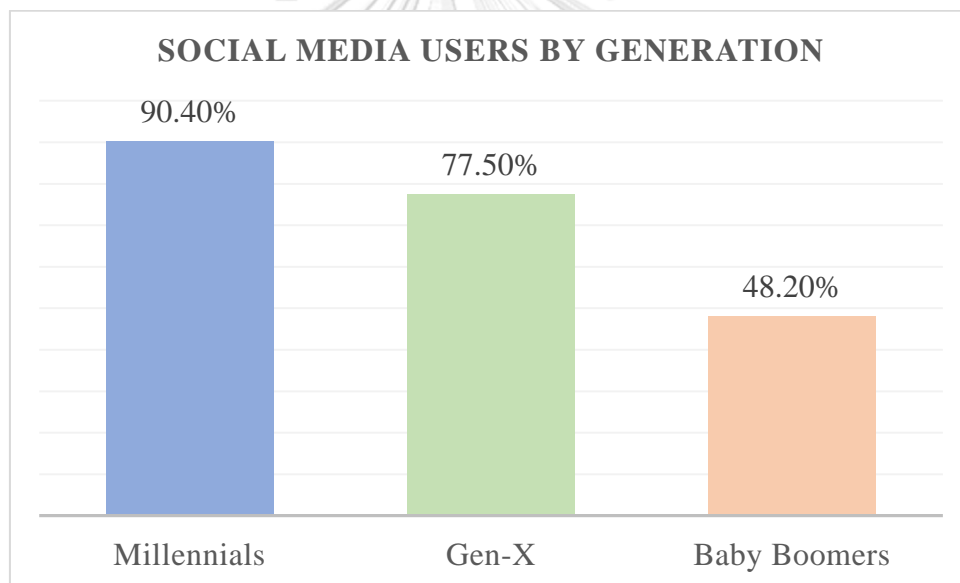
Source: eMarketer, 2019

The attractiveness of young people using social media, there is always a chance. But the Millennials group is still the group that has the most social media usage with access to a smartphone. Millennials are more tech-savvy, always following and finding new things. Also, technology-dependent from the behavior of using various technologies. Flexible working conditions meaning can change the time, able to work from home or other places by using technology for work (Anytime Anywhere Any Device). Gen-X is

more likely to use a tablet and the Baby boomer group is slowly developing but more familiar if there is consistent usage.

Figure 2 Digital Around the World in 2020
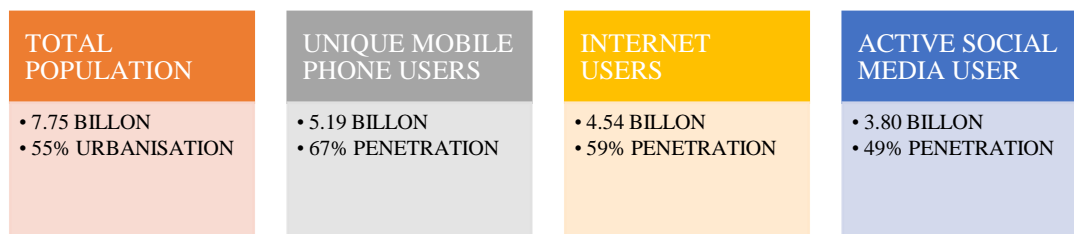
TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USER
• 7.75 BILLON • 55% URBANISATION	• 5.19 BILLON • 67% PENETRATION	• 4.54 BILLON • 59% PENETRATION	• 3.80 BILLON • 49% PENETRATION

Source: we are social & Hootsuite, 2020

Figure 3 Digital Thailand in 2020

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USER
• 69.71 MILLON • 50% URBANISATION	• 93.39 MILLON • 134% POPULATION	• 52 MILLON • 75% PENETRATION	• 52.0 MILLON • 75% PENETRATION
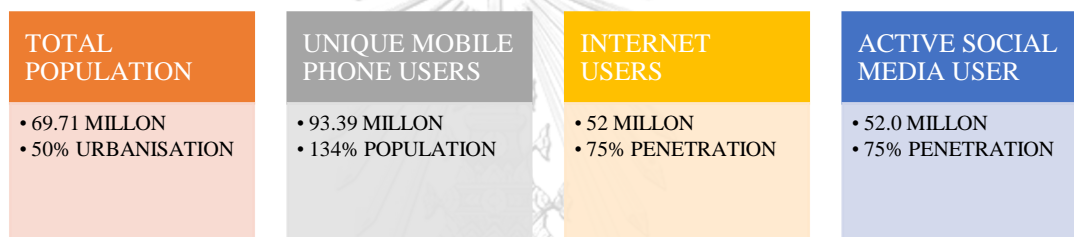
Source: we are social & Hootsuite, 2020

Furthermore, nearly 60 percent of the world's population is already online. The world population is 7.75 billion people and 55 percent of them live in the city. There are 4.54 billion people using the internet, accounting for 59 percent of the total population, and having 3.80 billion social media accounts, accounting for 49 percent of the total population. In Thailand, social media usage rates are still growing steadily with more than 50 million Thai people using the Internet. Presently, everyone is aware of the influence of digital technology on economic and social development, both as opportunities and challenges in Thailand that will improve the direction of the country's operations by making the most of digital technology. "Digital Thailand" means Thailand that can create and utilize technology. The development of the basic structure, information, and other resources, in order to move the country's economic development and development to be stable and sustainable. The challenges and opportunities of Thailand in terms of economy and society have the involvement of the Millennials.

Millennials are a large group in the labor market that affects the country's economy and society. Almost half of Thailand's labor market are Millennials.

The objectives of the study are to analyze the characteristics, content and presentation styles used in modern digital technology that impact the career opportunities and objectives of the undergraduate Millennials and Millennials in the labor force; to study the effects of modern digital technology utilization on the Millennials' characteristics and behaviors in the new digital economic era; to examine the nature of Millennials' utilization of digital technology implications on business planning and development. Thus, the researcher hypothesizes that digital technology and geopolitics in the past years would affect the career opportunities and perspectives of the Millennials (Generation Y) in Thailand. Millennials like to express themselves and indicate their individuality, give more importance to the image, and method of expressing themselves online; mainly consume digital media than in the real world. Therefore, Millennials are attached to the importance of making oneself look good in social media. Resulting Millennials spending most of their time in health care and self-care to have a good image in the social world and also bring about new career among Millennials, such as young entrepreneur, bloggers, reviewers or influencers, bringing the challenge of business objectives and economic development that require new models which is consistent with the behavior of this group. To test the hypotheses, the researcher will do an interview and online questionnaire survey through the social media platform specified for Millennials (Generation Y) in Bangkok, Thailand, and analyze the results by Factor Analysis and Multiple Linear Regression using SPSS Statistics software. Then compare the similarities and differences between undergraduate Post-Millennials and Millennials in the labor force on their characteristics, career, and business aspects influenced by digital technology in the new digital economic era.

1.2 Research Question

How modern utilization of digital technology are directly influencing career opportunities for the Millennials (Generation Y) in Thailand?

2. LITERATURE REVIEW

2.1 Study of Digital Technology and Digital Economy Growth

Digital technology means skills in understanding and using digital technology or digital literacy means skills in bringing tools, equipment, and digital technology which currently are available, for instance computers, phones, tablets, applications, programs, and online media to make the most benefits in communication performance, working, used to improve work processes, or for systems in the organization to be modern and efficient. The skills cover four-dimensional abilities: use, understand, create, and access digital technology effectively. Nowadays, living and doing business have become more digitized, everything will be connected via digital as if there is another world (Koltay, 2011). Nambisan (2017) found that living and doing various businesses have to communicate via electronics, so we must learn to survive in a digital society. How to live? What occupation? What are the benefits of becoming a digital society? All groups of people, from the grassroots level to entrepreneurs, must learn to live in a connected world digitally. Similarly, Carlsson (2014) conducted a study that when everything enters the world of digital technology, the economic systems of various countries is inevitable to step into the digital economy. The word digital economy was established for the first time by Don Tapscott (1995) in the book titled "The Digital Economy: Promise and Peril in the Age of Networked Intelligence". This book states that the internet will change the way of trading on Earth like never before. According to Lane (1999), the digital economy means the economy that relies on information technology or the internet to create careers or economic activities, including the use of communications technology and telecommunications industries to develop various types of businesses or industries. Comparing to Zimmermann (2000), examined that the digital economy will be an important factor supporting all economic sectors to progress in the world and be capable of the competition in the modern world. Which covers the production of digital products including hardware, software, and telecommunication equipment, including the use of industrial utilities and the services of financial and other service sectors, especially investment. Investment to upgrade the internet network with high speed to support the industry of the future, the development of innovation, and e-commerce.

2.2 Generation Gaps in the Digital Age

According to Kaifi, Nafei, Khanfar, & Kaifi (2012) generation is a group of people with the same or similar age, people who have experience from various events or environments within a certain society, and the experience of being able to have unique, common attitudes, and behaviors among these generations of people. Baby Boomers (Gen-B) are born between 1946-1964 or at the end of World War II. In this era, it is a post-war era in which people struggle for survival. Once coming back to work and encounter the condition of the 3rd Industrial Revolution that focuses on the use of relatively prefabricated machinery technology that came into work on behalf of humans. Born and raised in the analog technology era. The Baby Boomers, who were in the working-age then had to work hard, known as living for work resulting in a habit of respecting rules and regulations, dedicated to work and organization. Today, executives in many organizations are in the Baby Boomer group. Moreover, Generation X (Gen-X) are born between 1965-1980 and grew during the transformation from analog technology to digital. Currently, is a professional worker, having workmanship and experienced. However, the culture of Gen-X has been influenced by the ideas and working methods of Gen-B. Therefore, Gen-X can work under pressure, but because technology changes so life has more options. Gen-X is more flexible, not framed, have new ideas, and characteristics that are easier than Gen-B. Similar to Towner & Munoz (2016) due to the growth in the digital age, new generations have different characteristics from the previous generations in terms of communication, working behavior, roles in an organization, and career selection. Generation Y (Millennials) are born between 1981-1996, emerging, and growing in the digital age. Currently, Millennials are a large group in the labor market that affects the country's economy and society. Millennials grew up in a globalized era or a period of change like the rapid development of the social, economic, political, and technological environment makes the concepts and behaviors different from the previous generation. Finally, Generation Z (Gen-Z) are born after 1997, the youngest group born and raised with the digital and social media era. People in this group were born with a watching experience of modern technology. Thus, there are both good and negative aspects, the good is convenience in life and negative is less careful.

2.3 Impact of Technologies on Millennials' Perspectives

The first generation to grew up in the period of 'internet everywhere', Millennials or those born between 1981 to 1996 are another consumer group that marketers' value and are becoming the main labor group including the important purchasing power of the market which is known as the generation that is the backbone of the global economy today. (Oliveira, Gonçalves, Martins, & Branco, 2018). Hoffmann, Ivcevic, & Brackett (2016) conducted a study on Millennials being savvy in technology, using technology to help with work, and providing convenience in daily life. Until many people think that this generation is lazy, but because of laziness allowing this generation teens to quickly become wealthy. Since they are considered as the first generation that can operate a business on the internet and become very substantial; whether starting to make money from the e-commerce platform, online shop, and include generating revenue from Google, Youtube, and various social media. Hershatter & Epstein (2010) added importantly, this generation was never satisfied with earning coming from one way. While they work regularly, they will always find sources of income in many different ways. In the end, they will manage to bring the use of technology and create wealth for themselves. Hence, the study of digital technologies utilization impact on Millennials' business objectives is based on the technological determinism theory principles of Thorstein Veblen, an American sociologist, and economist. The technology developed every second is a variable that determines and controls human media behavior which results in society and culture. The cause and effect of the old media to new media transition is a process in which human behaviors have to conform to technology that has changed over time. This does not affect only individuals who have more freedom of information but affecting the whole social, economic, political system of the country and the world (Thompson, 2016). Furthermore, in response to understand Millennials' career opportunities in the current digital economic era in Thailand and to conduct further research in the future.

2.4 Digital Technology Implications on Businesses

In business terms, most businesses began to adapt to the digital economy by beginning to adapt to doing business through the internet, such as online trading or electronic commerce as it can be seen from the value of e-commerce (Nambisan, 2017). Besides, Terzi (2011) mentioned that electronic commerce, e-commerce, or online commerce means transactions through electronic media in all electronic channels, for instance, the internet and computer networks. Electronic commerce can be done through mobile phones, electronic funds transfer, supply chain administration, advertising on the internet, and even trading online. Reducing the role of the importance of business components such as the location of the business building, warehouse, showroom; including the salespeople, product staff, customer service and etc. Therefore, reducing the constraints of distance and time in making the transaction down. Wargin & Dobiéy (2001) also found similar results claiming that the rapid growth of the digital systems has led businesses and policymakers facing the challenge to find the best way between the benefits of digital development and learning to manage potential risks. However, in the beginning, companies must try to find new strategies to overcome distractions in the digital market because without doing so, the damage may increase as consumers become confused with online alternatives. The confusion may make consumers hesitate to trust new businesses on the internet at a time when they are growing. Similarly, Leeflang, Verhoef, Dahlström, & Freundt (2014) found that many sectors have increasingly invested in online advertising, digital marketing growth is a result of 3 main factors, which are consumer changes, changing marketing strategies of various brands and the development of new technology produced into the market. Although the use of digital media increases every year, each year will be different regarding the platform at each industry use and the purpose of using digital advertising.

2.5 Online Networks and Tools

Lai & Turban (2008) stated that communication of human has been expanded to communicate rapidly as a consequence of advances in technology innovation that has taken part in a significant role in human everyday life. One sort of media that users can engage in creating and exchanging ideas through the internet is social media platform. The term social media or commonly known as online media refers to a group of programs that work using the basics and technology of the web since version 2.0, such as YouTube, MySpace, Facebook, eBay, Amazon, Wikipedia, and various blogs. In business, social media is called media created by consumers (consumer-generated media or CGM) for groups of people communicating through social media which asides from sending news and exchanging information, may include activities of mutual interest as well. Moreover, there are many types of online media platform both networks and tools, various of applications which may be divided as follows: (1) Social networking site is a website that people or agency can create or exchange information, publish pictures by allowing others to like, comment, forward, or respond to conversations, such as Facebook, Google+, and LinkedIn. (2) Micro-blog is a website used to distribute information or short messages in matters of special interest, you can also use the hashtag (#) symbol to connect with groups of people with similar interests, such as Twitter, Weibo, and Tumblr. (3) Video and photo sharing websites allow users to import media, images, or videos on websites to share with others, such as Flicker, Vimeo, Instagram, YouTube, and Pinterest. (4) Personal and corporate blogs that authors note stories like online diary notes which can be written in an informal and often editable. Blogs can be used by individuals, groups, or organizations such as Blogger and WordPress. (5) Blogs hosted by media outlets are websites used to present news and publications, which is less formal than print media but more formal than blogs, for example, theguardian.com that is owned by The Guardian newspaper. (6) Wikis and online collaborative space are online public spaces to gather information and documents such as Wikipedia and Wikia. (7) Forums, discussion boards, and groups are websites or electronic mail groups that provide comments or suggestions, both private and public, such as Google Groups and Yahoo Groups. (8) Online multiplayer gaming platform offers online gaming via the internet that can play single or in a group, such as World of Warcraft. (9) Instant messaging for sending and receiving short

messages from mobile devices such as SMS or text messaging. (10) Geo-spatial tagging showing the position or presence of the location with pictures and comments on social media such as Foursquare. Ackland (2009) mentioned that some social media platforms have capabilities and serve more than one use. For example, Facebook is both a social network and can share pictures, animation, or locations. Twitter which is both online network, micro-blog, status sharing, etc.

This research study would fill in the gap of the Millennials (Generation Y) career opportunities influenced by the modern utilization of digital technology in Thailand. The gap in the utilization of digital technology impacts the career opportunities and perspectives structure change in the Millennials, business planning, and development of digital technology in Thailand.

3. CONCEPTUAL FRAMEWORK

Figure 4 Conceptual Framework

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                    ┌──────────────────────┐        ┌──────────────────────┐
              ┌────►│  Digital Technology  │───────►│  Career Opportunities │
              │     └──────────────────────┘        └──────────────────────┘
```

Digital Technology

- Smartphone
- Smart TV
- Tablet
- Computer
- Artificial Intelligence

Digital Literacy

- Media
- Technology
- Information
- Visual
- Communication
- Social

Globalization Era

- Most careers need hard skills (e.g. Accountant, engineer, architect)
- Limited career choices
- Bachelor degree (essential)

Internet of Things

Life Style

- Social networks
- Media sharing networks
- Streaming platforms
- Discussion forums
- Bookmarking & content curation networks
- Customer review networks
- Blogging & publishing networks
- Social shopping networks
- Interest-based networks
- Sharing economy networks
- Anonymous social networks

Life Quality

- E-commerce
- Google Suite
- Google Tools
- Microsoft office 365
- Adobe

Millennials Characteristics

- Youngest generation of independent consumers
- Technological advance
- Influenced by famous people
- Young entrepreneur
- More career choices

New Careers

- Entrepreneur
- Influencer
- Youtuber
- Artist/Model
- Content creator
- Online marketing
- Big data analyzer
- E-sport professional

Essential Skills

- Bachelor degree (unessential)
- Soft skills > hard skills
- Know how to use online tools

Digital Globalization Economy

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This study develops a framework indicating the factors influencing the career opportunities of the Millennials (Generation Y) in Thailand. To do so, this concentrates on the digital technology and technological determinism theory principles of Thorstein Veblen involved (Thompson, 2016). In the past, where most are offline channels than online so people life is quite a straight line and there are limited choices to become successful. Nowadays almost everybody has access to the internet anywhere or anytime so it is mostly online channels than offline. Digital technology plays an important role in Millennials' behavior due to the advancement in technology, especially easier and more convenient internet access resulting in widespread usage. Therefore, digital

technology leads to new behavior and lifestyle of people, which sequentially leads to more career choices, opportunities, and business objectives. Nevertheless, other factors can influence career opportunities, including the Millennials' characteristics, modern essential skills, new careers, as well as digital globalization economy. Moreover, other factors that can impact digital technology, including the globalization era, digital technology sources, and digital literacy. Lastly, the Internet of Things provides people lifestyle and quality as a factor that can influence both digital technology and Millennials' business objectives.

4. DATA

This part of the study presents primary and secondary sources in qualitative and quantitative analysis. This study divides the analysis into two categories:

4.1 Qualitative Data

Qualitative data were derived from secondary sources acquired through academic publications analysis and primary sources from interviewing 4 experts in the area of the digital technology field, sample group of Millennials (age between 1981 to 1996) in the labor force on the perspectives of how digital technology can affect current and future career to gain preliminary insights of those executives.

4.2 Quantitative Data

Quantitative data were obtained from the survey research method; the survey questionnaire would be close-ended survey questions. The survey would be collected online through the social media platform. The instruments used for this research would be 400 questionnaires from Millennials (age between 1981 to 1996) with details as follows: non-probability sampling method by using snowball sampling, collecting survey data using an online questionnaire and distribute inquiries via forwarding through the network to get the sample in full amount as needed by collecting data from groups of Millennials (undergraduate Post-Millennials and Millennials in the labor force) who use social networks until the number of samples as required.

Figure 5 Independent and Dependent Variables

Independent Variable (X)
X_1: Digital Literacy
X_2: Internet of Things
X_3: Life Style and Quality
X_4: Millennials Characteristics
X_5: Digital Technology

→

Dependent Variable (Y)
Y: Career Opportunities
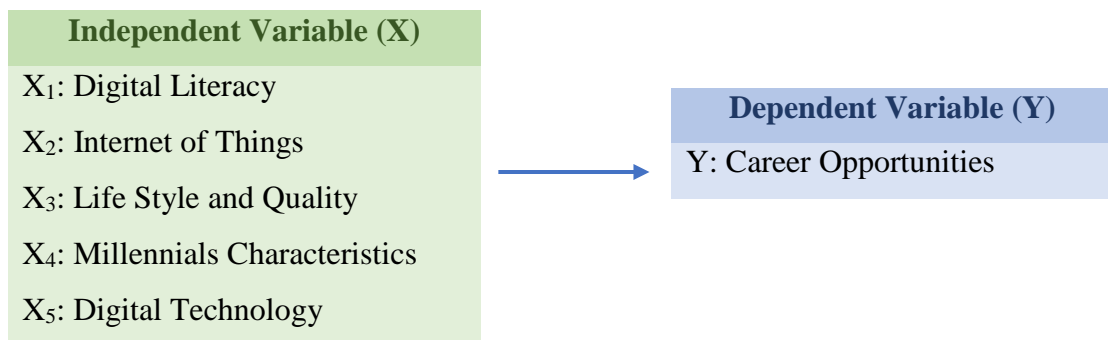
4.2.1 Sample Groups

The sample group in this study is mainly focused on a group of Millennials (Generation Y) living in Thailand, between the ages of 24-39 in 2020, who uses the digital technology in their daily life and career. The group is divided into 5 sub-groups as the undergraduate Post-Millennials: Post-Millennials 18-23, Millennials in the labor force: Millennials 24-29, Millennials 30-35, and Millennials 36-39.

4.2.2 Survey Questionnaires

Structure of Question as Follows:

- Part 1: General information questions regarding of the sample, consisting of 7 items as (1) gender, (2) age, (3) education background, (4) status, (5) occupation, (6) monthly income, and (7) career changes.

- Part 2: Digital technology questions about traffic usage of online social networks and tools, consisting of 12 items as (8) internet of things – ways to access online social networks and tools, (9) working space, (10) social networking sites account, and (11) online tools sites account. Questions on the level of frequency as ranking are divided into ascending order, (12) frequency of using online networks regularly classified by type of online networks from 11 types, and (13) frequency of using online tools regularly classified by type of online tools from 5 types. Questions on the level of usage as ranking are divided into ascending order, (14) most often used online networks in a typical week classified by type of online networks from 11 types, and (15) most often used online tools in a typical week classified by type of online networks from 5

types. (16) frequency of using online networks per week, (17) frequency of using online tools per week, (18) time spend using online social networks per day, and (19) time spend using online tools per day.

- Part 3: Digital technology opinions on lifestyle and quality questions, consisting of 10 items as (20) digital technology affect career opportunities. Questions on the level of opinion as ranking are divided into ascending order, (21) digital technology and work productivity, (22) digital technology positive effect, (23) digital technology negative effect, (24) important of modern tools to career, (25) readiness of working from home, and (26) current satisfaction of work-life balance. (27) apply for a career, (28) primary skills/ hard skills, (29) secondary skills/ soft skills, (30) skills to improve shortly, (31) current career in 10 years, and (32) future careers that are interested.

4.2.3 Online Networks and Tools Variables

Types of Online Networks and Tools as Follows:

Table 1 Types of Online Networks

Online Networks	Examples
Social networks	Facebook, Twitter, LinkedIn
Media sharing networks	Instagram, Snapchat, TikTok, YouTube
Streaming platforms	Netflix, Spotify, Apple Music, Joox
Discussion forums	Pantip, Reddit, Quora
Bookmarking and content curation networks	Pinterest
Consumer review networks	Wongnai, Yelp, TripAdvisor
Blogging and publishing networks	WordPress, Blogger, Tumblr, Medium
Social shopping networks	Lazada, Shopee, JD Central
Interest-based networks	Jeban, Goodreads
Sharing economy networks	Grab, LINE MAN, Airbnb
Anonymous social networks	Ask.fm

Table 2 Types of Online Tools

Online Tools	Examples
E-commerce	Online banking – K PLUS, SCB Easy, TrueMoney Wallet, Rabbit LINE pay
Google Suite	Gmail, Google Drive, Docs, Slides, Sheets
Google Tools	Google Analytics
Microsoft Office 365	Word, Excel, PowerPoint, Outlook, OneNote, Teams, OneDrive
Adobe	Photoshop, Illustrator, Premiere pro, Lightroom

4.2.4 Measurement of Variables and Evaluation Criteria

Variable Measurements Using the 5-Rating Scale and Points as Follows:

Level of Frequency

Opinion levels	Ratings	
	Positive	Negative
Always	5	1
Often	4	2
Sometimes	3	3
Rarely	2	4
Never	1	5

Level of Usage

Opinion levels	Ratings	
	Positive	Negative
Most	5	1
More	4	2
Moderate	3	3
Low	2	4
Very Low	1	5

Usage	Ratings
Daily usage	5
5-6 Days per week	4
3-4 Days per week	3
1-2 Days per week	2
Did not use weekly	1

Usage	Ratings
3 hours and above	5
More than 2 to 3 hours	4
More than 1 to 2 hours	3
30 minutes to 1 hour	2
Less than 30 minutes	1

Level of Opinion

Opinion levels	Ratings	
	Positive	Negative
Extremely	5	1
Very	4	2
Somewhat	3	3
Not so	2	4
Not at all	1	5

Opinion levels	Ratings
Very positive	5
Somewhat positive	4
Natural	3
Somewhat negative	2
Very negative	1

After calculating the average of each question therefore compared with the evaluation criteria. The average value which has between 1-5 points, divided into 5 periods, in which the average score ranges from 1.00-1.50 and 4.51-5.00.

Score Ranges	Levels
Average score from 4.51-5.00	Very high
Average score from 3.51-4.50	High
Average score from 2.51-3.50	Moderate
Average score from 1.51-2.50	Low
Average score from 1.00-1.50	Very low

5. METHODOLOGY

For the research in this part, the data analysis would be used as a descriptive and econometric approach. The descriptive approach according to the in-depth interviews with experts in the area of the digital technology field, sample group of Millennials (age between 1981 to 1996) in the labor force on their views in digital technology and career opportunity. Survey data analysis using descriptive and econometric statistics analysis by finding Factor Analysis and Multiple Linear Regression using SPSS Statistics software to describe the data characteristics from various questionnaires such as demographic data, the characteristics of user interaction in the social network under the concept of digital technology, career opportunities, Millennials' behavior and decision concluded in table, histogram, graph, or chart.

5.1 Descriptive Approach

Study of Related Literature

The researcher has studied the content literature and findings related to the use of digital technology especially on the use of online media and online tools that impact careers and businesses. Besides, the impact of digital technology on Millennials' perspectives and objectives.

In-depth Interview

The purpose of an in-depth interview is to find additional specifications for digital technology impact on a current and future career. An interview is an adaptable and flexible way to find qualitative information. This approach provides unique research opportunities to consider interviewees' opinions, choices, and motivations.

5.2 Econometric Approach

The Variables Used in the Research as Follows:

Table 3 Dependent and Independent Variables

Variable Types	Variables
Y	Career Opportunities
X_1	Digital Literacy
X_2	Internet of Things
X_3	Life Style and Quality
X_4	Millennials Characteristics
X_5	Digital Technology

Dependent Variable: Y, Independent Variable: X

5.3 Descriptive Statistics Analysis

Data analysis using descriptive statistics analysis by frequency distribution, percentage, arithmetic mean, and Standard deviation to explain the characteristics of data from various questionnaires such as demographic data, characteristics interaction of users on social networks under the concept of career opportunities, new media technology, and behaviors of users on social networks.

5.3.1 Frequency Distribution

Frequency distribution shows the frequency value of the data collected by indicating the number and percentage (%). Percentage (%) is the calculation of data proportion in each piece relative to the total data by providing aggregate information all have a hundred.

$$Percentage(\%) = \frac{X \cdot 100}{N} \qquad — 1$$

Where X is the amount of data (frequency) that you want to find the percentage and N is the total amount of data.

5.3.2 Arithmetic Mean

Furthermore, mean or arithmetic mean uses the symbol $\bar{X}$ for the mean derived from the sample and the symbol μ for the average derived from the total population. The calculation of the mean can be done in 2 ways which are the calculation of the average value from the raw data not in the frequency distribution table form and calculating the average from the grouped data in the frequency distribution table form, which has the following formula:

Calculation formula calculates the average value from raw data not in the frequency distribution table form.

$$\bar{X} = \frac{\sum_{i=1}^{N} X_i}{N} \qquad\qquad — 2$$

Where $\bar{X}$ is the average, $\sum_{i=1}^{N} X_i$ represents the sum of all data, and N stand for the total amount of data.

Calculation formula calculates the average value from grouped data in the frequency distribution table form

$$\bar{X} = \frac{\sum_{i=1}^{N} f_i X_i}{N} \qquad\qquad — 3$$

Where $\bar{X}$ is the average, $\sum_{i=1}^{N} f_i X_i$ represents the sum of all data, and N stand for the total amount of data.

5.3.3 Standard Deviation

Find Standard Deviation to know the characteristics of the average data obtained that it has quality suitable for the situation or not. If it has a small distribution which shows that the data in the mean is similar. On the contrary, if it has a large distribution

indicates that the data in the mean is very different. Standard deviation illustrates the square root of the sum of the differences between raw data and the mean squares (sum of squares) divided by the total number of data. The standard deviation symbol has 2 characteristics as follows:

σ applies to data collected from the entire population
S applies to data collected from the samples

$$\sigma = \sqrt{\frac{\sum(X - \mu)^2}{N}} \qquad\qquad — 4$$

$$S = \sqrt{\frac{\sum(X - \bar{X})^2}{N - 1}} \qquad\qquad — 5$$

Where σ or S is the standard deviation and X is for each data. μ or $\bar{X}$ is the average value of that data set, N represents the amount of data from the entire population and n stand for the amount of data from the sample.

Lastly, Variance is the squared standard deviation.

$$\sigma^2 = \frac{\sum(X - \mu)^2}{N} \qquad\qquad — 6$$

$$s^2 = \frac{\sum(X - \bar{X})^2}{N} \qquad\qquad — 7$$

Where σ^2 or s^2 is the standard deviation and X is for each data. μ or $\bar{X}$ is the average value of that data set, N is the amount of data from the entire population and n is the amount of data from the sample.

5.4 Inferential Statistics Analysis

Inferential statistics analysis refers to the statistical figures to the population as an analysis using Factor Analysis for grouping the variables and Multiple Linear Regression to analyze the correlation of the variables.

5.4.1 Factor Analysis

A statistical technique that allows researchers via create components from numerous variables by grouping related variables together is called Factor Analysis. By including groups of related variables in the same new variable or factor, variables that are in the same factor will have many relationships and correlations in which the relationship can be either positive or negative. Therefore, variables that are in different components do not have a relationship or less related. One variable represents the underlying variables, which is a characteristic that researchers want to study (Yong & Pearce, 2013).

Techniques of factor analysis are divided into 2 types, which are:

1. Exploratory Factor Analysis (EFA) to study the common components that can explain the relationship and correlation between various variables, where the number of common variables that are found will be lessened. Therefore, helps to know what components are in common.

2. Confirmatory Factor Analysis (CFA) to experiment the hypothesis about composition of the components of each variable with the weight or correlation to the composition, is it similar, or to conclude to test whether such factors match the model or the existing theory.

The benefits of factor analysis techniques are as follows:

1. Lessen the numerous variables by merging many variables into one variable or as a factor, the variables combined that are considered to be a new variable. So, they can be used as variables for further statistical exploration such as regression and correlation analysis, ANOVA, t-test, z-test, or discriminant analysis.

2. Used to solve problems due to the independent variables of the regression analysis techniques or multicollinearity. One way is to combine independent

variables that are related to each other by creating a new variable or calling a new factor using a factor analysis technique and then taking that variable as an independent variable in further regression analysis.

3. To indicate the correlation structure of the studied variables because the factor analysis technique will find the correlation coefficient of variables one by one and combine the highly related variables into one factor. Therefore, to analyze the structure showing the relationships of various variables that are in the same factor making it possible to explain the meaning of each factor. According to the definition of the variables contained in that factor, it can be used for planning, such as the development of Millennials with the utilization of digital technology on their career opportunities.

Basic assumptions on the use of factor analysis:

1. Variables selected for factor analysis must be a variable with continuous values or values in the interval scale and ratio scale due to the variables selected for the factor analysis should have a relationship between the variables.

2. Variables selected for factor analysis should have a high level of relationship between the variables (r = 0.03-0.07) and in linear form only.

3. The sample group should be large and have more than the number of variables, the amount of data should be at minimum 5-10 times to the variables, or at least the proportion of 3 samples to 1 variable.

5.4.2 Multiple Linear Regression Analysis

A statistical technique used to study the correlation between independent variables (X) and dependent variable (Y), it is a study of linearity or known as Regression analysis. If studying the correlation between one independent variable (X) and one dependent variable (Y), it is called a simple linear regression analysis. If there are more than one independent variables with one dependent variable, it is called multiple linear regression (Uyanık & Güler, 2013).

The study of the correlation between numerous independent variables and one dependent variable to examine which independent variables can forecast or describe the dependent variable variation. By writing the relation in the equation form as follows:

Equation in terms of population: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_k X_k + \varepsilon$

Equation in terms of sample: $y = b_0 + b_1 x_1 + b_2 x_2 + \cdots + b_k x_k + e$

Forecasting equation: $\hat{y} = b_0 + b_1 x_1 + b_2 x_2 + \cdots + b_k x_k$

The symbol used has the following meaning:

X_i represent the value of each independent variable (the symbol x_i is used for values obtained from the samples and for estimates or predictions).

Y represent the value of the dependent variable (the symbol y is used for the values obtained from the sample and the $\hat{y}$ is used for estimates or predictions).

k represent the number of independent variables in the regression.

β_0 represent the constant of the regression equation (b_0 is used for the values obtained from the sample and for estimates or predictions), where β_0 or b_0 will be an intercept of the y-axis of the equation.

β_i is the regression coefficient of each independent variable X_i (b_i is used for the values obtained from the sample and for estimates or predictions), where the value of β_i or b_i will show the change rate of the x_i value to the y value thus, if the value of x_i changes 1 unit, it will causes the value of y to change to b_i unit.

ε is the error or residual between the Y value and the $\hat{y}$ value (the symbol e will be used for the values given in the sample).

Assumptions in the regression analysis, which are:

1. The independent variable (X) and the dependent variable (Y) must be a quantitative variable or continuous variable with a measure of an interval or ratio scale. In the case that some independent variables (X) have a measurement level as nominal or ordinal scale, the data should be converted into a dummy variable with values of 0 and 1 before being analyzes and too many dummy variables will cause discrepancy.

2. Each independent variable shall have a linear correlation with the dependent variable.

3. Independent variables shall not be related or independent of one another. Correlation value shall not be greater than 0.7 in the case of multiple regression analysis because it will cause multicollinearity, multicollinearity is the relationship between independent variables that effect on the coefficient of determination (R^2) to be too high.

4. The distribution of the following variable is a normal distribution at all values of X.

5. The value of Y has the same variances in all values of X.

6. Residual on every point in the regression line is equal.

6. RESULT AND DISCUSSION

The data results analysis on "Modern Utilization of Digital Technology Influencing Career Opportunities for the Millennials (Generation Y) in Thailand" are separated into 6 sections as follows:

Part 1: In-depth Interview

Part 2: Basic Information about the Respondents

Part 3: Digital Technology about Traffic Usage of Online Social Networks and Tools

Part 4: Digital Technology Opinions on Lifestyle and Quality

Part 5: Factor Analysis

Part 6: Multiple Linear Regression

6.1 Part 1: In-depth Interview

Gunyootapong Nopakun or DJ Barge a radio DJ at MET107 station in Bangkok, Thailand and online content creator mentioned that as a radio DJ, the digital disruption has affected his career quite a lot, but since the old media to new media transitioned slowly from the cable TV to YouTube video and then to the online streaming platform. Therefore, he had time to adapt his lifestyle and career to the technologies or digital transformation with all the modern tools, he believed that he can transition himself through the digital transformation as long as he has solid hard skills and always learn new soft skill along the way.

Marie Eugenie Le Lay or Zommaire a singer and YouTuber bring up that digital technology is a must and used in her career right now because aside from using various media to support her work as a singer, she is also a YouTuber. YouTubers make videos and post on online media such as YouTube. Which aside from using various social media channels as distribution channels of her work to the public, working behind the scenes today still requires LINE a messaging application to reply and contact for work or meeting with the team as well.

Teepagorn Wuttipitayamongkol or Champ Teepagorn a writer, cartoonist, and currently working as Thailand Editorial Country Manager for Netflix based in Singapore. He mentioned that digital technology is reducing the importance of physical presence without having to meet with one another, do not need to go to the office, and his company already uses the Work From Home (WFH) policy but when the COVID-19 occurred it makes this Work From Home policy stronger.

Pongkool Suesung or Pop Pongkool an artist, singer, and songwriter stated that digital technology affect in all perspectives, no matter what industry or field you are in, it could be both positive and negative effects. Especially in the music industry, digital technology affected the platform used to distribute music. In the present, music can be distributed quicker in a positive way for a new artist who wanted to share their music with their fans widely. The music industry should be more segmented because digital technology could affect both personal and the music industry as a whole.

6.2 Part 2: Basic Information about the Respondents

Using frequency distribution methods and find the percentage of each item, presented with the following:

Table 4 Sex

Sex	Frequency (n = 400)	Percentage (%)
Male	141	35.25
Female	**259**	**64.75**

Figure 6 Sex
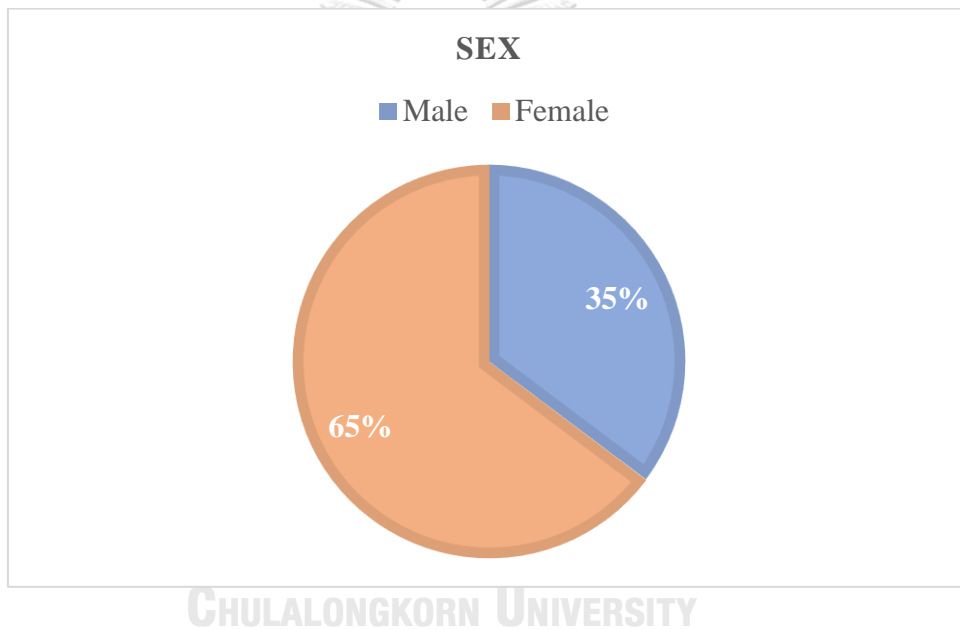
From table 4 and figure 6, when classifying samples by sex found that the sample size of females outnumbers males. There are more female respondents than male. The total number of female samples was 259 people, equivalent to 64.75 percent, and while male samples were 141 people, equivalent to 35.35 percent.

Table 5 Age

Age	Frequency (n = 400)	Percentage (%)
Post-Millennials (18-23 years)	76	19
Millennials (24-29 years)	**120**	**30**
Millennials (30-35 years)	92	23
Millennials (36-39 years)	112	28

Figure 7 Age
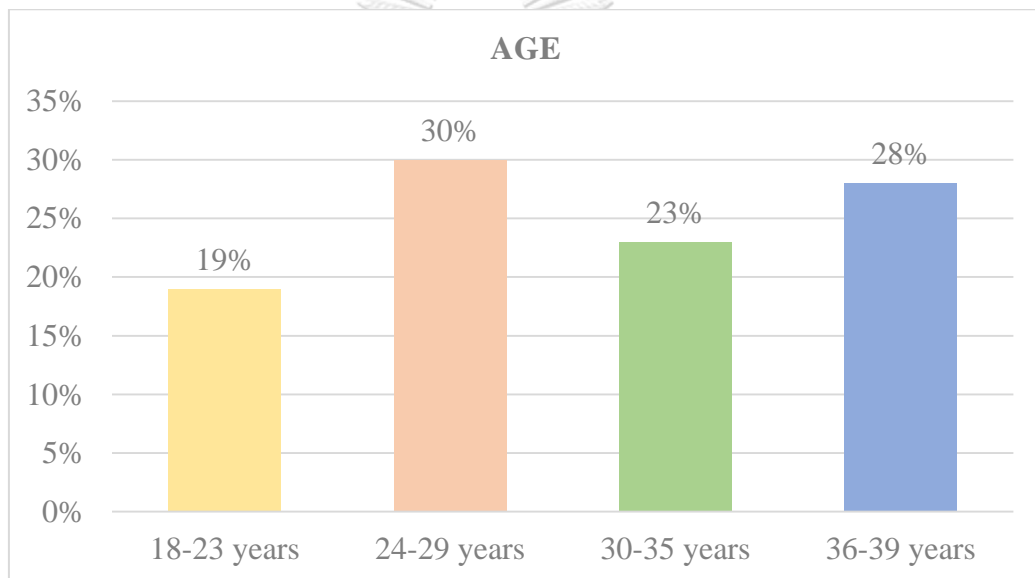
From table 5 and figure 7, when classifying samples by age found that the samples Millennials aged between 24-29 years are the most at 120 people, accounting for 30 percent, followed by Millennials age 36-39 years at 112 people, accounting for 28 percent, Millennials aged between 30-35 years at 92 people representing 23 percent, and Post-Millennials aged between 18-23 years, the least at 76 people representing 19 percent.

Table 6 Education Background

Education Background	Frequency (n = 400)	Percentage (%)
High School Degree	14	3.5
Bachelor's Degree	**277**	**69.25**
Master's Degree	100	25
Ph.D. Degree	9	2.25

Figure 8 Education Background
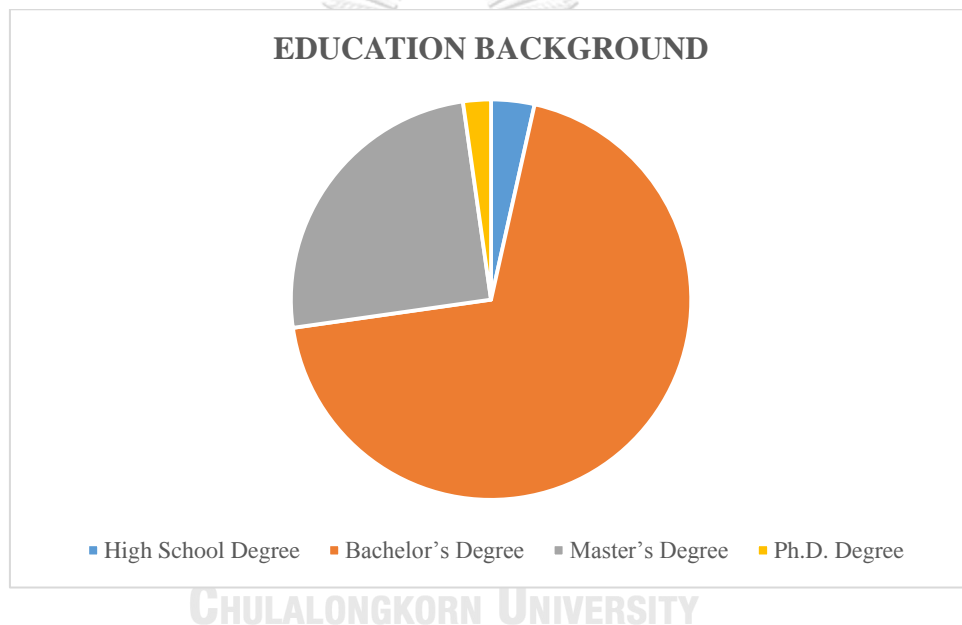
From table 6 and figure 8, when classifying samples by education background found that samples with a total of 277 samples with bachelor's degree were 69.25 percent, which is the highest level of education, followed by the sample with the level of studying at the master's degree, a total of 100 people, accounting for 25 percent, samples with high school degree with a total of 14 people, representing a percentage of 3.5, and samples with a Ph.D. degree were 9 people, representing 2.25 percent of the sample group which has the least amount, respectively.

Table 7 Status

Status	Frequency (n = 400)	Percentage (%)
Single	**330**	**82.5**
Married	66	16.5
Divorced	4	1

From table 7, when classifying samples by status found that samples with a total of 330 samples are single, accounting for 82.5 percent, followed by the sample with being married 66 people, accounting for 16.5 percent, and divorced 4 people, accounting for 1 percent.

Table 8 Occupation

Occupation	Frequency (n = 400)	Percentage (%)
Student/College Student	77	19.25
Government Employee/State Enterprises	33	8.25
Teacher/Professor	14	3.5
Company Employee	**138**	**34.5**
Business Owner	47	11.75
Entrepreneur	11	2.75
Influencer	9	2.25
Youtuber	3	0.75
Artist/Model	12	3
Content Creator	4	1
Online Marketing/Data Analyzer	3	0.75
E-sport Profession	1	0.25
Freelance	28	7
Contractor	13	3.25
Others	7	1.75

Figure 9 Occupation
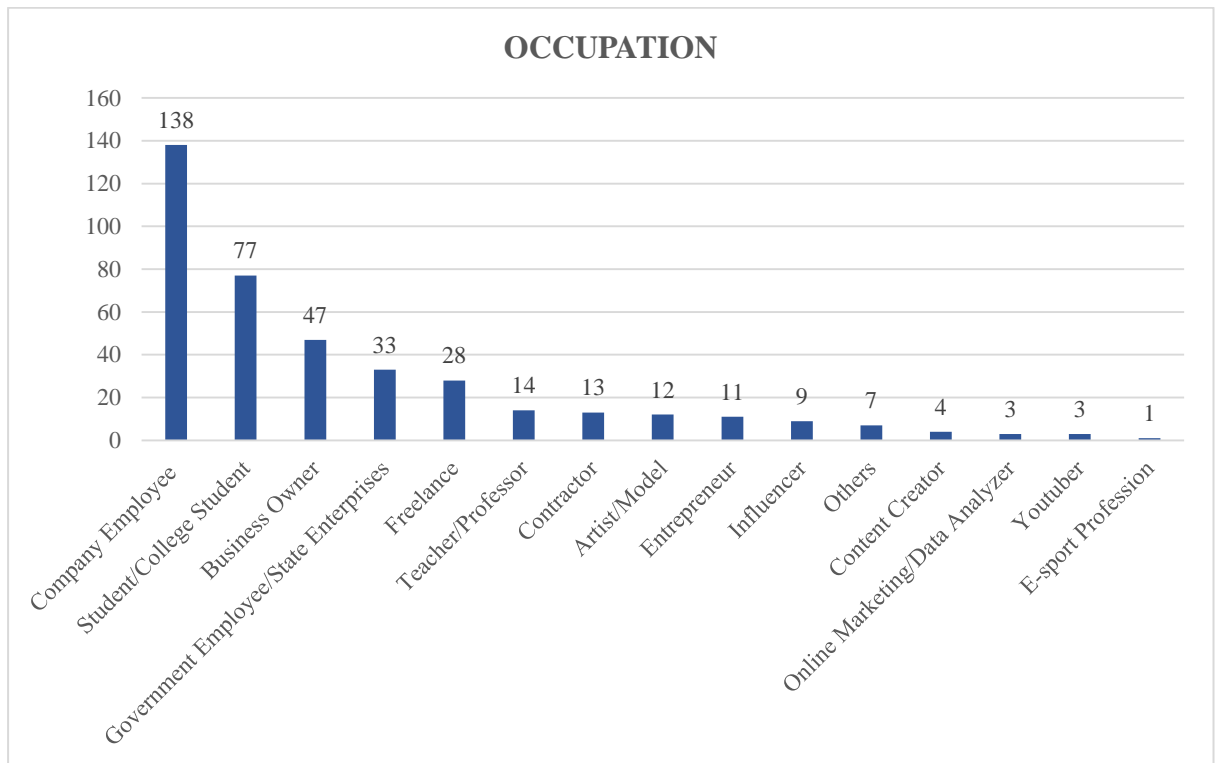
From table 8 and figure 9, when classifying samples by occupation found that the sample group that has a career as a company employee consisting of 138 people, accounting for 34.5 percent, which is the occupation of the most in the sample group. Followed by student/college student with 77 people, equivalent to 19.25 percent, 47 business owners with 11.75 percent, 33 government employee/state enterprises with 8.35 percent, 28 freelances with 7 percent, 14 teachers/professors with 3.5 percent, 13 contractors with 3.25 percent, 12 artists/models with 3 percent, 11 entrepreneurs with 2.75 percent, 9 influencers with 2.25 percent, 7 others with 1.75 percent, 4 content creator with 1 percent, 3 Youtubers with 0.75 percent, 3 online marketing/data analyzers with 0.75 percent, and 1 e-sport profession representing 0.25 percent, which was the last occupation of the sample group, respectively.

Table 9 Monthly Income

Monthly Income	Frequency (n = 400)	Percentage (%)
Less than 10,000 Baht	46	11.5
10,000-20,000 Baht	78	19.5
20,000-30,000 Baht	71	17.75
30,000-40,000 Baht	54	13.5
More than 40,000 Baht	**151**	**37.75**

Figure 10 Monthly Income
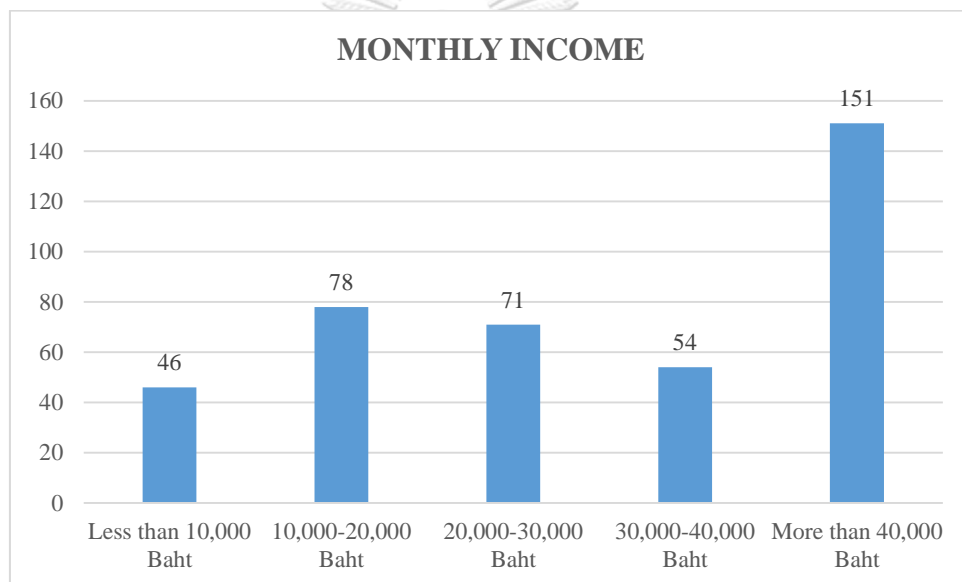
From table 9 and figure 10, when classifying samples according to monthly income levels found that the samples with income level at more than 40,000 baht monthly a total of 151 people, representing 37.75 percent was the highest, followed by 10,000-20,000 baht with 78 people representing 19.5 percent, 20,000-30,000 baht with 78 people representing 17.75 percent, 30,000-40,000 baht with 54 people representing 13.5 percent, and income less than 10,000 baht monthly has the total of 46 people, representing 11.5 percent, which is the lowest monthly income level of the sample group, respectively.

Table 10 Career Changes

Career Changes	Frequency (n = 400)	Percentage (%)
Not in a workforce	63	15.75
Never	101	25.25
Once	50	12.5
Twice	68	17
More than twice	**118**	**29.5**

From table 10, when classifying samples according to how many times you changed your career found that 118 samples changed career more than twice accounting for 29.5 percent, followed by never with 101 people representing 25.25 percent, twice with 68 people representing 17 percent, not in a workforce with 63 people representing 15.75 percent, and 50 people with changing only once representing 12.5 percent.
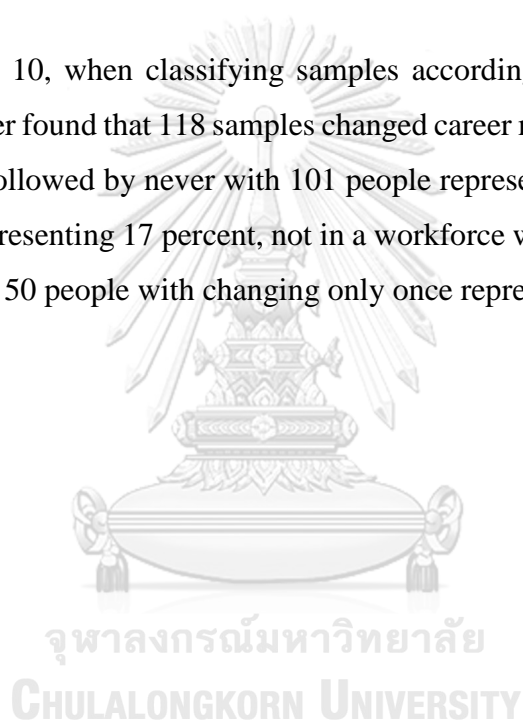
6.3 Part 3: Digital Technology about Traffic Usage of Online Social Networks and Tools

Using frequency distribution methods, find the percentage, mean, and standard deviation (S.D.) of each item, presented with the following:

Table 11 Online Social Networks Weekly Usage

Usage	Frequency (n = 400)	Percentage (%)
Did not use weekly	2	0.5
1-2 Days per week	2	0.5
3-4 Days per week	6	1.5
5-6 Days per week	8	2
Daily usage	**382**	**95.5**

Mean = 5, S.D. = 0.571

Figure 11 Online Social Networks Weekly Usage
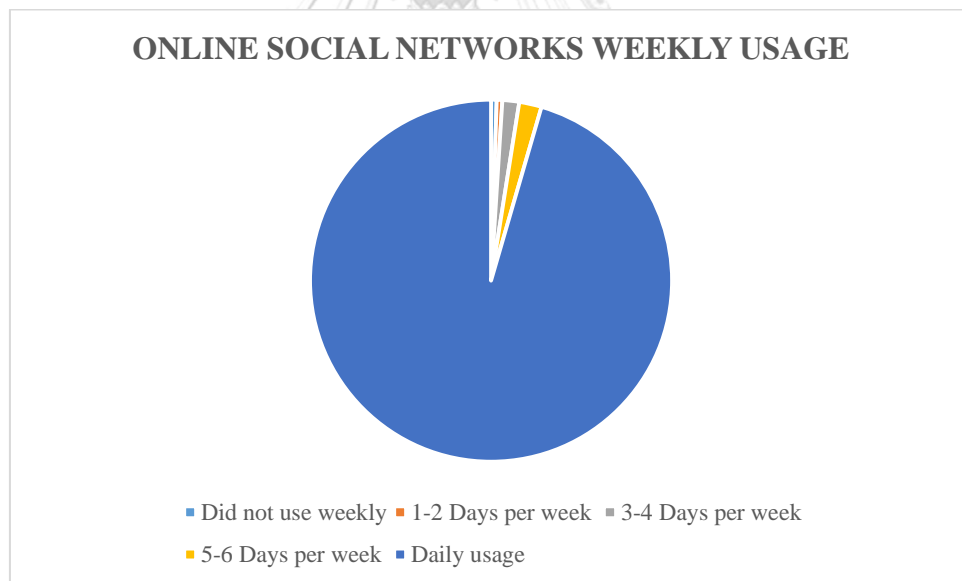
From table 11 and figure 11, it is found that the overall average usage of online social networks in one week of the sample mostly is equal to 5 (mean = 5) which is very high, most of the sample are daily user (95.5 percent), followed by the usage of 5-6 days per week (2 percent), 3-4 days per week (1.5 percent), 1-2 days per week (0.5 percent), and people who did not use weekly (0.5 percent). From the chart shown that the respondents are very active in using the social networks weekly.

Table 12 Online Tools Weekly Usage

Usage	Frequency (n = 400)	Percentage (%)
Did not use weekly	44	11
1-2 Days per week	34	8.5
3-4 Days per week	53	13.25
5-6 Days per week	69	17.25
Daily usage	**200**	**50**

Mean = 4.5, S.D. = 1.396

Figure 12 Online Tools Weekly Usage
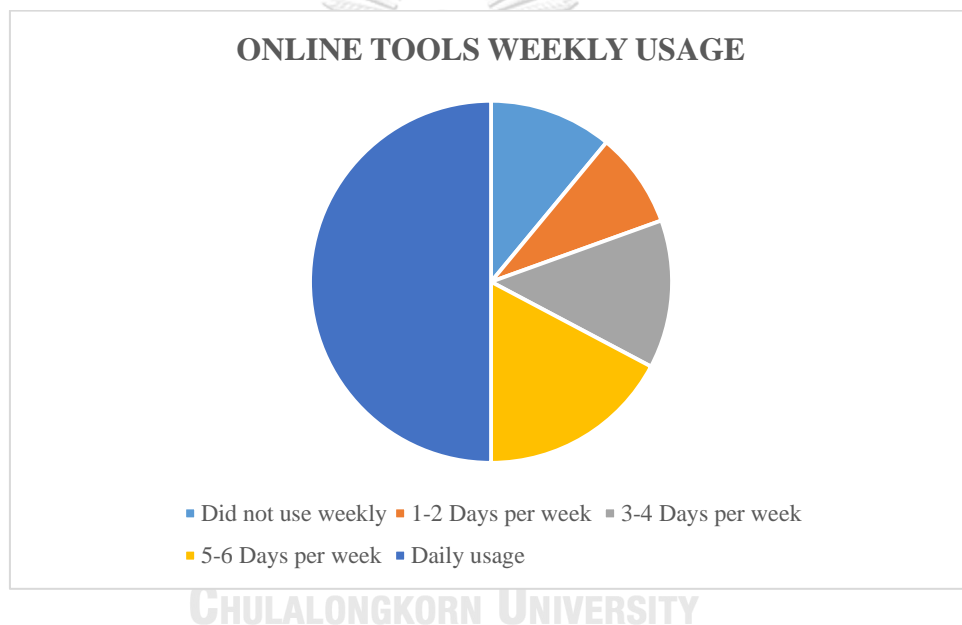
From table 12 and figure 12, it is found that the overall average usage of online tools in one week of the sample is equal to 4.5 (mean = 4.5) which is very high, most of the sample are daily user (50 percent), followed by the usage of 5-6 days per week (17.25 percent), 3-4 days per week (13.25 percent), 1-2 days per week (8.5 percent), and people who did not use weekly (11 percent). From the chart shown that respondents using online tools more than 50 percent weekly, which means more than half of the samples uses online tools either in works or studies.

Table 13 Online Social Networks Daily Usage

Usage	Frequency (n = 400)	Percentage (%)
Less than 30 minutes	6	1.5
30 minutes to 1 hour	22	2.5
More than 1 to 2 hours	60	15
More than 2 to 3 hours	60	15
3 hours and above	**252**	**63**

Mean = 5, S.D. = 1.015

Figure 13 Online Networks Daily Usage
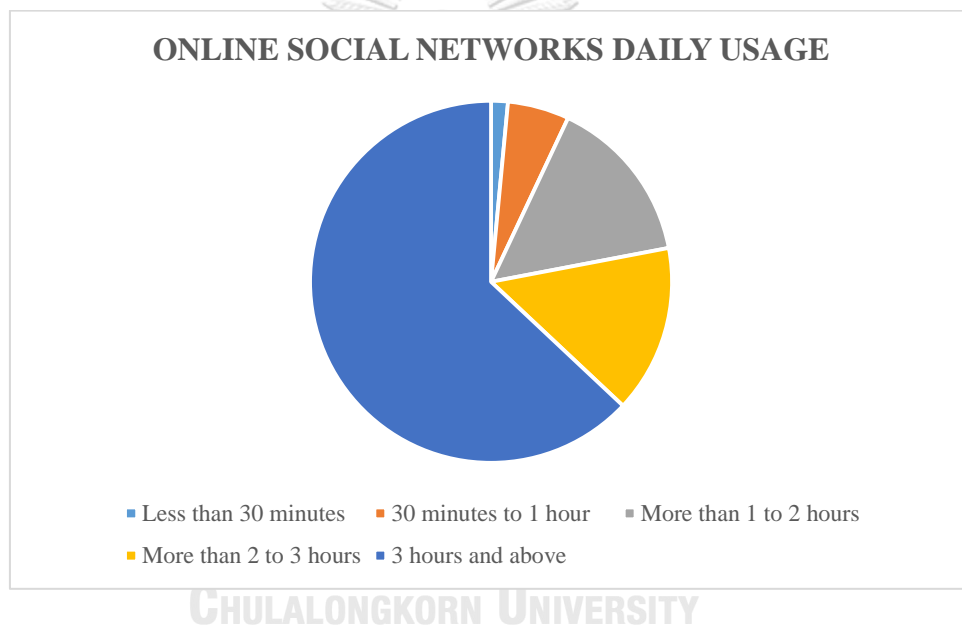
From table 13 and figure 13, it is found that the overall average usage of online social networks in in each day of the sample is equal to 5 (mean = 5) which is very high, most of the respondents use online tools per day for more than 3 hours (63 percent), followed by more than 2 to 3 hours (15 percent), more than 1 to 2 hours (15 percent), 30 minutes to 1 hour (2.5 percent), and use less than 30 minutes per day (1.5 percent). From the chart implies that more than half of the respondents uses online social networks daily and up to 3 hours and more which shown that they are very active in using online social media

Table 14 Online Tools Daily Usage

Usage	Frequency (n = 400)	Percentage (%)
Less than 30 minutes	70	17.5
30 minutes to 1 hour	49	12.25
More than 1 to 2 hours	54	13.5
More than 2 to 3 hours	67	16.75
3 hours and above	**160**	**40**

Mean = 4, S.D. = 1.533

Figure 14 Online Tools Daily Usage
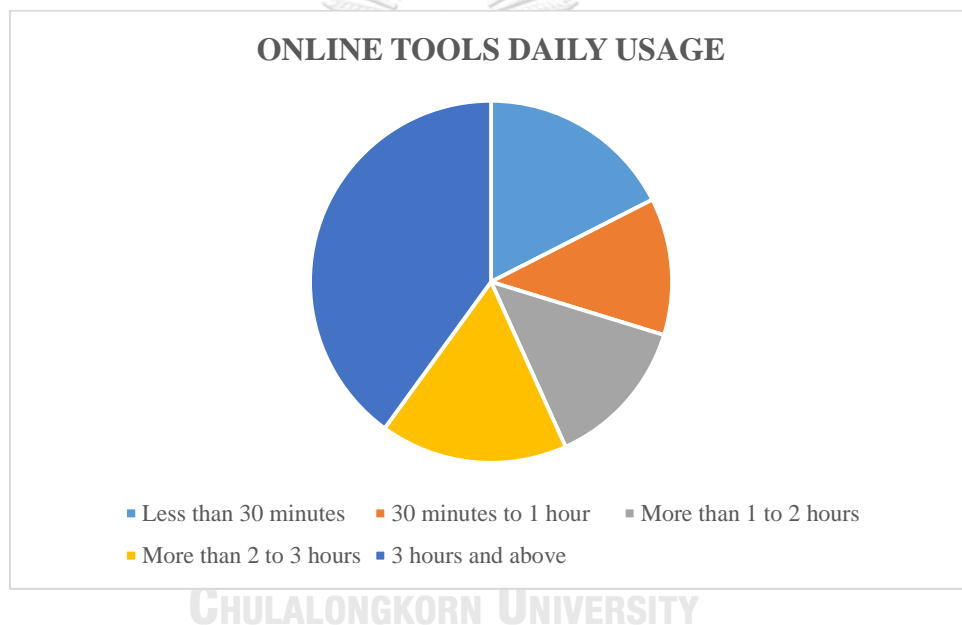
From table 14 and figure 14, it is found that the overall average usage of online tools in in each day of the sample is equal to 4 (mean = 4) which is high, most of the respondents use online tools per day for more than 3 hours (40 percent), followed by less than 30 minutes (17.5 percent), more than 2 to 3 hours (16.75 percent), more than 1 to 2 hours (13.5 percent), and use less than 30 minutes to 1 hour per day (12.25 percent). The chart shown that less than half uses online tools for 3 hours and above which indicates than most of the respondents uses online tools only when they need to do work or study.

6.4 Part 4: Digital Technology Opinions on Lifestyle and Quality

Using frequency distribution methods and find the percentage of each item, presented with the following:

Table 15 Digital Technology Affect Career Opportunities

Opinion	Frequency (n = 400)	Percentage (%)
Yes	**389**	**97.25**
No	11	2.75

Figure 15 Digital Technology Affect Career Opportunities
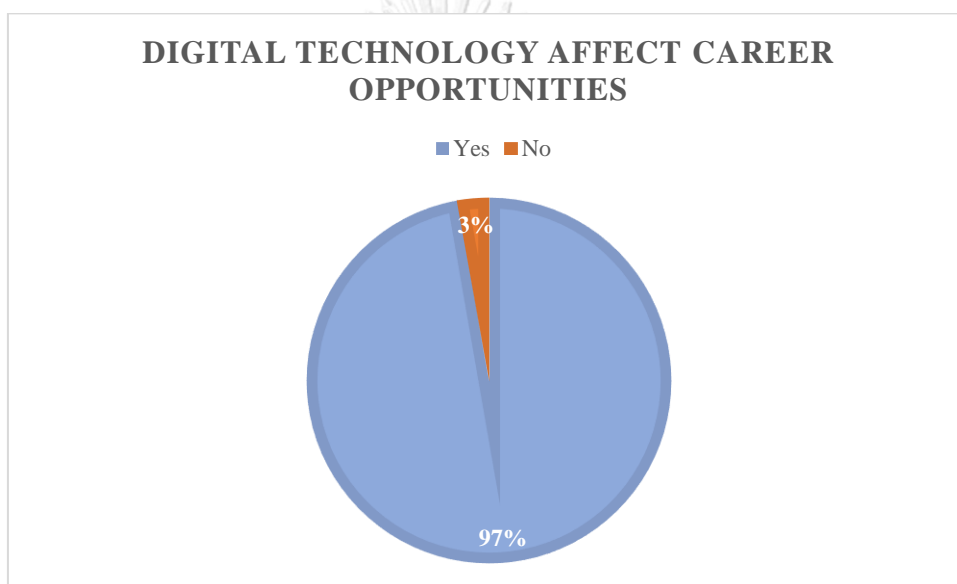
When stepping into the digital age, everything is changing rapidly, and making a leap. Digital technology has created a new business model both economically, politically, and socially can affect the value of existing products, services, or career, such as online services (online shopping, e-commerce, streaming platform, and etc.) will cause businesses to be replaced by new business platform. This state can be called digital disruption or "disruption" causing some businesses to close, such as bookstores and magazines. With the internet, it is convenience also being fast and cheaper fee, therefore people pay lot of attention to the digital technology than the traditional offline platforms. From table 15 and figure 15, shows that the sample group agreed that digital technology affected career opportunities with 97.25 percent and only a few 2.75 percent disagreed.

Table 16 Career Opinion

Opinion	Frequency (n = 400)	Percentage (%)
Careers that uses old skills and has a lot of work but not difficult	69	17.25
Careers that uses new skills and has easier work but needs to adapt your knowledge	**331**	**82.75**

From table 16, shows that the sample group chooses careers that uses new skills and has easier work but needs to adapt your knowledge with 82.75 percent and 17.25 percent chooses careers that uses old skills and has a lot of work but not difficult.

Table 17 Current Career in 10 Years

Opinion	Frequency (n = 400)	Percentage (%)
Very negative	14	3.5
Somewhat negative	35	8.75
Neutral	98	24.5
Somewhat positive	**128**	**32**
Very positive	125	31.5

Mean = 4, S.D. = 1.086

Figure 16 Current Career in 10 Years
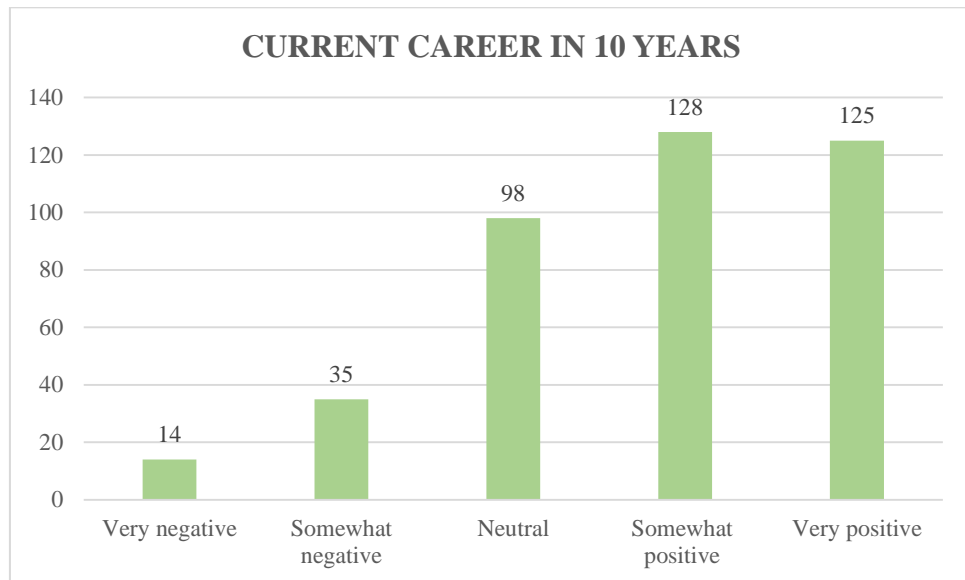
From table 17 and figure 16, it is found that the overall average usage opinion on current career in the future or 10 years of the sample is equal to 4 (mean = 4) which is high, most of the respondents said it would be somewhat positive (32 percent), followed by very positive (31.5 percent), neutral (24.5 percent), somewhat negative (8.75 percent), and very negative (3.5 percent).

6.5 Part 5: Factor Analysis

To lessen the numerous variables by classifying variables that has many relationships, both positive and negative in the same factor. Then determine the sufficient number of influential factors to explain the category of variables being considered.

20 Variables That Influence Career Opportunities:

Online Networks

- Social networks
- Media sharing networks
- Streaming platforms
- Discussion forums
- Bookmarking and content curation networks
- Consumer review networks
- Blogging and publishing networks
- Social shopping networks
- Interest-based networks
- Sharing economy networks
- Anonymous social networks

Online Tools

- E-commerce
- Google Suite
- Google Tools
- Microsoft office 365
- Adobe

Characteristics

- Work productivity of digital technology
- Important of modern tools on career
- Readiness of Working From Home
- Satisfaction of current work-life balance

Millennials 24-39 (324)

Table 18 Millennials 24-39: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	2621.187
	df	190
	Sig.	.000

Using Kaiser-Meyer-Olhin (KMO) to measure the appropriateness of the information of the current analysis. KMO coefficient should be between 0 and 1, if the KMO value approaches 0, the variables are uncorrelated so it is unnecessary to do the factor analysis. The KMO value should be close to 1, variables are correlated to be appropriate for factor analysis. Therefore, it is generally considered that current analysis is applicable when the KMO value is more than 0.5 (KMO > 0.5). In table 18, KMO = 0.886 and it is applicable to use factor analysis. Moreover, another way to check whether it is appropriate for factor analysis or not is to look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis as H_0 : variables are uncorrelated and H_a : H_0 is not true, from this result sig. = 0.000 or $0.000 < \alpha$ accordingly reject H_0 and it is appropriate to use factor analysis.

Table 19 Millennials 24-39: Communalities

Communalities

	Initial	Extraction
Microsoft Office 365	1.000	.753
Bookmarking and content curation networks	1.000	.728
Consumer review networks	1.000	.723
Blogging and publishing networks	1.000	.719
Interest-based networks	1.000	.712

Communalities, the coefficient of correlation between one variable and another, all remaining have a value between 0 and 1, if any variables have low value that variable will be truncated. The extraction communalities in table 19 are quite high and all the

initial communalities are 1.000 indicating that the components explain the variables well. Shown in table 19 are the chosen top 5 highest extraction and more on appendix.

Figure 17 Millennials 24-39: Scree Plot
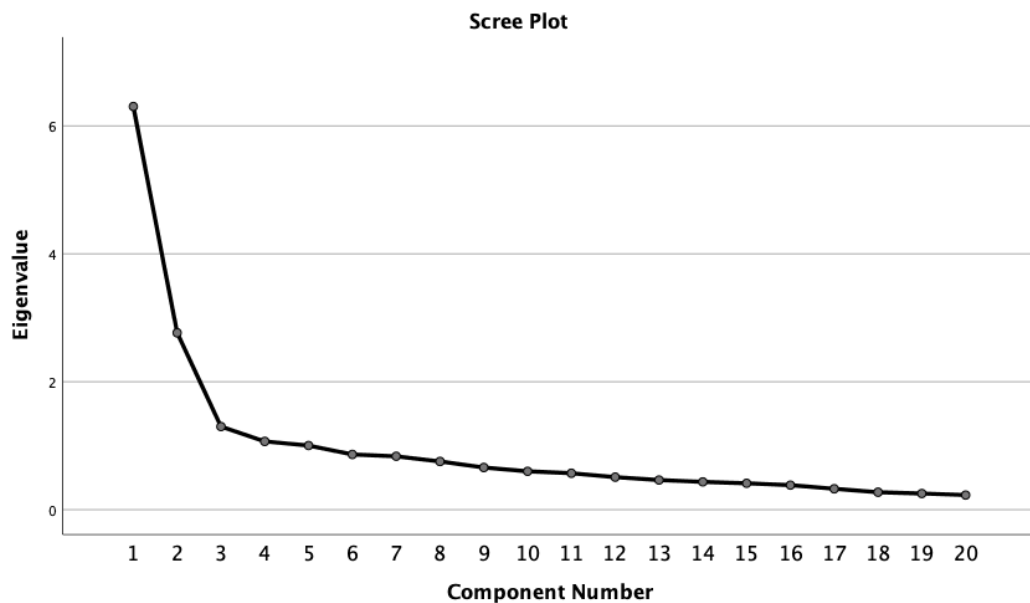
Scree Plot focuses on the eigenvalue is variance of all variables in each factor in the factor analysis or common factor that gets the first element will be the component that separates the variable from each factor. Thus, determine the number of factors choose from eigenvalue more than 1 (Eigenvalue > 1). In figure 17 shown that there are 5 factors from the analysis.

Table 20 Millennials 24-39: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior and lifestyle	Interest-based networks	.832
		Blogging and publishing networks	.830
		Consumer review networks	.799
		Bookmarking and content curation networks	.794
		Anonymous social networks	.700
		Discussion forums	.699
		Google Tools (Google Analytics)	.574
		Social shopping networks	.481
		Adobe	.443
		Sharing economy networks	.416
2	Advance digital technology integration on lifestyle and career	Media sharing networks	.765
		Work productivity of digital technology	.759
		Social networks	.743
		Important of modern tools on career	.688
		Streaming platforms	.639
		E-commerce	.488
3	Basic online tools for career	Microsoft Office 365	.856
		Google Suite	.564
4	Digital transformation of working remotely	Readiness of Working From Home	.696
5	Satisfaction of work-life balance	Satisfaction of current work-life balance	.755

Rotated Component Matrix showing the factor loading correlation between variable and grouped factors which should have a factor loading greater than 0.3. Component or factor in table 20 as 5 factors for Millennials age between 24-39.

Component/Factor

5 Factors:

1. Informative behavior and lifestyle
2. Advance digital technology integration on lifestyle and career
3. Basic online tools for career
4. Digital transformation of working remotely
5. Satisfaction of work-life balance

Factor Loading

- Factor 1: 0.832 = Interest-based networks (Jeban, Goodreads)
- Factor 2: 0.765 = Media sharing networks (Instagram, Tiktok, Youtube)
- Factor 3: 0.865 = Microsoft Office 365
- Factor 4: 0.696 = Readiness of Working from Home
- Factor 5: 0.755 = Satisfaction of current work-life balance

Millennials age between 24-39 focus mostly on **"Internet-based network"** such as Jeban, Good reads, and etc. Based on informative behavior and lifestyle. Millennials in the digital age have high knowledge and understanding of the digital technology. Regarding the use of various technologies as shown in the factor analysis, properly and able to apply technology efficiently. Find information to enhance knowledge and know how to adjust consistently such as readiness of working from home (WFH). Finally, Millennials have high business knowledge and using modern online networks and tools. Millennials are very interested in professionals involved with the digital world for instance, application developer, digital analyst, blogger and online content writer.

Post-Millennials 18-23 (76)

Separated in-dept Millennials by age range

Table 21 Post-Millennials 18-23: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811
Bartlett's Test of Sphericity	Approx. Chi-Square	899.321
	df	190
	Sig.	.000

In table 21, KMO = 0.811 (KMO > 0.5) and it is applicable to use factor analysis. Furthermore, another way to check if it is applicable for factor analysis or not is to look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis as H_0: variables are uncorrelated and H_a: H_0 is not true, from this result sig. = 0.000 or $0.000 < \alpha$ accordingly reject H_0 and it is applicable to use factor analysis.

Table 22 Post-Millennials 18-23: Communalities

Communalities

	Initial	Extraction
Media sharing networks	1.000	.784
Sharing economy networks	1.000	.768
Anonymous social networks	1.000	.767
Interest-based networks	1.000	.758
Blogging and publishing networks	1.000	.728

The extraction communalities in table 22 are quite high and all the initial communalities are 1.000 indicating that the components explain the variables well. Shown in table 22 are the chosen top 5 highest extraction and more on appendix.

Figure 18 Post-Millennials 18-23: Scree Plot
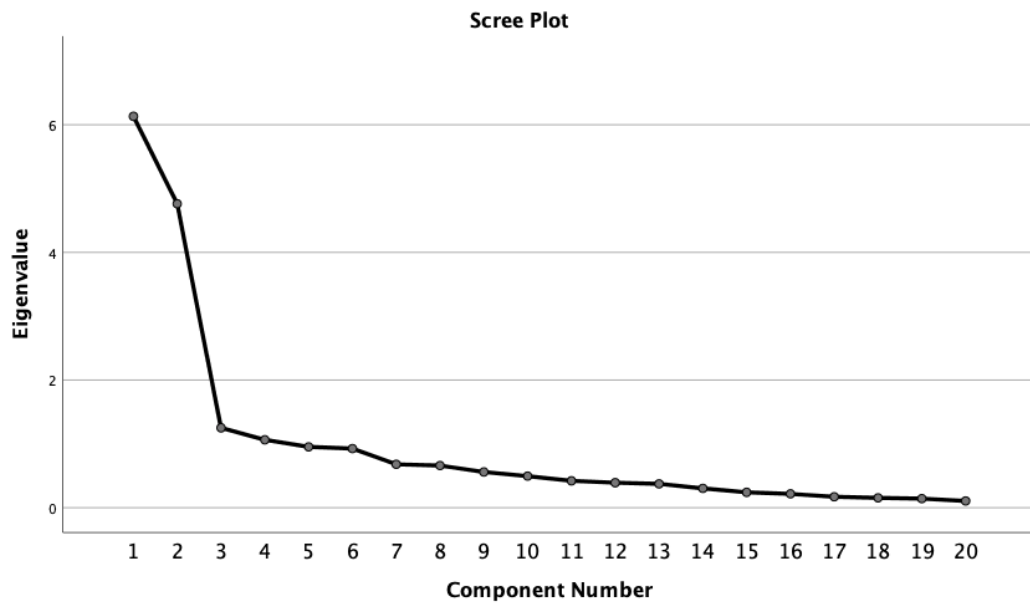
Scree Plot indicate the factor groups choose from eigenvalue more than 1 (Eigenvalue > 1). In figure 18 shown that there are 4 factors from the analysis.

Table 23 Post-Millennials 18-23: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Advance digital technology integration on lifestyle and career	Media sharing networks	.867
		Work productivity of digital technology	.810
		Important of modern tools on career	.792
		Social networks	.770
		Google Suite	.768
		E-commerce	.713
		Streaming platforms	.705
2	Informative behavior	Bookmarking and content curation networks	.843
		Anonymous social networks	.833
		Blogging and publishing networks	.826
		Interest-based networks	.754
		Discussion forums	.668
		Google Tools (Google Analytics)	.668
		Consumer review networks	.648
		Adobe	.636
3	Digital technology adaptation with modern career	Readiness of Working From Home	.697
		Satisfaction of current work-life balance	.694
		Microsoft Office 365	.613
4	Digital technology for smart lifestyle	Sharing economy networks	.819
		Social shopping networks	.634

Rotated Component Matrix showing the factor loading correlation between variable and grouped factors which should have a factor loading greater than 0.3. Component or factor in table 23 as 4 factors for Post-Millennials age between 18-23.

Component/Factor

4 Factors:

1. Advance digital technology integration on lifestyle and career
2. Informative behavior
3. Digital technology adaptation with modern career
4. Digital technology for smart lifestyle

Factor Loading

- Factor 1 : 0.867 = Media sharing networks (Instagram, Tiktok, Youtube)
- Factor 2 : 0.843 = Bookmarking and content curation networks (Pinterest)
- Factor 3 : 0.697 = Readiness of Working from Home
- Factor 4 : 0.819 = Sharing economy networks (Grab, Lineman, Airbnb)

Post-Millennials age between 18-23 focus mostly on **"media sharing networks"** such as Instagram, Tiktok, Youtube, and etc. Based on advanced digital technology integration on lifestyle and career.

Millennials 24-29 (120)

Table 24 Millennials 24-29: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	1157.205
	df	190
	Sig.	.000

In table 24, KMO = 0.852 (KMO > 0.5) and it is applicable to use factor analysis. Furthermore, another way to check if it is appropriate for factor analysis or not is to look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis as H_0: variables are uncorrelated and H_a: H_0 is not true, from this result sig. $= 0.000$ or $0.000 < \alpha$ accordingly reject H_0 and it is appropriate to use factor analysis.

Table 25 Millennials 24-29: Communalities

Communalities		
	Initial	Extraction
Blogging and publishing networks	1.000	.779
Bookmarking and content curation networks	1.000	.778
Discussion forums	1.000	.773
Consumer review networks	1.000	.770
Readiness of Working From Home	1.000	.770

The extraction communalities in table 25 are quite high and all the initial communalities are 1.000 indicating that the components explain the variables well. Shown in table 25 are the chosen top 5 highest extraction and more on appendix.

Figure 19 Millennials 24-29: Scree Plot
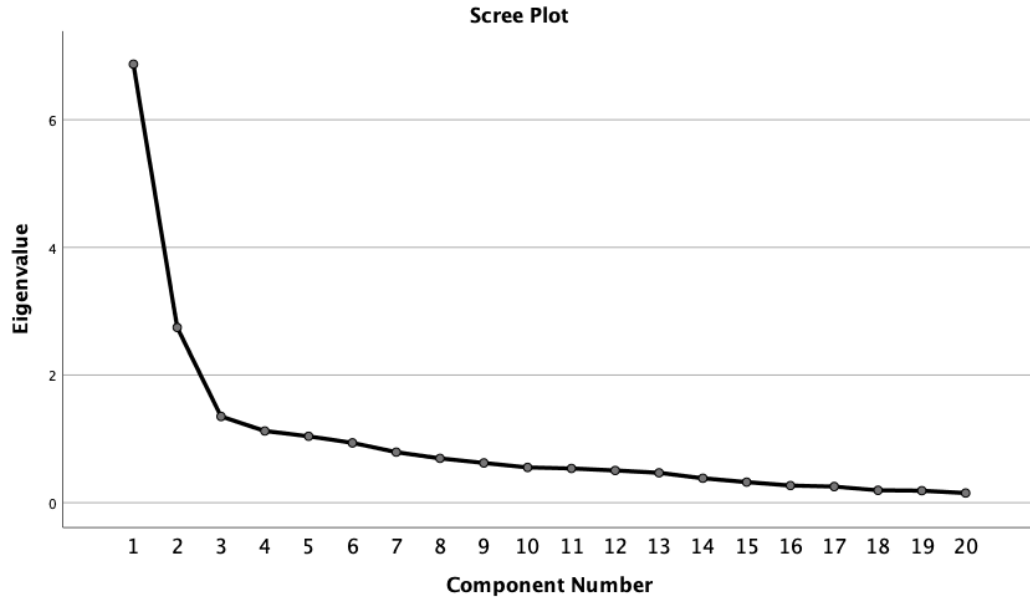
Scree Plot indicate the factor groups choose from eigenvalue more than 1 (Eigenvalue > 1). In figure 19 shown that there are 5 factors from the analysis.

Table 26 Millennials 24-29: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior and lifestyle	Discussion forums	.864
		Bookmarking and content curation networks	.827
		Consumer review networks	.822
		Blogging and publishing networks	.791
		Interest-based networks	.751
		Adobe	.623
		Google Tools (Google Analytics)	.614
		Social shopping networks	.496
		Sharing economy networks	.387
2	Advance digital technology integration on lifestyle and career	Work productivity of digital technology	.798
		Media sharing networks	.713
		Social networks	.700
		Important of modern tools on career	.627
		Streaming platforms	.534
		Satisfaction of current work-life balance	.403
3	Basic online tools for career	Microsoft Office 365	.809
		Google Suite	.682
		E-commerce	.671
4	Independent lifestyle	Anonymous social networks	.778
5	Digital transformation of working remotely	Readiness of Working From Home	.841

Rotated Component Matrix showing the factor loading correlation between variable and grouped factors which should have a factor loading greater than 0.3. Component or factor in table 26 as 5 factors for Millennials age between 24-29.

Component/Factor

5 Factors:

1. Informative behavior and lifestyle
2. Advance digital technology integration on lifestyle and career
3. Basic online tools for career
4. Independent lifestyle
5. Digital transformation of working remotely

Factor Loading

- Factor 1 : 0.864 = Discussion forums (Pantip, Reddit, Quora)
- Factor 2 : 0.798 = Work productivity of digital technology
- Factor 3 : 0.809 = Microsoft Office 365
- Factor 4 : 0.778 = Anonymous social networks (Ask.fm)
- Factor 5 : 0.841 = Readiness of Working From Home

Millennials age between 24-29 focus mostly on **"Discussion forums"** such as Pantip, Reddit, Quora, and etc. Based on informative behavior and lifestyle.

Millennials 30-35 (92)

Table 27 Millennials 30-35: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	923.559
	df	190
	Sig.	.000

In table 27, KMO = 0.785 (KMO > 0.5) and it is applicable to use factor analysis. Furthermore, another way to check if it is appropriate for factor analysis or not is to look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis as H_0: variables are uncorrelated and H_a: H_0 is not true, from this result sig. = 0.000 or 0.000 $< \alpha$ accordingly reject H_0 and it is applicable to use factor analysis.

Table 28 Millennials 30-35: Communalities

Communalities		
	Initial	Extraction
Readiness of Working From Home	1.000	.848
Interest-based networks	1.000	.799
Adobe	1.000	.786
Work productivity of digital technology	1.000	.783
Consumer review networks	1.000	.780

The extraction communalities in table 28 are quite high and all the initial communalities are 1.000 indicating that the components explain the variables well. Shown in table 28 are the chosen top 5 highest extraction and more on appendix.

Figure 20 Millennials 30-35: Scree Plot
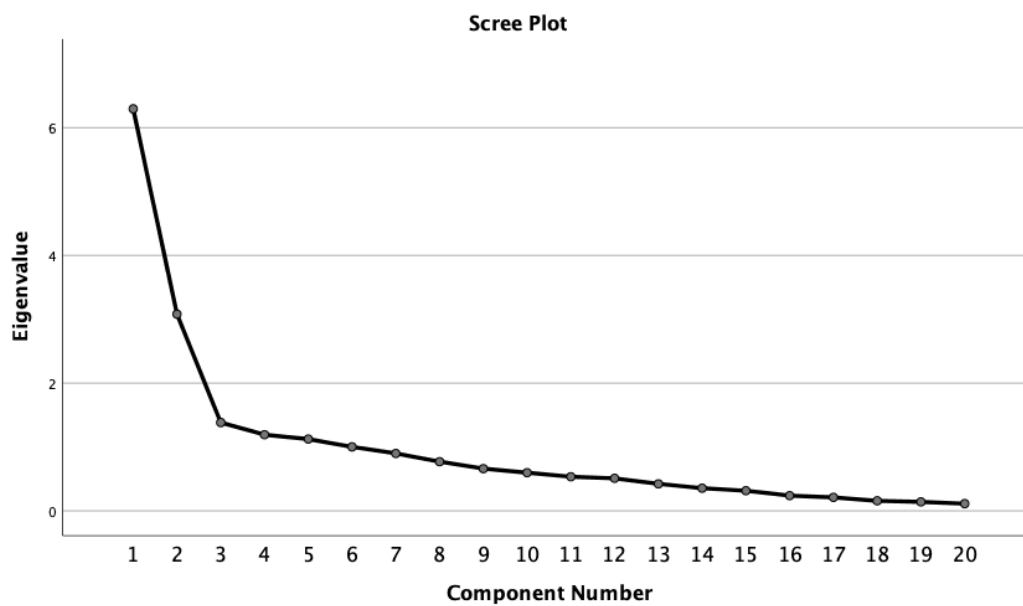
Scree Plot indicate the factor groups choose from eigenvalue more than 1 (Eigenvalue > 1). In figure 20 shown that there are 6 factors from the analysis.
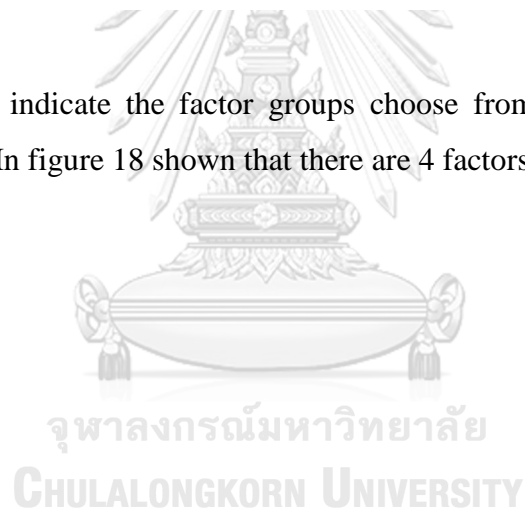
Table 29 Millennials 30-35: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior	Interest-based networks	.883
		Blogging and publishing networks	.863
		Anonymous social networks	.773
		Consumer review networks	.728
		Bookmarking and content curation networks	.726
		Discussion forums	.566
2	Advance digital technology integration on lifestyle and career	Work productivity of digital technology	.825
		Important of modern tools on career	.799
		Social networks	.796
		Media sharing networks	.789
		Google Suite	.679
		Streaming platforms	.629
3	Digital technology for smart lifestyle and career	Sharing economy networks	.771
		E-commerce	.697
		Social shopping networks	.672
		Satisfaction of current work-life balance	.562
4	Understanding modern tools and trends	Adobe	.732
		Google Tools (Google Analytics)	.708
5	Basic online tools for career	Microsoft Office 365	.705
6	Digital transformation of working remotely	Readiness of Working From Home	.894

Rotated Component Matrix showing the factor loading correlation between variable and grouped factors which should have a factor loading greater than 0.3. Component or factor in table 29 as 6 factors for Millennials age between 30-35.

Component/Factor

6 Factors:

1. Informative behavior

2. Advance digital technology integration on lifestyle and career

3. Digital technology for smart lifestyle and career

4. Understanding modern tools and trends

5. Basic online tools for career

6. Digital transformation of working remotely

Factor Loading

- Factor 1 : 0.883 = Interest-based networks (Jeban, Goodreads)

- Factor 2 : 0.825 = Work productivity of digital technology

- Factor 3 : 0.771 = Sharing economy networks (Grab, Lineman, Airbnb)

- Factor 4 : 0.732 = Adobe

- Factor 5 : 0.705 = Microsoft Office 365

- Factor 6 : 0.894 = Readiness of Working From Home

Millennials age between 30-35 focus mostly on **"Interest-based networks"** such as Jeban, Goodreads, and etc. Based on informative behavior.

Millennials 36-39 (112)

Table 30 Millennials 36-39: KMO and Bartlett's Test

KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	876.267
	df	190
	Sig.	.000

In table 30, KMO = 0.795 (KMO > 0.5) and it is applicable to use factor analysis. Furthermore, another way to check if it is applicable for factor analysis or not is to look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis as H_0: variables are uncorrelated and H_a: H_0 is not true,

from this result sig. = 0.000 or $0.000 < \alpha$ accordingly reject H_0 and it is appropriate to use factor analysis.

Table 31 Millennials 36-39: Communalities

Communalities		
	Initial	Extraction
Satisfaction of current work-life balance	1.000	.744
Work productivity of digital technology	1.000	.737
Bookmarking and content curation networks	1.000	.727
Important of modern tools on career	1.000	.721
Blogging and publishing networks	1.000	.706

The extraction communalities in table 31 are quite high and all the initial communalities are 1.000 indicating that the components explain the variables well. Shown in table 31 are the chosen top 5 highest extraction and more on appendix.

Figure 21 Millennials 36-39: Scree Plot
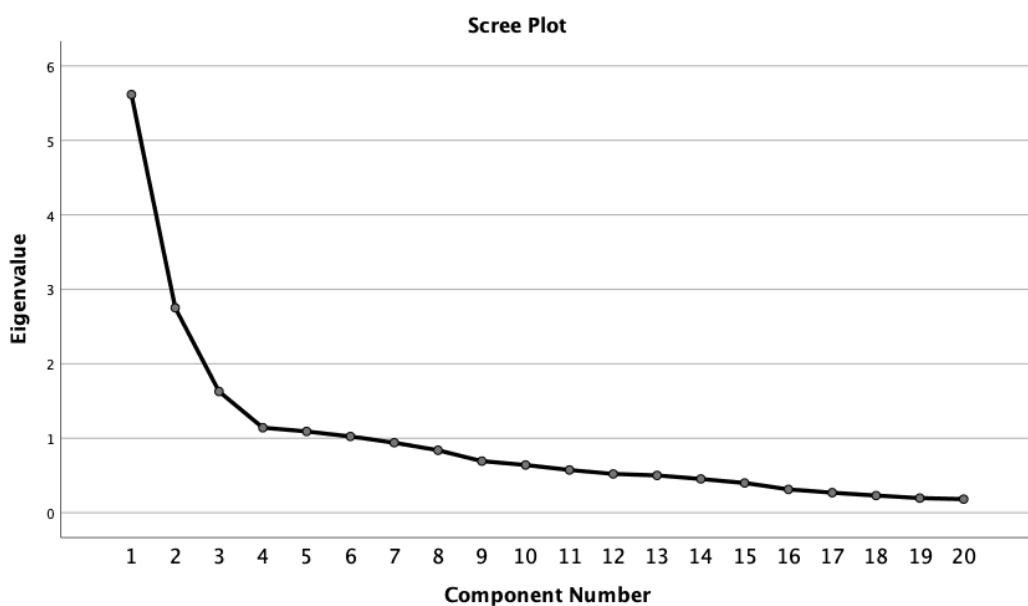
Scree Plot indicate the factor groups choose from eigenvalue more than 1 (Eigenvalue > 1). In figure 21 shown that there are 6 factors from the analysis.

Table 32 Millennials 36-39: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior	Interest-based networks	.815
		Anonymous social networks	.813
		Blogging and publishing networks	.797
		Bookmarking and content curation networks	.739
		Consumer review networks	.691
		Discussion forums	.682
		Google Tools (Google Analytics)	.659
2	Advance digital technology integration on lifestyle and career	Work productivity of digital technology	.833
		Social networks	.752
		Important of modern tools on career	.736
		E-commerce	.615
3	Media and entertainment for smart lifestyle	Streaming platforms	.749
		Media sharing networks	.675
		Sharing economy networks	.576
		Social shopping networks	.469
4	Basic online tools for career	Microsoft Office 365	.766
		Google Suite	.636
5	Digital technology adaptation with modern career	Readiness of Working From Home	.708
		Adobe	.494
6	Satisfaction of work-life balance	Satisfaction of current work-life balance	.846

Rotated Component Matrix showing the factor loading correlation between variable and grouped factors which should have a factor loading greater than 0.3. Component or factor in table 32 as 6 factors for Millennials age between 36-39.

Component/Factor

6 Factors:

1. Informative behavior
2. Advance digital technology integration on lifestyle and career
3. Media and entertainment for smart lifestyle
4. Basic online tools for career
5. Digital technology adaptation with modern career
6. Satisfaction of work-life balance

Factor Loading

- Factor 1 : 0.815 = Interest-based networks (Jeban, Goodreads)
- Factor 2 : 0.833 = Work productivity of digital technology
- Factor 3 : 0.749 = Streaming platforms (Netflix, Spotify, Apple Music, Joox)
- Factor 4 : 0.766 = Microsoft Office 365
- Factor 5 : 0.708 = Readiness of Working From Home
- Factor 6 : 0.846 = Satisfaction of current work-life balance

Millennials age between 36-39 focus mostly on **"Interest-based networks"** such as Jeban, Goodreads, and etc. Based on informative behavior.

6.6 Part 6: Multiple Linear Regression

Further study on the correlation between the independent variables and dependent variable (Linearity) with the variables from the previous factor analysis.

Millennials 24-39 (324)

Table 33 Millennials 24-39: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.34	.807	324
Digital literacy on informative behavior and lifestyle	2.3352	.77305	324
Advance digital technology integration on lifestyle and career	4.212705761316874	.660317222537917	324
Basic online tools for career	3.5702	.97208	324
Digital transformation of working remotely	3.94	1.143	324
Satisfaction of work-life balance	3.94	.929	324

Table 34 Millennials 24-39: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698ᵃ	.487	.479	.582

a. Predictors: (Constant), Satisfaction of work-life balance, Basic online tools for career, Digital transformation of working remotely, Informative behavior and lifestyle, Advance digital technology integration on lifestyle and career

The model result analysis from table 34 with 1 model = 1 equation can be written, R close to 1 specify that the independent variables have a great correlation with the dependent variable with R = 0.698, and R Square indicated independent variables in the equation could explain the dependent variable with R Square = 0.487 or it can be explained at 48.7 percent.

Table 35 Millennials 24-39: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.243		2.114	.035
	Informative behavior and lifestyle	-.071	.048	-.068	-1.501	.134
	Advance digital technology integration on lifestyle and career	.782	.059	.640	13.230	.000
	Basic online tools for career	.090	.038	.108	2.350	.019
	Digital transformation of working remotely	.072	.030	.102	2.444	.015
	Satisfaction of work-life balance	.023	.036	.027	.648	.518

a. Dependent Variable: Positive affect of digital technology on career
- *Statistically significant / Sig < α (α = 0.05)*

From table 35, t and significance can be used to test which independent variables can be used to predict dependent variable, t should be greater than 2 ($t > 2$) or look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis by $H_0 : B_i = 0$ and $H_a : B_i \neq 0$, if Sig. $< \alpha$ then reject H_0 : independent variable has an impact on the dependent variable which can be predicted = statistically significant.

Millennials age between 24-36 focus more on **"advanced digital technology integration on lifestyle and career"** followed by digital transformation of working remotely which has a greater impact than knowing only basic online tools for the career.

Post-Millennials 18-23 (76)

Separated in-dept Millennials by age range

Table 36 Post-Millennials 18-23: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.34	.857	76
Advance digital technology integration on lifestyle and career	4.295112781954 888	.7381114073740 28	76
Information behavior	2.235197	.9069677	76
Digital technology adaptation with modern career	3.592105263157 895	.8372772171757 45	76
Digital technology for smart lifestyle	3.2895	1.10684	76

Table 37 Post-Millennials 18-23: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.418	.654

a. Predictors: (Constant), Digital technology for smart lifestyle , Information behavior , Advance digital technology integration on lifestyle and career, Digital technology adaptation with modern career

The model result analysis from table 37 with 1 model = 1 equation can be written, R close to 1 specify that the independent variables have a great correlation with the dependent variable with R = 0.670, and R Square indicated independent variables in the equation could explain the dependent variable with R Square = 0.449 or it can be explained at 44.9 percent.

Table 38 Post-Millennials 18-23: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.119	.501		2.235	.029
	Advance digital technology integration on lifestyle and career	.868	.119	.747	7.292	.000
	Information behavior	.099	.103	.105	.959	.341
	Digital technology adaptation with modern career	-.071	.114	-.069	-.620	.537
	Digital technology for smart lifestyle	-.143	.087	-.185	-1.653	.103

a. Dependent Variable: Positive affect of digital technology on career

- Sta*tistically significant / Sig < α (α = 0.05)*

From table 38, t and significance can be used to test which independent variables can be used to predict dependent variable, t should be greater than 2 ($t > 2$) or look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis by $H_0 : B_i = 0$ and $H_a : B_i \neq 0$, if Sig. $< \alpha$ then reject H_0 : independent variable has an impact on the dependent variable which can be predicted = statistically significant.

Post-Millennials age between 18-23 focus mainly on **"advanced digital technology integration on lifestyle and career"**.

Millennials 24-29 (120)

Table 39 Millennials 24-29: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.42	.717	120
Informative behavior and lifestyle	2.574074074074075	.923725989102237	120
Advance digital technology integration on lifestyle and career	4.325000000000000	.548361450242488	120
Basic online tools for career	3.819444444444444	.881012312797240	120
Independent lifestyle	1.625	.9878	120
Digital transformation of working remotely	3.88	1.213	120

Table 40 Millennials 24-29: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720[a]	.519	.498	.508

a. Predictors: (Constant), Digital transformation of working remotely , Independent lifestyle, Basic online tools for career, Advance digital technology integration on lifestyle and career , Informative behavior and lifestyle

The model result analysis from table 40 with 1 model = 1 equation can be written, R close to 1 specify that the independent variables have a great correlation with the dependent variable with R = 0.720, and R Square indicated independent variables in the equation could explain the dependent variable with R Square = 0.519 or it can be explained at 51.9 percent.

Table 41 Millennials 24-29: Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Coefficients						
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.207	.409		.507	.613
	Informative behavior and lifestyle	-.064	.070	-.083	-.921	.359
	Advance digital technology integration on lifestyle and career	.750	.105	.574	7.162	.000
	Basic online tools for career	.191	.061	.235	3.115	.002
	Independent lifestyle	.040	.056	.055	.720	.473
	Digital transformation of working remotely	.086	.041	.146	2.112	.037

a. Dependent Variable: Positive affect of digital technology on career
- *Statistically significant / Sig < α (α = 0.05)*

From table 41, t and significance can be used to test which independent variables can be used to predict dependent variable, t should be greater than 2 (t > 2) or look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. < α). Setting the hypothesis by $H_0 : B_i = 0$ and $H_a : B_i \neq 0$, if Sig. < α then reject H_0 : independent variable has an impact on the dependent variable which can be predicted = statistically significant.

Millennials age between 24-29 focus more on **"advanced digital technology integration on lifestyle and career"** followed by basic online tools for career which has a greater impact than digital transformation of working remotely.

Millennials 30-35 (92)

Table 42 Millennials 30-35: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.36	.833	92
Informative behavior	2.001811594202899	.765556835344369	92
Advance digital technology integration on lifestyle and career	4.146739130434783	.732901301019190	92
Digital technology for smart lifestyle and career	3.53533	.858723	92
Understanding modern tools and trends	2.1739	.94108	92
Basic online tools for career	3.239	1.4132	92
Digital transformation of working remotely	3.90	1.187	92

Table 43 Millennials 30-35: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.606	.578	.541

a. Predictors: (Constant), Digital transformation of working remotely, Basic online tools for career, Understanding modern tools and trends, Digital technology for smart lifestyle and career, Informative behavior, Advance digital technology integration on lifestyle and career

The model result analysis from table 43 with 1 model = 1 equation can be written, R close to 1 specify that the independent variables have a great correlation with the dependent variable with R = 0.779, and R Square indicated independent variables in the equation could explain the dependent variable with R Square = 0.606 or it can be explained at 60.6 percent.

Table 44 Millennials 30-35: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.644	.359		1.797	.076
	Informative behavior	-.230	.087	-.211	-2.640	.010
	Advance digital technology integration on lifestyle and career	.840	.093	.739	9.031	.000
	Digital technology for smart lifestyle and career	.019	.083	.020	.233	.817
	Understanding modern tools and trends	.074	.066	.084	1.120	.266
	Basic online tools for career	.007	.042	.013	.176	.861
	Digital transformation of working remotely	.113	.050	.160	2.267	.026

a. Dependent Variable: Positive affect of digital technology on career

- *Statistically significant / Sig $< \alpha$ (α = 0.05)*

From table 44, t and significance can be used to test which independent variables can be used to predict dependent variable, t should be greater than 2 (t > 2) or look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis by $H_0 : B_i = 0$ and $H_a : B_i \neq 0$, if Sig. $< \alpha$ then reject H_0 : independent variable has an impact on the dependent variable which can be predicted = statistically significant.

Millennials age between 30-35 focus more on **"advanced digital technology integration on lifestyle and career"** followed by digital transformation of working remotely.

Millennials 36-39 (112)

Table 45 Millennials 36-39: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.23	.870	112
Informative behavior	1.969387755102041	.756215544281504	112
Advance digital technology integration on lifestyle and career	4.29799	.689007	112
Media and entertainment for smart lifestyle	3.39397	.816360	112
Basic online tools for career	3.5201	.94686	112
Digital adaptation with modern career	3.1763	.87033	112
Satisfaction of work-life balance	4.04	.821	112

Table 46 Millennials 36-39: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744[a]	.554	.529	.597

a. Predictors: (Constant), Satisfaction of work-life balance, Basic online tools for career, Digital adaptation with modern career, Media and entertainment for smart lifestyle, Informative behavior, Advance digital technology integration on lifestyle and career

The model result analysis from table 46 with 1 model = 1 equation can be written, R close to 1 specify that the independent variables have a great correlation with the dependent variable with R = 0.744, and R Square indicated independent variables in the equation could explain the dependent variable with R Square = 0.554 or it can be explained at 55.4 percent.

Table 47 Millennials 36-39: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.026	.476		.055	.956
	Informative behavior	.022	.089	.019	.253	.801
	Advance digital technology integration on lifestyle and career	.929	.098	.736	9.469	.000
	Media and entertainment for smart lifestyle	-.021	.085	-.020	-.248	.805
	Basic online tools for career	.016	.068	.018	.240	.811
	Digital adaptation with modern career	.036	.070	.036	.515	.608
	Satisfaction of work-life balance	.017	.070	.016	.248	.804

a. Dependent Variable: Positive affect of digital technology on career

- *Statistically significant / Sig < α (α = 0.05)*

From table 47, t and significance can be used to test which independent variables can be used to predict dependent variable, t should be greater than 2 (t > 2) or look at the significance, the significance or sig. should be less than $\alpha = 0.05$ (Sig. $< \alpha$). Setting the hypothesis by $H_0 : B_i = 0$ and $H_a : B_i \neq 0$, if Sig. $< \alpha$ then reject H_0 : independent variable has an impact on the dependent variable which can be predicted = statistically significant.

Millennials age between 36-39 focus mainly on **"advanced digital technology integration on lifestyle and career"**.

7. CONCLUSION AND RECOMMENDATION

7.1 Conclusion

In conclusion, the world situation in which the economic competition is more intense, the world society is more connected in the borderless state, the trend of technological development is changing rapidly, and especially the digital technology that has changed dramatically and it is not just the technology that supports only working like in the past. But it has integrated into a lifestyle and revolutionized the structure, form of economic activities, production processes, trade, service, and social processes. The current economic and social conditions in the age of information and technology are the driving forces for the change in the education system, new labor market, and some old professions will become less important.

Digital natives are changing the career future, especially the Millennials or Generation Y (between 1981 to 1996), who have deep understanding and knowledge of technology. This group of people grows with readiness that their parents have already prepare from them so they do not need to struggle much. But it is also considered as an era of rapid changes, the development of mobile phones was born in this era resulting in values that are completely different from the previous generations. Millennials are fast learner, reflecting when they enter the working age, they will have a high degree of self-esteem and there is less commitment for the organization than their parent generation but more commitment in the work or work that have value and challenge which comes with appropriate benefits. Also, growing up in the digital age, therefore they have skills in information and technology. Millennials understand the value of technology and are looking for opportunities to make the most of technology. Besides, also grew up in a world that has disruption regularly, so they are not afraid of changes like the previous generations, they are ready to learn new things, always present new ideas and these passive features make the generation suitable as a key force in helping organizations adapts to change in the digital age. From the survey of Post-Millennials and Millennials in Thailand, there are 400 respondents aged between 18-39 found that Millennials (Generation Y) is interested in future careers in many aspects rank as follows: entrepreneur, content creator, online marking/data analysis, Youtuber, and influencer. This will lead to changes in career and work opportunities, creating new

career opportunities. People of this generation are more interested in starting their own business or being an entrepreneur than working with an organization, especially for a startup, even though some of them have not had any previous work experience with the reason that these people grew up with supportive parents, giving them the courage of trial and error, ready to fall and learn to grow quickly. Millennials in Thailand can adapt to advanced digital technology integration on both lifestyle and career and most of them are confident in their technology capabilities. They often use technology to help get things done faster and helps the work to be more efficient. Every question has an answer on the internet, apply for jobs online, chat on the internet, and operating a business on the internet. Besides, they have an informative behavior and like to experiment with new things. Hence, digital technology leads to new behavior and lifestyle of people, which sequentially leads to more career choices and career opportunities. The Internet of Things provides people lifestyle and quality as a factor that can influence both digital technology and Millennials' career opportunities.

Lastly, the gap in the digital age is clearly the education system and everyday environment, but these changes are not something that we can control. Because it is a revolution in the world, the only thing that we can control is what ourselves are choosing, while putting ourselves in the middle of this change or adjust to follow the change and develop together. People should develop themselves constantly, the future is uncertain with today we are in the digital world and the next day it might be something more than digital. People should not stop developing themselves, have fun with your development, and enjoy new things coming. The more we develop ourselves, the more opportunities we have.

7.2 Recommendation

Digital economy and social policy for the society on the concept of driving economy could be based on the following principles: (1) Direction of development for both private and government agencies, establishing policies to support incentives, innovation, and providing markets for the private sectors online or offline to strengthen the Thai digital economy and increase the career opportunities for Thai people. (2) Everyone should have access to public education and public services through the digital system, developing people to be ready for economic and social development, create

jobs, and internal strength (digital workforce). People from any industry should have digital knowledge and quality in the profession. Therefore, creating new employment, new career, and new business from technology development. (3) Improve the role, authority, and investment guidelines in relevant organizations, such as the digital economy promotion organization to promote electronic transactions. Creating laws, rules, and regulations that are suitable for supporting economic development and the society to have international standards to support the connection and use of transactions, people are connected in conducting full online transactions.

Digital economy and society are an economy and society that uses digital technology as an important mechanism in movement, reform, production processes, business operations, services, education, public administration, including economic activities and other factors affecting development in the economy, quality of life, quality of the people in the workplace, and increased employment. Moreover, uses technology to solve problems and challenges of the country, make use from the power of technology to benefit. Reach to people in action by focusing on participation and access to the information technology, e-learning, and government services. Plan from the technological readiness of the country that has been used for development, moving the digital development plans for the economy and moving towards compliance of the "civil state" approach.

APPENDIX

Table 1 Types of Online Networks

Online Networks	Examples
Social networks	Facebook, Twitter, LinkedIn
Media sharing networks	Instagram, Snapchat, TikTok, YouTube
Streaming platforms	Netflix, Spotify, Apple Music, Joox
Discussion forums	Pantip, Reddit, Quora
Bookmarking and content curation networks	Pinterest
Consumer review networks	Wongnai, Yelp, TripAdvisor
Blogging and publishing networks	WordPress, Blogger, Tumblr, Medium
Social shopping networks	Lazada, Shopee, JD Central
Interest-based networks	Jeban, Goodreads
Sharing economy networks	Grab, LINE MAN, Airbnb
Anonymous social networks	Ask.fm

Table 2 Types of Online Tools

Online Tools	Examples
E-commerce	Online banking – K PLUS, SCB Easy, TrueMoney Wallet, Rabbit LINE pay
Google Suite	Gmail, Google Drive, Docs, Slides, Sheets
Google Tools	Google Analytics
Microsoft Office 365	Word, Excel, PowerPoint, Outlook, OneNote, Teams, OneDrive
Adobe	Photoshop, Illustrator, Premiere pro, Lightroom

Table 3 Dependent and Independent Variables

Variable Types	Variables
Y	Career Opportunities
X_1	Digital Literacy
X_2	Internet of Things
X_3	Life Style and Quality
X_4	Millennials Characteristics
X_5	Digital Technology

Dependent Variable: Y, Independent Variable: X

Table 4 Sex

Sex	Frequency (n = 400)	Percentage (%)
Male	141	35.25
Female	**259**	**64.75**

Table 5 Age

Age	Frequency (n = 400)	Percentage (%)
Post-Millennials (18-23 years)	76	19
Millennials (24-29 years)	**120**	**30**
Millennials (30-35 years)	92	23
Millennials (36-39 years)	112	28

Table 6 Education Background

Education Background	Frequency (n = 400)	Percentage (%)
High School Degree	14	3.5
Bachelor's Degree	**277**	**69.25**
Master's Degree	100	25
Ph.D. Degree	9	2.25

Table 7 Status

Status	Frequency (n = 400)	Percentage (%)
Single	**330**	**82.5**
Married	66	16.5
Divorced	4	1

Table 8 Occupation

Occupation	Frequency (n = 400)	Percentage (%)
Student/College Student	77	19.25
Government Employee/State Enterprises	33	8.25
Teacher/Professor	14	3.5
Company Employee	**138**	**34.5**
Business Owner	47	11.75
Entrepreneur	11	2.75
Influencer	9	2.25
Youtuber	3	0.75
Artist/Model	12	3
Content Creator	4	1
Online Marketing/Data Analyzer	3	0.75
E-sport Profession	1	0.25
Freelance	28	7
Contractor	13	3.25
Others	7	1.75

Table 9 Monthly Income

Monthly Income	Frequency (n = 400)	Percentage (%)
Less than 10,000 Baht	46	11.5
10,000-20,000 Baht	78	19.5
20,000-30,000 Baht	71	17.75
30,000-40,000 Baht	54	13.5
More than 40,000 Baht	**151**	**37.75**

Table 10 Career Changes

Career Changes	Frequency (n = 400)	Percentage (%)
Not in a workforce	63	15.75
Never	101	25.25
Once	50	12.5
Twice	68	17
More than twice	**118**	**29.5**

Table 11 Online Social Networks Weekly Usage

Usage	Frequency (n = 400)	Percentage (%)
Did not use weekly	2	0.5
1-2 Days per week	2	0.5
3-4 Days per week	6	1.5
5-6 Days per week	8	2
Daily usage	**382**	**95.5**

Mean = 5, S.D. = 0.571

Table 12 Online Tools Weekly Usage

Usage	Frequency (n = 400)	Percentage (%)
Did not use weekly	44	11
1-2 Days per week	34	8.5
3-4 Days per week	53	13.25
5-6 Days per week	69	17.25
Daily usage	**200**	**50**

Mean = 4.5, S.D. = 1.396

Table 13 Online Social Networks Daily Usage

Usage	Frequency (n = 400)	Percentage (%)
Less than 30 minutes	6	1.5
30 minutes to 1 hour	22	2.5
More than 1 to 2 hours	60	15
More than 2 to 3 hours	60	15
3 hours and above	**252**	**63**

Mean = 5, S.D. = 1.015

Table 14 Online Tools Daily Usage

Usage	Frequency (n = 400)	Percentage (%)
Less than 30 minutes	70	17.5
30 minutes to 1 hour	49	12.25
More than 1 to 2 hours	54	13.5
More than 2 to 3 hours	67	16.75
3 hours and above	**160**	**40**

Mean = 4, S.D. = 1.533

Table 15 Digital Technology Affect Career Opportunities

Opinion	Frequency (n = 400)	Percentage (%)
Yes	**389**	**97.25**
No	11	2.75

Table 16 Career Opinion

Opinion	Frequency (n = 400)	Percentage (%)
Careers that uses old skills and has a lot of work but not difficult	69	17.25
Careers that uses new skills and has easier work but needs to adapt your knowledge	**331**	**82.75**

Table 17 Current Career in 10 Years

Opinion	Frequency (n = 400)	Percentage (%)
Very negative	14	3.5
Somewhat negative	35	8.75
Neutral	98	24.5
Somewhat positive	**128**	**32**
Very positive	125	31.5

Mean = 4, S.D. = 1.086

Table 18 Millennials 24-39: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	2621.187
	df	190
	Sig.	.000

Table 19 Millennials 24-39: Communalities

Communalities		
	Initial	Extraction
Microsoft Office 365	1.000	.753
Bookmarking and content curation networks	1.000	.728
Consumer review networks	1.000	.723
Blogging and publishing networks	1.000	.719
Interest-based networks	1.000	.712

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	Initial	Extraction
Social networks	1.000	.615
Media sharing networks	1.000	.601
Streaming platforms	1.000	.545
Discussion forums	1.000	.564
Bookmarking and content curation networks	1.000	.728
Consumer review networks	1.000	.723
Blogging and publishing networks	1.000	.719
Social shopping networks	1.000	.624
Interest-based networks	1.000	.712
Sharing economy networks	1.000	.520
Anonymous social networks	1.000	.567
E-commerce	1.000	.609
Google Suite	1.000	.610
Google Tools (Google Analytics)	1.000	.581
Microsoft Office 365	1.000	.753
Adobe	1.000	.480
Work productivity of digital technology	1.000	.652
Important of modern tools on career	1.000	.640
Readiness of Working From Home	1.000	.541
Satisfaction of current work-life balance	1.000	.654

Table 6.20 Millennials 24-39: Rotated Component Matrix

Rotated Component Matrix

Factor	Factor Description	Variables	Factor Loading
1	Informative behavior and lifestyle	Interest-based networks	.832
		Blogging and publishing networks	.830
		Consumer review networks	.799
		Bookmarking and content curation networks	.794
		Anonymous social networks	.700
		Discussion forums	.699
		Google Tools (Google Analytics)	.574
		Social shopping networks	.481
		Adobe	.443
		Sharing economy networks	.416
2	Advance digital technology integration on lifestyle and career	Media sharing networks	.765
		Work productivity of digital technology	.759
		Social networks	.743
		Important of modern tools on career	.688
		Streaming platforms	.639
		E-commerce	.488
3	Basic online tools for career	Microsoft Office 365	.856
		Google Suite	.564
4	Digital transformation of working remotely	Readiness of Working From Home	.696
5	Satisfaction of work-life balance	Satisfaction of current work-life balance	.755

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Interest-based networks	.832				
Blogging and publishing networks	.830				
Consumer review networks	.799				
Bookmarking and content curation networks	.794				
Anonymous social networks	.700				
Discussion forums	.699				
Google Tools (Google Analytics)	.574				
Social shopping networks	.481				
Adobe	.443				
Sharing economy networks	.416				
Media sharing networks		.765			
Work productivity of digital technology		.759			
Social networks		.743			
Important of modern tools on career		.688			
Streaming platforms		.639			
E-commerce		.488			
Microsoft Office 365			.856		
Google Suite			.564		
Readiness of Working From Home				.696	
Satisfaction of current work-life balance					.755

Table 21 Post-Millennials 18-23: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811
Bartlett's Test of Sphericity	Approx. Chi-Square	899.321
	df	190
	Sig.	.000

Table 22 Post-Millennials 18-23: Communalities

Communalities		
	Initial	Extraction
Media sharing networks	1.000	.784
Sharing economy networks	1.000	.768
Anonymous social networks	1.000	.767
Interest-based networks	1.000	.758
Blogging and publishing networks	1.000	.728

Communalities

	Initial	Extraction
Social networks	1.000	.681
Media sharing networks	1.000	.784
Streaming platforms	1.000	.554
Discussion forums	1.000	.573
Bookmarking and content curation networks	1.000	.715
Consumer review networks	1.000	.722
Blogging and publishing networks	1.000	.728
Social shopping networks	1.000	.668
Interest-based networks	1.000	.758
Sharing economy networks	1.000	.768
Anonymous social networks	1.000	.767
E-commerce	1.000	.584
Google Suite	1.000	.628
Google Tools (Google Analytics)	1.000	.590
Microsoft Office 365	1.000	.610
Adobe	1.000	.541
Work productivity of digital technology	1.000	.660
Important of modern tools on career	1.000	.656
Readiness of Working From Home	1.000	.619
Satisfaction of current work-life balance	1.000	.605

Table 23 Post-Millennials 18-23: Rotated Component Matrix

Rotated Component Matrix

Factor	Factor Description	Variables	Factor Loading
1	Advance digital technology integration on lifestyle and career	Media sharing networks	.867
		Work productivity of digital technology	.810
		Important of modern tools on career	.792
		Social networks	.770
		Google Suite	.768
		E-commerce	.713
		Streaming platforms	.705
2	Informative behavior	Bookmarking and content curation networks	.843
		Anonymous social networks	.833
		Blogging and publishing networks	.826
		Interest-based networks	.754
		Discussion forums	.668
		Google Tools (Google Analytics)	.668
		Consumer review networks	.648
		Adobe	.636
3	Digital technology adaptation with modern career	Readiness of Working From Home	.697
		Satisfaction of current work-life balance	.694
		Microsoft Office 365	.613
4	Digital technology for smart lifestyle	Sharing economy networks	.819
		Social shopping networks	.634

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Media sharing networks	.867			
Work productivity of digital technology	.810			
Important of modern tools on career	.792			
Social networks	.770			
Google Suite	.768			
E-commerce	.713			
Streaming platforms	.705			
Bookmarking and content curation networks		.843		
Anonymous social networks		.833		
Blogging and publishing networks		.826		
Interest-based networks		.754		
Discussion forums		.668		
Google Tools (Google Analytics)		.668		
Consumer review networks		.648		
Adobe		.636		
Readiness of Working From Home			.697	
Satisfaction of current work-life balance			.694	
Microsoft Office 365			.613	
Sharing economy networks				.819
Social shopping networks				.634

Table 24 Millennials 24-29: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	1157.205
	df	190
	Sig.	.000

Table 25 Millennials 24-29: Communalities

Communalities		
	Initial	Extraction
Blogging and publishing networks	1.000	.779
Bookmarking and content curation networks	1.000	.778
Discussion forums	1.000	.773
Consumer review networks	1.000	.770
Readiness of Working From Home	1.000	.770

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	Initial	Extraction
Social networks	1.000	.517
Media sharing networks	1.000	.563
Streaming platforms	1.000	.689
Discussion forums	1.000	.773
Bookmarking and content curation networks	1.000	.778
Consumer review networks	1.000	.770
Blogging and publishing networks	1.000	.779
Social shopping networks	1.000	.568
Interest-based networks	1.000	.767
Sharing economy networks	1.000	.464
Anonymous social networks	1.000	.764
E-commerce	1.000	.748
Google Suite	1.000	.762
Google Tools (Google Analytics)	1.000	.585
Microsoft Office 365	1.000	.721
Adobe	1.000	.544
Work productivity of digital technology	1.000	.692
Important of modern tools on career	1.000	.595
Readiness of Working From Home	1.000	.770
Satisfaction of current work-life balance	1.000	.283

Table 26 Millennials 24-29: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior and lifestyle	Discussion forums	.864
		Bookmarking and content curation networks	.827
		Consumer review networks	.822
		Blogging and publishing networks	.791
		Interest-based networks	.751
		Adobe	.623
		Google Tools (Google Analytics)	.614
		Social shopping networks	.496
		Sharing economy networks	.387
2	Advance digital technology integration on lifestyle and career	Work productivity of digital technology	.798
		Media sharing networks	.713
		Social networks	.700
		Important of modern tools on career	.627
		Streaming platforms	.534
		Satisfaction of current work-life balance	.403
3	Basic online tools for career	Microsoft Office 365	.809
		Google Suite	.682
		E-commerce	.671
4	Independent lifestyle	Anonymous social networks	.778
5	Digital transformation of working remotely	Readiness of Working From Home	.841

Rotated Component Matrixª

	Component				
	1	2	3	4	5
Discussion forums	.864				
Bookmarking and content curation networks	.827				
Consumer review networks	.822				
Blogging and publishing networks	.791				
Interest-based networks	.751				
Adobe	.623				
Google Tools (Google Analytics)	.614				
Social shopping networks	.496				
Sharing economy networks	.387				
Work productivity of digital technology		.798			
Media sharing networks		.713			
Social networks		.700			
Important of modern tools on career		.627			
Streaming platforms		.534			
Satisfaction of current work-life balance		.403			
Microsoft Office 365			.809		
Google Suite			.682		
E-commerce			.671		
Anonymous social networks				.778	
Readiness of Working From Home					.841

Table 6.27 Millennials 30-35: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	923.559
	df	190
	Sig.	.000

Table 28 Millennials 30-35: Communalities

Communalities

	Initial	Extraction
Readiness of Working From Home	1.000	.848
Interest-based networks	1.000	.799
Adobe	1.000	.786
Work productivity of digital technology	1.000	.783
Consumer review networks	1.000	.780

Communalities

	Initial	Extraction
Social networks	1.000	.765
Media sharing networks	1.000	.710
Streaming platforms	1.000	.574
Discussion forums	1.000	.504
Bookmarking and content curation networks	1.000	.713
Consumer review networks	1.000	.780
Blogging and publishing networks	1.000	.769
Social shopping networks	1.000	.627
Interest-based networks	1.000	.799
Sharing economy networks	1.000	.746
Anonymous social networks	1.000	.639
E-commerce	1.000	.750
Google Suite	1.000	.642
Google Tools (Google Analytics)	1.000	.742
Microsoft Office 365	1.000	.592
Adobe	1.000	.786
Work productivity of digital technology	1.000	.783
Important of modern tools on career	1.000	.758
Readiness of Working From Home	1.000	.848
Satisfaction of current work-life balance	1.000	.550

Table 29 Millennials 30-35: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior	Interest-based networks	.883
		Blogging and publishing networks	.863
		Anonymous social networks	.773
		Consumer review networks	.728
		Bookmarking and content curation networks	.726
		Discussion forums	.566
2	Advance digital technology integration on lifestyle and career	Work productivity of digital technology	.825
		Important of modern tools on career	.799
		Social networks	.796
		Media sharing networks	.789
		Google Suite	.679
		Streaming platforms	.629
3	Digital technology for smart lifestyle and career	Sharing economy networks	.771
		E-commerce	.697
		Social shopping networks	.672
		Satisfaction of current work-life balance	.562
4	Understanding modern tools and trends	Adobe	.732
		Google Tools (Google Analytics)	.708
5	Basic online tools for career	Microsoft Office 365	.705
6	Digital transformation of working remotely	Readiness of Working From Home	.894

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Interest-based networks	.883					
Blogging and publishing networks	.863					
Anonymous social networks	.773					
Consumer review networks	.728					
Bookmarking and content curation networks	.726					
Discussion forums	.566					
Work productivity of digital technology		.825				
Important of modern tools on career		.799				
Social networks		.796				
Media sharing networks		.789				
Google Suite		.679				
Streaming platforms		.629				
Sharing economy networks			.771			
E-commerce			.697			
Social shopping networks			.672			
Satisfaction of current work-life balance			.562			
Adobe				.732		
Google Tools (Google Analytics)				.708		
Microsoft Office 365					.705	
Readiness of Working From Home						.894

Table 30 Millennials 36-39: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	876.267
	df	190
	Sig.	.000

Table 31 Millennials 36-39: Communalities

Communalities

	Initial	Extraction
Satisfaction of current work-life balance	1.000	.744
Work productivity of digital technology	1.000	.737
Bookmarking and content curation networks	1.000	.727
Important of modern tools on career	1.000	.721
Blogging and publishing networks	1.000	.706

Communalities

	Initial	Extraction
Social networks	1.000	.698
Media sharing networks	1.000	.664
Streaming platforms	1.000	.626
Discussion forums	1.000	.576
Bookmarking and content curation networks	1.000	.727
Consumer review networks	1.000	.694
Blogging and publishing networks	1.000	.706
Social shopping networks	1.000	.621
Interest-based networks	1.000	.693
Sharing economy networks	1.000	.574
Anonymous social networks	1.000	.698
E-commerce	1.000	.616
Google Suite	1.000	.640
Google Tools (Google Analytics)	1.000	.671
Microsoft Office 365	1.000	.670
Adobe	1.000	.538
Work productivity of digital technology	1.000	.737
Important of modern tools on career	1.000	.721
Readiness of Working From Home	1.000	.635
Satisfaction of current work-life balance	1.000	.744

Table 32 Millennials 36-39: Rotated Component Matrix

Rotated Component Matrix			
Factor	Factor Description	Variables	Factor Loading
1	Informative behavior	Interest-based networks	.815
		Anonymous social networks	.813
		Blogging and publishing networks	.797
		Bookmarking and content curation networks	.739
		Consumer review networks	.691
		Discussion forums	.682
		Google Tools (Google Analytics)	.659
2	Advance digital technology integration on lifestyle and career	Work productivity of digital technology	.833
		Social networks	.752
		Important of modern tools on career	.736
		E-commerce	.615
3	Media and entertainment for smart lifestyle	Streaming platforms	.749
		Media sharing networks	.675
		Sharing economy networks	.576
		Social shopping networks	.469
4	Basic online tools for career	Microsoft Office 365	.766
		Google Suite	.636
5	Digital technology adaptation with modern career	Readiness of Working From Home	.708
		Adobe	.494
6	Satisfaction of work-life balance	Satisfaction of current work-life balance	.846

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Interest-based networks	.815					
Anonymous social networks	.813					
Blogging and publishing networks	.797					
Bookmarking and content curation networks	.739					
Consumer review networks	.691					
Discussion forums	.682					
Google Tools (Google Analytics)	.659					
Work productivity of digital technology		.833				
Social networks		.752				
Important of modern tools on career		.736				
E-commerce		.615				
Streaming platforms			.749			
Media sharing networks			.675			
Sharing economy networks			.576			
Social shopping networks			.469			
Microsoft Office 365				.766		
Google Suite				.636		
Readiness of Working From Home					.708	
Adobe					.494	
Satisfaction of current work-life balance						.846

Table 33 Millennials 24-39: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.34	.807	324
Digital literacy on informative behavior and lifestyle	2.3352	.77305	324
Advance digital technology integration on lifestyle and career	4.212705761316874	.660317222537917	324
Basic online tools for career	3.5702	.97208	324
Digital transformation of working remotely	3.94	1.143	324
Satisfaction of work-life balance	3.94	.929	324

Table 34 Millennials 24-39: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698a	.487	.479	.582

b. Predictors: (Constant), Satisfaction of work-life balance, Basic online tools for career, Digital transformation of working remotely, Informative behavior and lifestyle, Advance digital technology integration on lifestyle and career

Table 35 Millennials 24-39: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.243		2.114	.035
	Informative behavior and lifestyle	-.071	.048	-.068	-1.501	.134
	Advance digital technology integration on lifestyle and career	.782	.059	.640	13.230	.000
	Basic online tools for career	.090	.038	.108	2.350	.019
	Digital transformation of working remotely	.072	.030	.102	2.444	.015
	Satisfaction of work-life balance	.023	.036	.027	.648	.518

a. Dependent Variable: Positive affect of digital technology on career

- *Statistically significant / Sig < α (α = 0.05)*

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Table 36 Post-Millennials 18-23: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.34	.857	76
Advance digital technology integration on lifestyle and career	4.295112781954888	.738111407374028	76
Information behavior	2.235197	.9069677	76
Digital technology adaptation with modern career	3.592105263157895	.837277217175745	76
Digital technology for smart lifestyle	3.2895	1.10684	76

Table 37 Post-Millennials 18-23: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.418	.654

a. Predictors: (Constant), Digital technology for smart lifestyle ,
Information behavior , Advance digital technology integration on
lifestyle and career, Digital technology adaptation with modern career

Table 38 Post-Millennials 18-23: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.119	.501		2.235	.029
	Advance digital technology integration on lifestyle and career	.868	.119	.747	7.292	.000
	Information behavior	.099	.103	.105	.959	.341
	Digital technology adaptation with modern career	-.071	.114	-.069	-.620	.537
	Digital technology for smart lifestyle	-.143	.087	-.185	-1.653	.103

a. Dependent Variable: Positive affect of digital technology on career

- *Statistically significant / Sig < α (α = 0.05)*

Table 39 Millennials 24-29: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.42	.717	120
Informative behavior and lifestyle	2.574074074074075	.923725989102237	120
Advance digital technology integration on lifestyle and career	4.325000000000000	.548361450242488	120
Basic online tools for career	3.819444444444444	.881012312797240	120
Independent lifestyle	1.625	.9878	120
Digital transformation of working remotely	3.88	1.213	120

Table 40 Millennials 24-29: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720[a]	.519	.498	.508

a. Predictors: (Constant), Digital transformation of working remotely , Independent lifestyle, Basic online tools for career, Advance digital technology integration on lifestyle and career , Informative behavior and lifestyle

Table 41 Millennials 24-29: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.207	.409		.507	.613
	Informative behavior and lifestyle	-.064	.070	-.083	-.921	.359
	Advance digital technology integration on lifestyle and career	.750	.105	.574	7.162	.000
	Basic online tools for career	.191	.061	.235	3.115	.002
	Independent lifestyle	.040	.056	.055	.720	.473
	Digital transformation of working remotely	.086	.041	.146	2.112	.037

a. Dependent Variable: Positive affect of digital technology on career

- *Statistically significant / Sig < α (α = 0.05)*

Table 42 Millennials 30-35: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.36	.833	92
Informative behavior	2.001811594202899	.765556835344369	92
Advance digital technology integration on lifestyle and career	4.146739130434783	.732901301019190	92
Digital technology for smart lifestyle and career	3.53533	.858723	92
Understanding modern tools and trends	2.1739	.94108	92
Basic online tools for career	3.239	1.4132	92
Digital transformation of working remotely	3.90	1.187	92

Table 43 Millennials 30-35: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.606	.578	.541

a. Predictors: (Constant), Digital transformation of working remotely, Basic online tools for career, Understanding modern tools and trends, Digital technology for smart lifestyle and career, Informative behavior, Advance digital technology integration on lifestyle and career

Table 44 Millennials 30-35: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.644	.359		1.797	.076
	Informative behavior	-.230	.087	-.211	-2.640	.010
	Advance digital technology integration on lifestyle and career	.840	.093	.739	9.031	.000
	Digital technology for smart lifestyle and career	.019	.083	.020	.233	.817
	Understanding modern tools and trends	.074	.066	.084	1.120	.266
	Basic online tools for career	.007	.042	.013	.176	.861
	Digital transformation of working remotely	.113	.050	.160	2.267	.026

a. Dependent Variable: Positive affect of digital technology on career

- *Statistically significant / Sig < α (α = 0.05)*

Table 45 Millennials 36-39: Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Positive affect of digital technology on career	4.23	.870	112
Informative behavior	1.969387755102 041	.7562155442815 04	112
Advance digital technology integration on lifestyle and career	4.29799	.689007	112
Media and entertainment for smart lifestyle	3.39397	.816360	112
Basic online tools for career	3.5201	.94686	112
Digital adaptation with modern career	3.1763	.87033	112
Satisfaction of work-life balance	4.04	.821	112

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Table 46 Millennials 36-39: Model Summary CHULALONGKORN UNIVERSITY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744[a]	.554	.529	.597

a. Predictors: (Constant), Satisfaction of work-life balance, Basic online tools for career, Digital adaptation with modern career, Media and entertainment for smart lifestyle, Informative behavior, Advance digital technology integration on lifestyle and career
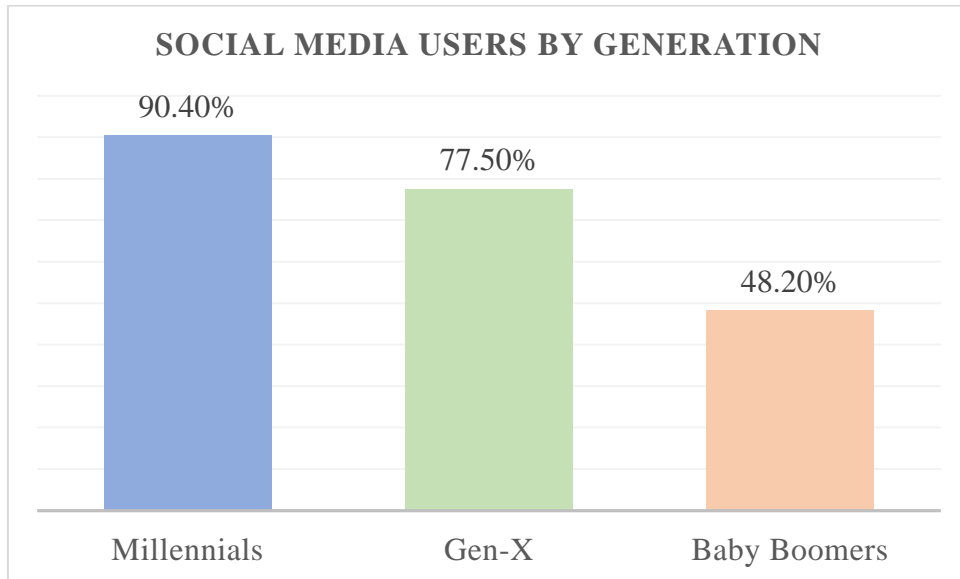
Table 47 Millennials 36-39: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.026	.476		.055	.956
	Informative behavior	.022	.089	.019	.253	.801
	Advance digital technology integration on lifestyle and career	.929	.098	.736	9.469	.000
	Media and entertainment for smart lifestyle	-.021	.085	-.020	-.248	.805
	Basic online tools for career	.016	.068	.018	.240	.811
	Digital adaptation with modern career	.036	.070	.036	.515	.608
	Satisfaction of work-life balance	.017	.070	.016	.248	.804

a. Dependent Variable: Positive affect of digital technology on career
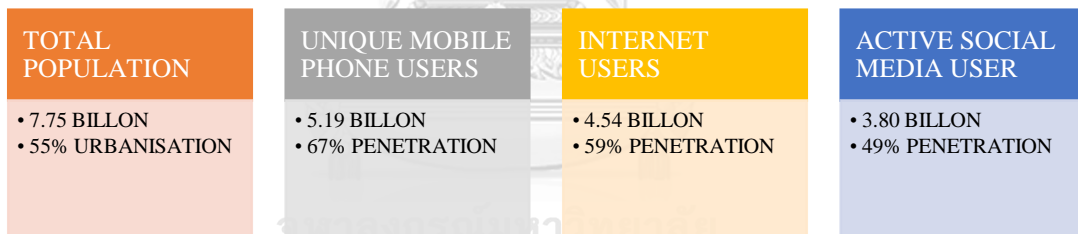
- *Statistically significant / Sig < α (α = 0.05)*

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CHULALONGKORN UNIVERSITY

Figure 1 Social Media Users by Generation

Source: eMarketer, 2019

Figure 2 Digital Around the World in 2020

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USER
• 7.75 BILLON • 55% URBANISATION	• 5.19 BILLON • 67% PENETRATION	• 4.54 BILLON • 59% PENETRATION	• 3.80 BILLON • 49% PENETRATION

Source: we are social & Hootsuite, 2020

Figure 3 Digital Thailand in 2020

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USER
• 69.71 MILLON • 50% URBANISATION	• 93.39 MILLON • 134% POPULATION	• 52 MILLON • 75% PENETRATION	• 52.0 MILLON • 75% PENETRATION

Source: we are social & Hootsuite, 2020

Figure 4 Conceptual Framework

Digital Technology

- Smartphone
- Smart TV
- Tablet
- Computer
- Artificial Intelligence

Digital Literacy

- Media
- Technology
- Information
- Visual
- Communication
- Social

Globalization Era

- Most careers need hard skills (e.g. Accountant, engineer, architect)
- Limited career choices
- Bachelor degree (essential)

Digital Technology

Career Opportunities

Internet of Things

Life Style

- Social networks
- Media sharing networks
- Streaming platforms
- Discussion forums
- Bookmarking & content curation networks
- Customer review networks
- Blogging & publishing networks
- Social shopping networks
- Interest-based networks
- Sharing economy networks
- Anonymous social networks

Life Quality

- E-commerce
- Google Suite
- Google Tools
- Microsoft office 365
- Adobe

Millennials Characteristics

- Youngest generation of independent consumers
- Technological advance
- Influenced by famous people
- Young entrepreneur
- More career choices

New Careers

- Entrepreneur
- Influencer
- Youtuber
- Artist/Model
- Content creator
- Online marketing
- Big data analyzer
- E-sport professional

Essential Skills

- Bachelor degree (unessential)
- Soft skills > hard skills
- Know how to use online tools

Digital Globalization Economy

Figure 5 Independent and Dependent Variables

Independent Variable (X)

X₁: Digital Literacy

X₂: Internet of Things

X₃: Life Style and Quality

X₄: Millennials Characteristics

X₅: Digital Technology

Dependent Variable (Y)

Y: Career Opportunities

Figure 6 Sex

Figure 7 Age

Figure 8 Education Background

EDUCATION BACKGROUND

- High School Degree
- Bachelor's Degree
- Master's Degree
- Ph.D. Degree
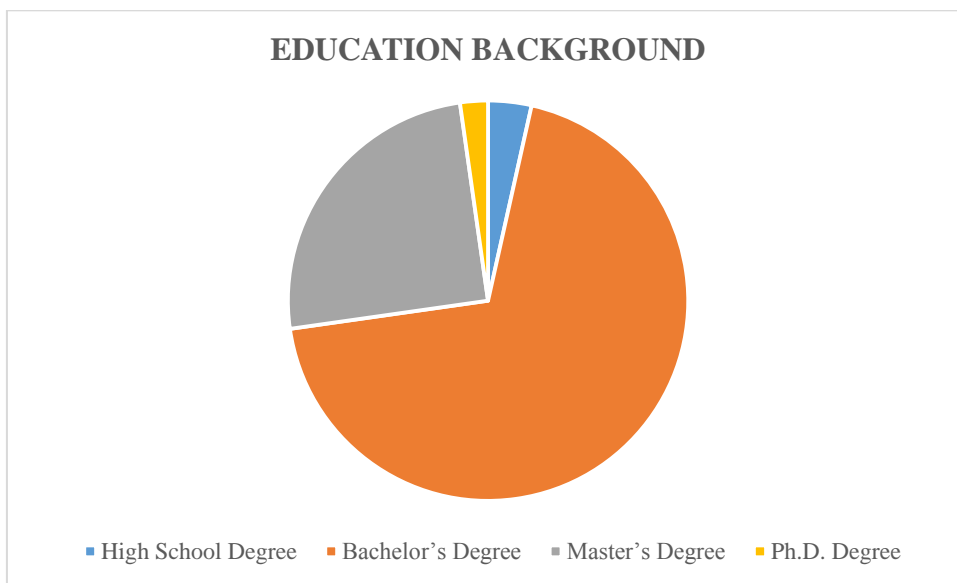
Figure 9 Occupation

OCCUPATION
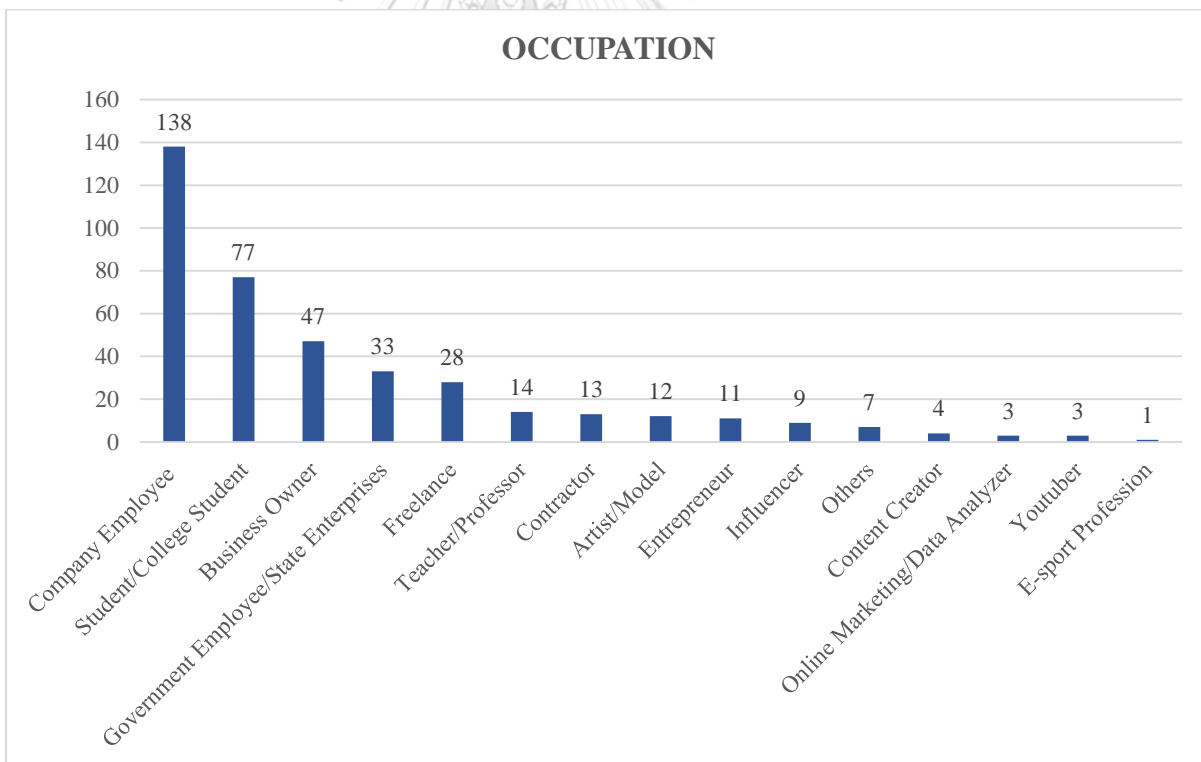
Figure 10 Monthly Income

MONTHLY INCOME

Figure 11 Online Social Networks Weekly Usage
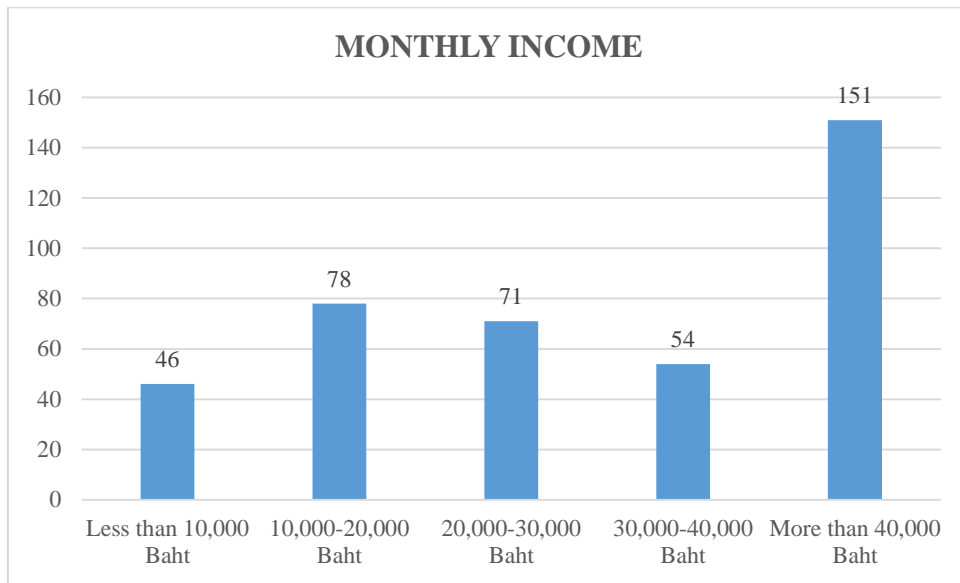
ONLINE SOCIAL NETWORKS WEEKLY USAGE

Figure 12 Online Tools Weekly Usage

ONLINE TOOLS WEEKLY USAGE
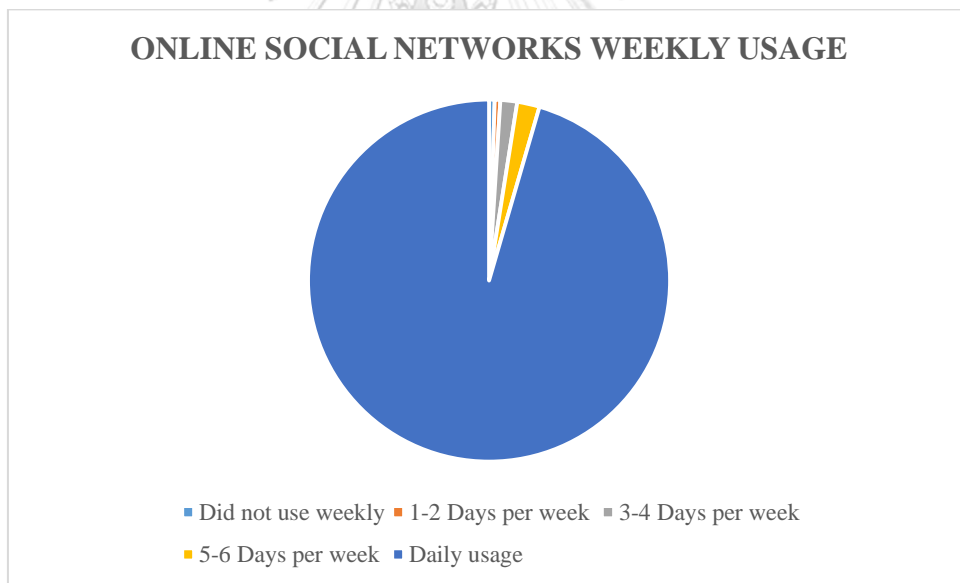
- Did not use weekly
- 1-2 Days per week
- 3-4 Days per week
- 5-6 Days per week
- Daily usage

Figure 13 Online Networks Daily Usage

ONLINE SOCIAL NETWORKS DAILY USAGE

- Less than 30 minutes
- 30 minutes to 1 hour
- More than 1 to 2 hours
- More than 2 to 3 hours
- 3 hours and above

Figure 14 Online Tools Daily Usage

ONLINE TOOLS DAILY USAGE
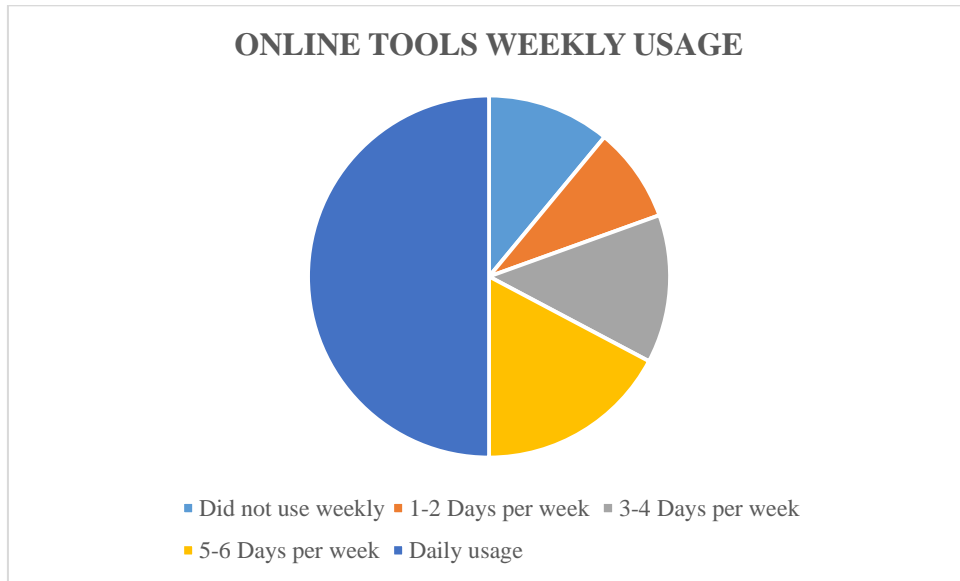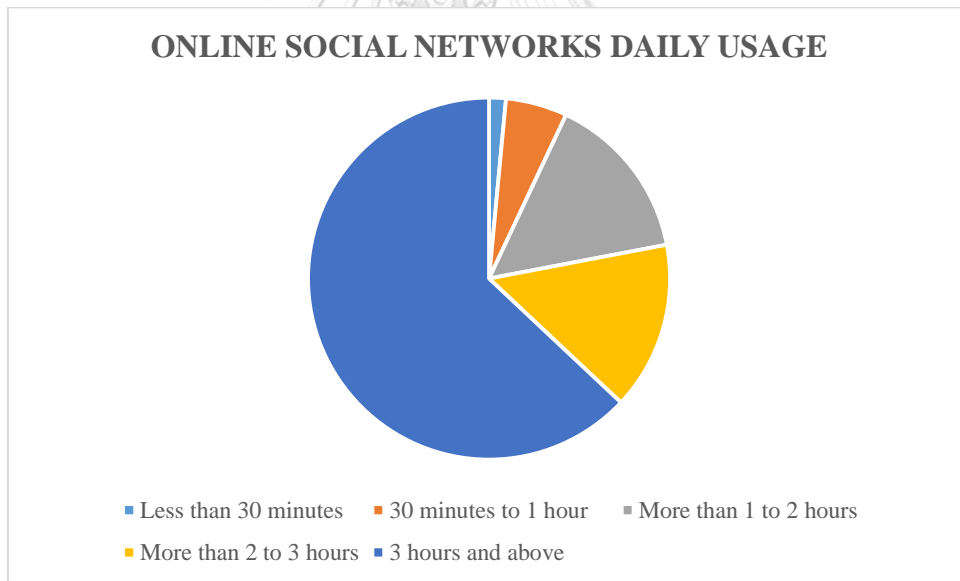
- Less than 30 minutes
- 30 minutes to 1 hour
- More than 1 to 2 hours
- More than 2 to 3 hours
- 3 hours and above

Figure 15 Digital Technology Affect Career Opportunities

DIGITAL TECHNOLOGY AFFECT CAREER OPPORTUNITIES

- Yes
- No

3%

97%

Figure 16 Current Career in 10 Years
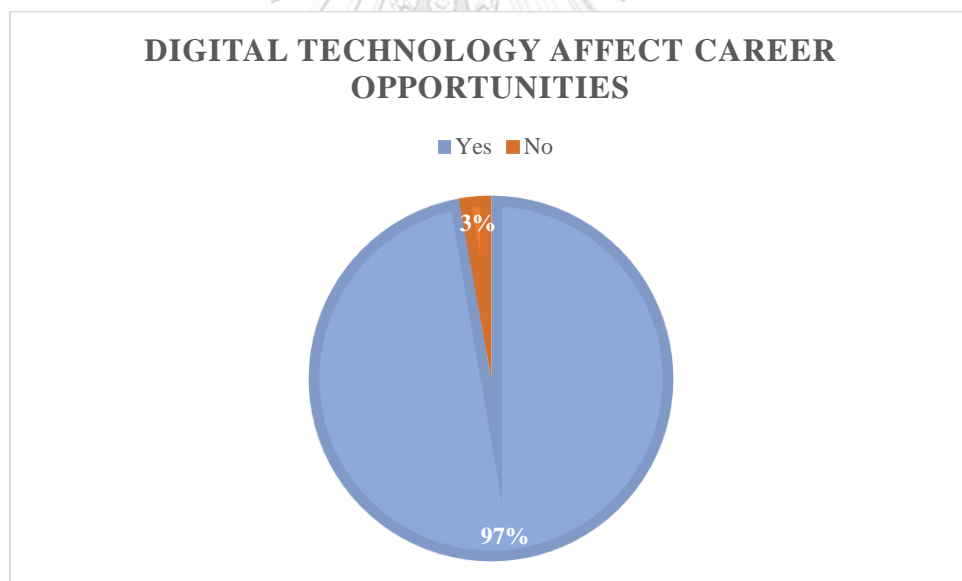
CURRENT CAREER IN 10 YEARS
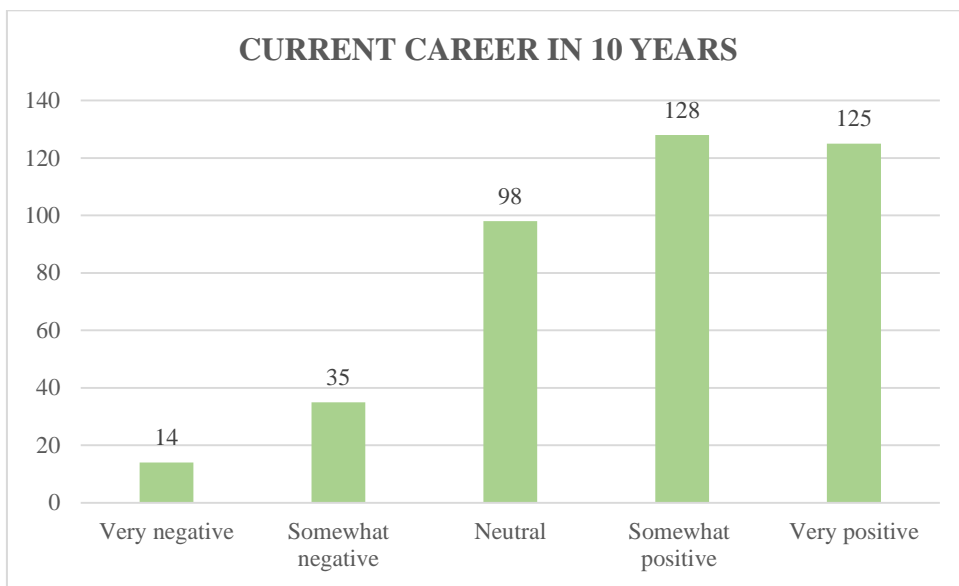
Figure 17 Millennials 24-39: Scree Plot
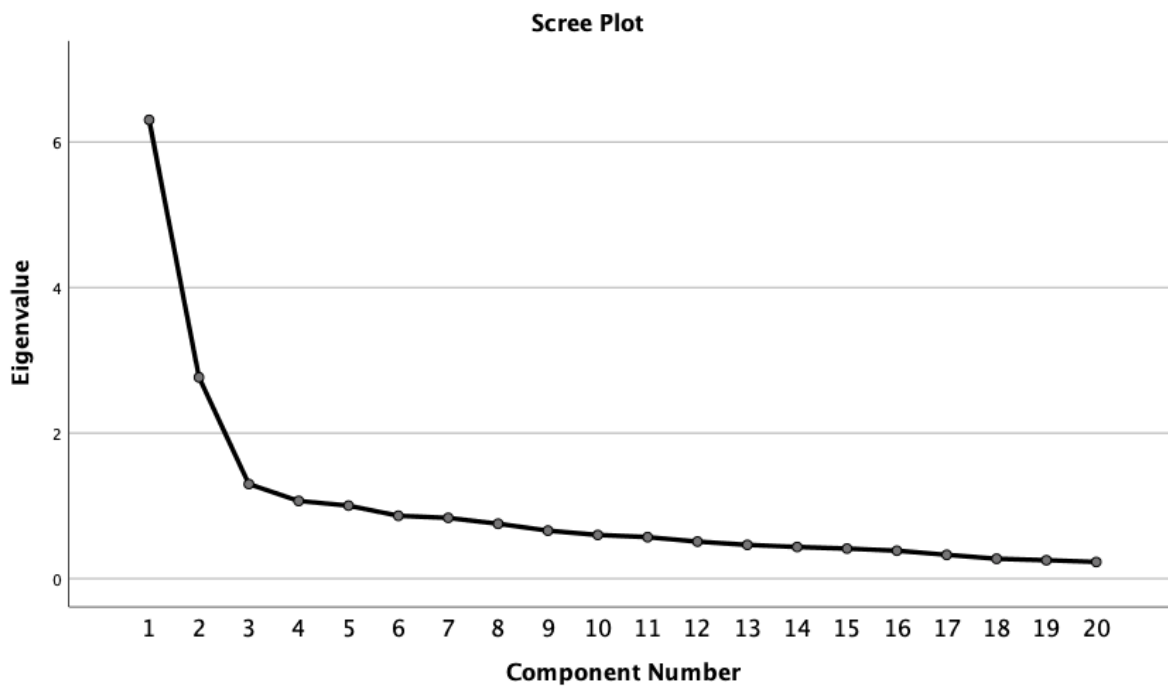
Scree Plot

Figure 18 Post-Millennials 18-23: Scree Plot
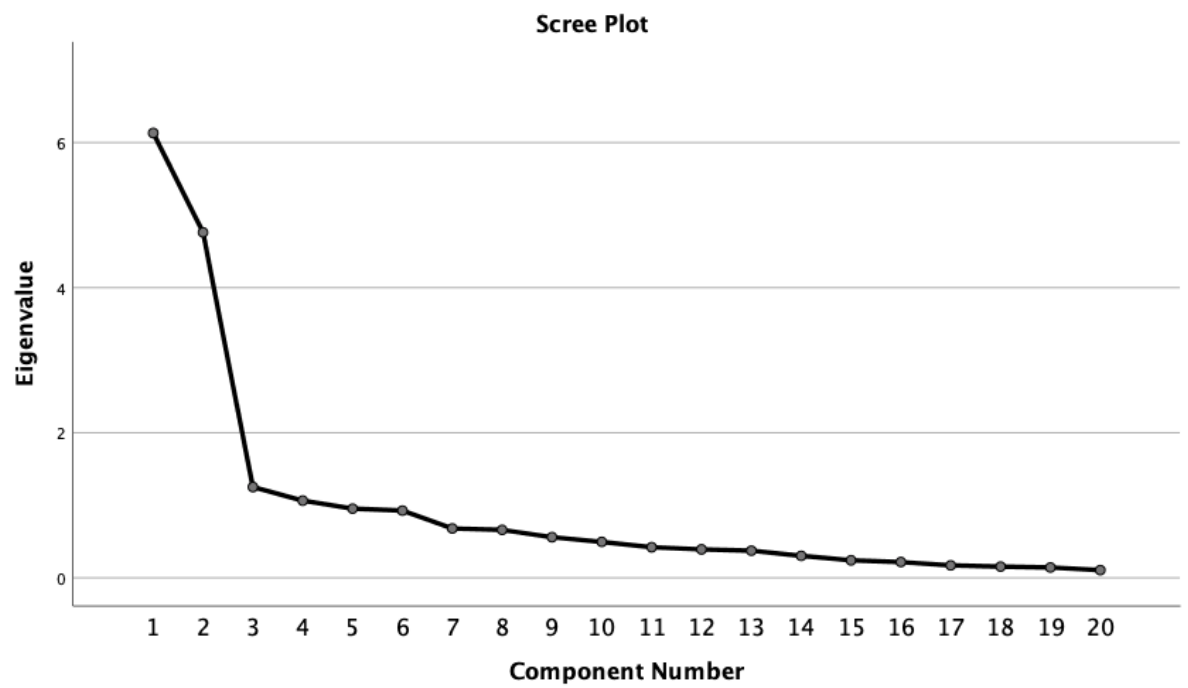
Figure 19 Millennials 24-29: Scree Plot
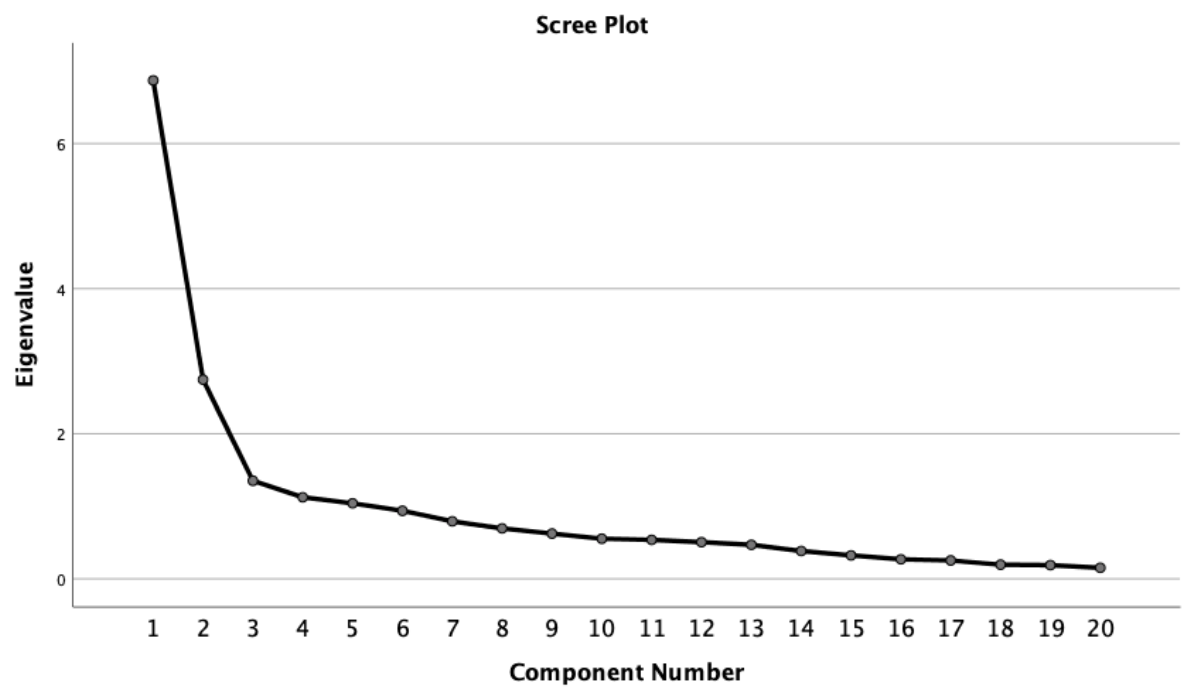
Figure 20 Millennials 30-35: Scree Plot

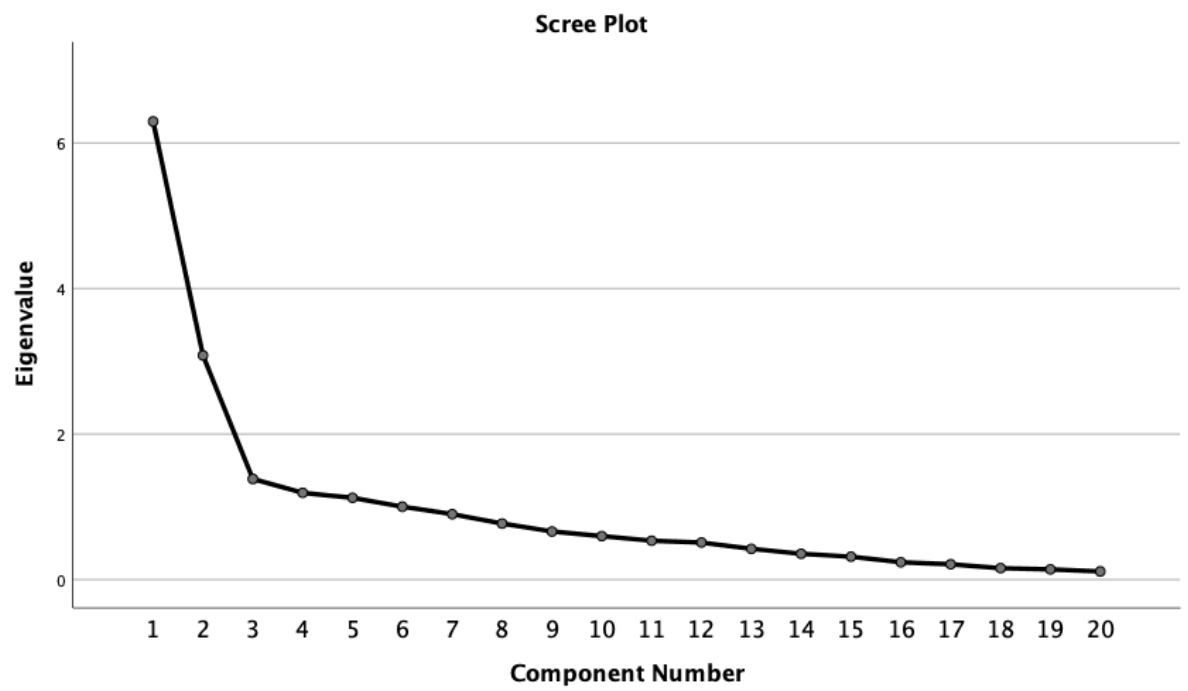Figure 21 Millennials 36-39: Scree Plot
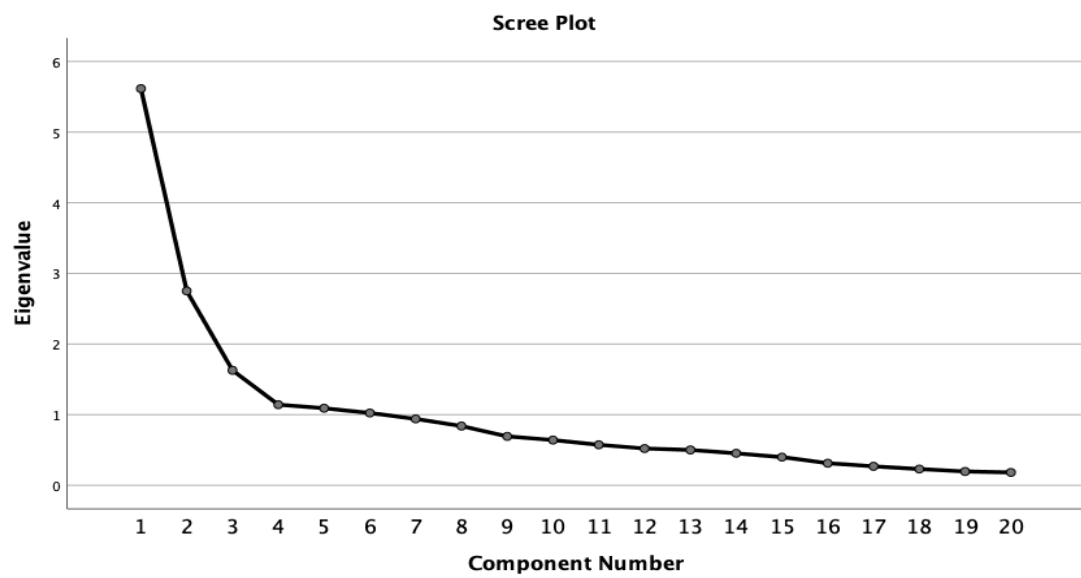
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