

# A Review of Personality Characteristics of Millennials

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## Abstract

Researchers have attempted to untangle the complexity of the Millennial generation through an approach based on four primary influences—time lag, cohabitation, duration, and personal and social characteristics. Research has also found cogitable personality differences between Millennials and the previous generation of Baby Boomers and Generation Xs. The Millennial generation, born 1982–2000, has attracted considerable attention in the media, educational institutions, and the workplace. Millennials are considered to be a demographic group that is highly educated and believed to have high levels of self-confidence and self-reliance. While being socially active, independent, and individualistic, they believe more in working in teams. They are the children of parents who provide a good nurturing and protective environment. The purpose of this paper is to conduct a comprehensive review of the available literature on the personality characteristics of Millennials, in order to get a better understanding the of Millennials Generation, we have detailed the old as well as emergent research on the Millennial Generation Personality, so that it may be leveraged in further research.

**Keyword:** Generation, Millennials, Gen-Y, Personality Characteristics, Millennial population.

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## Introduction:

The millennial also commonly referred to as Generation Y shares 23% of the population across the world and it is estimated that it is likely to increase by 10% by 2025, surveys also say that by 2025 they will comprise 75% of the global workforce, dwarfing Generation X and baby boomers in comparison. Millennials, who are also considered to be the most high-maintenance generation in the history of the world. However, others have suggested that this cohort may also be the most productive also. This may stem from the

fact that this group is inclined to seek a life that leads to a more sustained and compassionate world. This generation is the first generation to think globally, Millennials experience their lives as a global social network, so the constraints of time, space and physicality that control this generation's development do not exist. Hence, they are considered as different and unique generation in comparison to the previous generations. Many researchers have done their researches on the personality characteristics of the Millennials and presented their views on different personality traits of this generation. In this review paper, we have

tried to summarize the important research done on the personality characteristics of millennials and attempt to highlight some of the important research through this paper.

### Literature Review

In this paper we organized the famous theories and researches done on the personality characteristic of Millennials in a chronological order, so that we may throw some light on how the topic has evolved with the time.

*1992: William Strauss and Neil Howe: Generations: the history of America's future, 1584 to 2069.*

Strauss and Howe laid the groundwork for their theory on generations in their book named '**Generations: the history of America's Future**'. The term "Millennial" is said to be introduced by William Strauss and Neil Howe, according to what they have written in their book birth period of Millennials is between 1984-2008, further it is said that, this generation has every sign of being generation of **Trends**. Millennials are born in the improved education system and health care, strengthen families, more adult affection and protective environments. As per the theory of Howe and Struss millennials will be having Seven Core-traits: (1) Special, (2) Confident, (3) Team Oriented, (4) Conventional, (5) Sheltered, (6) Pressured, (7) Achieving.

*2006: James Drago: Generational Theory Implications for Recruiting the Millennials.*

It is strategy research project of US Army to examine the current challenge that the Army has with recruiting, wrote about the Millennial generation characteristics as motivated and optimistic, entertainment driven. extremely comfortable with technology, strong sense of

community, extremely confident, extremely adaptable.

*2007: Dr. Carol Elam, Dr. Terry Stratton and Denise D. Gibson: SPRING 2007 JOURNAL OF COLLEGE ADMISSION.*

By using interviews, opinion surveys and focus groups of students and their student affairs officers, faculty and employers, have mentioned some positive and negative qualities of millennial students. Millennial students are (1) conventionally motivated and respectful; 2) structured rule followers; 3) protected and sheltered; 4) cooperative and team-oriented; 5) talented achievers; and 6) confident and optimistic about their futures.

*2008: Ron Alsop: The Trophy Kids Grow Up-How the Millennial Generation is Shaking Up the Workplace.*

In his book Alsop described in detail about the Millennial Generation Upbringing and their Personality characteristics on the basis of the case study of teenagers and young adults. He details that Millennials are (1) Positive, (2) Tech-savvy, (3) multi-Tasking, (3) Having Teamwork Skills, (4) Optimistic, (5) Confident, (6) Having Job-Hopping Tendency.

*2008: Melissa Wong: Generational differences in personality and motivation Do they exist and what are the implications for the workplace?*

The study was done on 3535 managers and professionals of Australia, to identify the generational difference in personality and motivation, and after conducting the study and evaluating the data received it was summarized that in comparison to Baby Boomers and Gen-X, Millennials are more focused on Career Advancement, Comfortable with technology, more

affiliative but least optimistic.

*2010: Andrea Hershatter & Molly Epstein: Millennials and the World of Work: An Organization and Management Perspective.*

In the article they have done a deep discussion and evaluation of different researches and comes to the conclusion that if we talk about the Millennial generation are Collaborative in nature, comfortable with technology, Impatient.

*2011: Gill Zhou: Collaborating with Gen-Y, leveraging generational insight to build the best workplace for Gen-Y in China.*

A study was done by Gill Zhou a Vice President, Brand, Communications and Citizenship IBM Greater China Group, which was published in NHRD Network Journal, in which 2480 responded have participated and the findings were Gen-Y workers are Collaborative, Flexible and agile with technology.

*2012: Holly Alexander Agati : The Millennial generation: Howe and Strauss disputed.*

In the research project Holly have considered the research gap through peering in the past researches on generational variables and generational characteristics. The research was done on 28 college students of age bracket 18-24, and concluded by finding millennials as (1) Technology Driven, (2) Open-Minded, (3) Societal Contributors and (4) Narcissist.

*2012: Shih Yung Chou: Millennials in the Workplace: A Conceptual Analysis of Millennials' Leadership and Followership Styles International Journal of Human Resource Studies.*

In this research Paper, the researcher attempts to examine Millennials in the context of leadership

and followership and during his research he has unveiled some of the Personality Characteristics of this generation i.e Millennials demonstrate higher levels of individualism, Millennials integrate technology, Millennials work well in team settings, Millennials prefer to express their thoughts, ideas, and opinions freely and frequently.

*2014: Susanna Kultalahti and Riitta Viitala : Generation Y – challenging clients for HRM?*

The Research is based on seeking understanding of the elements important to the psychological contract of working millennials at Finland, the data was collected through empathy-based stories method by Facebook, which concludes that Millennials working expects Flexibility, Work-Life Balance, interested in Multitasking and are not very keen for long-Term Job Contracts.

*2015: Mary Dana Laird Paul Harvey Jami Lancaster: Accountability, entitlement, tenure, and satisfaction in Generation Y.*

A sample of 181 Ras from variety of US Universities were taken to evaluate the association of Personality Trait 'Entitlement' and job mobility of generation-Y and the result were unexpected High entitlement participants appeared to thrive under conditions of high accountability. Whereas entitled participants reported relatively low satisfaction levels when accountability was low, their satisfaction scores rose to the level of their less-entitled peers under high accountability conditions.

*2015: Sharon A. DeVaney: Understanding the Millennial Generation.*

The researcher summarizes about the characteristics of Millennials in its review article, entitled, optimistic, civic minded, close parental involvement, values work-life balance, impatient,

multitasking, and team oriented. Millennials want to be happy in their work. Millennials are likely to say that they plan to change jobs frequently and according to her employers have said that millennials were more demanding than other employees about work life balance.

*2015: Gaye Ozcelik: Engagement and Retention of the Millennial Generation in the Workplace through Internal Branding.*

paper presents a general assessment of the working attitudes of Millennials” from the perspective of internal branding, The paper also provides the readers with specific recommendations for developing new practices and policies designed to attract, develop and retain this Millennial cohort and underlined the characteristics the generation wiz. high levels of self-confidence and self-reliance, Independent, Individualistic and Socially Active.

*2016: Leila Canaan Messarra, Silva Karkoulian and Abdul-Nasser El-Kassar : Conflict resolution styles and personality The moderating effect of generation X and Y in a non-Western context.*

The Study was conducted on 199 employees working in electronic retail sector of Lebanon to identify the effect of generation X and Y on the relationship between personality and conflict handling style and found that Gen-Y are Team-Oriented, Less Loyal, More Selfish and sheltered in comparison to Gen-X.

*2017: Julio C. Canedo; George Graen; Miriam Grace; Richard D. Johnson: Navigating the New Workplace: Technology, Millennials, and Accelerating HR Innovation.*

The paper presents the latest trends and practices in workplace and Information technology, and it is particularly paya attention to millennial generation

and its connection to technology. All the arguments presented in the papers strongly showcases the Tech-friendly personality traits of this generation.

*2018: Bilal Ahmad Rather: Millennial Generation: Redefining People Policies For Changing Employment Trends.*

Study aims to help the employers by introducing to them the future workforce - millennials – the generation Y, explained about some prevalent characteristics of Millennials which are Demanding Feedback, want Flexibility and freedom, Seek Mobility, want work in team, Driven by recognition.

*2019: Marguerita Cheng: 8 Characteristics Of Millennials That Support Sustainable Development Goals (SDGs) by Forbes*

An online Article published in the website of Forbes reported the Eight personality characteristics of Millennial generation (1) Socially Conscious, (2) Technology-Based, (3) Ethically Diverse & Optimistic, (4) Embrace Experience, (5) Educated & Knowledgeable, (6) Health Conscious, (7) Financially Conscious, (8) Spiritually Conscious.

*2020: Shankar Ganapathy: 10 Millennial personality Traits That HR Manager Can't Ignore.*

This is a online blog written in the famous social networking site Indeed, which says Millennials s, values meaningful motivation, Intuitive knowledge of technology, Open and Adaptive, creative, Value Teamwork.

*2020 : Alan Okros : Harnessing the Potential of Digital Post-Millennials in the Future Workplace.*

This paper is written with the motive to research significant generational shifts due in part to the

striking differences between the youth of the 1960s onwards, for the millennials this paper speaks that, they lack respect for authority, expect to be nurtured, sense of entitlement, creative, progressive, socially engaged, and energetic, anti-culture, embody conservatism, faith, family.

*2021: Deloitte: 2021 Millennial Survey.*

The 10th annual Millennial Survey solicited the views of 14.6K millennials from 45 countries around the world. Millennials included in the study were born between January 1983 and December 1994. Globally, job loyalty slipped from its 2020 peak. The key finding on business was More millennials and would like to leave their employer within two years than last year—36% and 53% respectively, compared to 31% and 50% in 2020.

### **Research Gap**

Generation Y or millennials characteristics how benefits in every professional fronts.

### **Research Objectives**

In this paper main objective is to find out the personality traits and the characteristics of the Generation Y or 'GEN-Y'.

### **Research Methodology**

In this paper doctrinal research methodology is opt.

### **Analysis of Generation Y or millennial generation**

1980 and 1990s generation known as 'Generation Y'. This 'I Gen' or 'Digital Native' witnessed various scientific and technological developments in the society. Few peoples considered that these 'Echo Boomers' or 'Boomerang Generation' called open minded in all prospects. These 'Peter Pan

Generation' also considered overtly passionate about the equality.

Many millennials value flexibility and the ability to work from home or remotely, as well as opportunities for personal growth and development. They tend to prioritize experiences over material possessions, and are more likely to spend money on travel and other experiences rather than on buying a home or other large-ticket items.

Another defining characteristic of Generation Y is their use of technology. Millennials are highly connected and digital-savvy, having grown up with smartphones, social media, and other online platforms. They are comfortable using technology to connect with others, and are more likely to rely on social media and other online sources for news and information.

Millennials are also known for their diverse and inclusive attitudes. They tend to be more accepting of different cultures, lifestyles, and beliefs than previous generations, and are more likely to embrace diversity in the workplace and in their personal lives. They are also more likely to prioritize social and environmental issues, and to seek out ways to make a positive impact on their communities and the world at large.

In terms of their economic outlook, millennials have faced unique challenges compared to previous generations. They entered the workforce during a time of economic instability, and many have struggled with high levels of student debt and a challenging job market. Despite these challenges, many millennials have shown remarkable resilience and entrepreneurial spirit, with many starting their own businesses or pursuing non-traditional career paths.

Overall, Generation Y is a diverse and dynamic group, characterized by their use of technology,

commitment to work-life balance, and inclusive attitudes. Despite facing unique challenges, they have shown remarkable resilience and adaptability, and are likely to continue shaping the world in new and innovative ways in the years to come.

In a discussion on LinkedIn 'Hire, retain today's workforce in corporate' it is found out that

- Millennials are considered as multi-taskers. They can juggle various kinds of task at once in a similar time. Even they can adjust as per the requirement of the task;
- Millennials are good communicators. They are easily connected with the people in the society;
- Millennials are experts in their expertise's;
- Millennials are known as the tech-savvy guys. (Generation Z may be the best version of the Generation Y);
- By mobile optimized company sites Millennials can improve the capacity of working.
- Millennials are recognized as the most curious generation for the workforce;
- Millennials's soft skills improve the company or institution;
- Millennials's are invested in their continuous learning.
- By doing hard work Millennials increase their growth as well as company's growth;
- Millennials prefer professional life rather than their personal life;
- Millennials believe to provide balance and

flexible environment of work place;

- Millennials value work life
- Millennials believe in collaborative work culture on workplace;
- Millennials known for their gravitate work nature, Millennials are authentic for their work.
- Millennials believe in transparency;
- Millennials always eager to grab new opportunities;
- Millennials believe on advance and development in their careers fronts;
- Millennials care about diversity;

As per this study researcher find out the well known facts about the Millennials. Although, Millennials are well educated and well skilled compare to 'Generation X' but faced economic, social and other threats in the society.

Most of Generation Y people suffered by the unemployment, stagnant wages and faced debt various kinds.

Generation Y known as tech-savviness. They use social media platforms for betterment not misuse the same. From shopping to work they use new technologies. By using various apps, websites they experience better for the employment. Thus considered as the best version human force for the company.

Due to ambitious attitudes they are considered as the best version for the employment part. They appreciate new opportunities and learning process.

Millennials believe in continue learning process. Millennials value flexible work arrangements with good working culture.

Millennials considered as techo- Entrepreneurs. Millennials believes emotional intelligence levels. Millennials known as Socially conscious.

On the issues of the Millennials's Roger's Q- sort scale is used to find out their perceptions.

Sometime, emotions correlated with the neuroticism. It is also a true fact that personality effects the emotional behaviors. Millennials, like any other generation, can be good for jobs if they have the necessary skills, qualifications, and work ethic to perform well in the position. In fact, many millennials bring valuable qualities to the workforce, such as a strong work ethic, a willingness to learn and adapt, and a comfort with technology.

Millennials also tend to value collaboration and feedback, which can lead to a more productive and efficient workplace. Additionally, they often prioritize work-life balance, which can contribute to employee satisfaction and retention.

However, it's important to note that individual characteristics and qualifications are more important than generational stereotypes when it comes to job performance. Ultimately, the success of a millennial employee (or any employee) will depend on their individual strengths, skills, and fit within the job and company culture. Millennials are considered free thinkers.

It is a tested fact of 'Generational Theory', new generation grow with their values and attitudes in the society with the law, facilities concept and many more relates.

## Findings

Here are some findings on Millennials based on research and studies:

### *Digital natives:*

Millennials grew up during the rise of the internet and are considered the first generation of digital natives. They are highly comfortable with technology and have adopted it seamlessly into their daily lives.

### *Diversity:*

Millennials are the most diverse generation in terms of race, ethnicity, religion, and sexual orientation. They tend to be more accepting of differences and value inclusivity and diversity.

### *Education:*

Millennials are the most educated generation in history, with a higher percentage of college-educated individuals than any previous generation. However, this has also led to higher levels of student debt.

### *Career:*

Millennials prioritize job fulfillment and work-life balance over financial gain. They value meaningful work, career development opportunities, and a positive work environment.

### *Financial stability:*

Despite being highly educated, Millennials have struggled with financial stability due to factors such as student debt, the Great Recession, and the rise of the gig economy. This has led to delayed milestones such as homeownership and marriage.

*Mental health:*

Millennials are experiencing higher rates of mental health issues than previous generations, including anxiety and depression. This has been attributed to factors such as the pressure to succeed, social media use, and economic instability.

*Social media:*

Millennials are the first generation to grow up with social media, and they use it extensively for communication, entertainment, and news. However, excessive social media use has also been linked to negative mental health outcomes.

*Political views:*

Millennials tend to be more liberal and progressive in their political views, with a higher percentage identifying as Democrats or leaning towards Democratic policies.

These are just a few findings on Millennials, but they provide insight into the unique characteristics and challenges faced by this generation.

**Conclusion**

After conducting an extensive review of the literature, we have come up with ten personality characteristics of the millennial generation that are common in almost every research result. Narcissism is raised first in this generation. Second self-esteem and extroversion, third confidence in academic skills, fourth high level of self-esteem, fifth individualistic attitude and self-reliance, the sixth millennium team player. Seventh they are optimistic, eight technically driven, ninth sheltered and tenth character. Wherein some research has also shown opposite results like team-oriented, ethnically diverse, spiritually aware, socially connected, accountability etc. At the same time, it

is also worth noting that the special role of the parents of Millennials in the formation of the above personal characteristics has been told in every research, and it has also been underlined that they are brought up in a very safe and stable environment. Where Millennials didn't have to worry about the very basic necessities of life, they are probably wayward and demanding.

**Recommendations**

After this study it is find that 'Generation Y' are suitable for various jobs due to their skill and knowledge. On the other hand they prefer their job rather than family, so, they will be ideal for the workplaces. As an IT Specialist they will be beneficial for the industries as troubleshooter. Being a brand manager, doctors, nurse or lawyers 'Generation Y' will be best one for the workforce on place.

**Future Scope of Study**

Taken together, the results of the literature review show that, although a large number of researches have been done on this topic, all are limited to selected western countries, most of the researches were conducted on less than 500 sample data, leading to limited results. These results may be incomplete and may not be sufficient to represent the personality traits of millennials worldwide. Keeping in mind that the millennial population of a rapidly developing country like India with such a large and young population is particularly important. There is a vast scope for comprehensive studies on millennial personality, attitudes and behavior that have not been done so far in India. If research is done on the Personality Characteristics on Millennial population of India, then there is chance that the results give us a new direction. The world will come to know about the character of the Indian millennium, that will give the Multinationals and corporate and insight into the



expectations and attitude of young millennials, which will benefit the Indian millennials in the future.

There are several areas of research that could be explored further regarding Millennials. Here are some potential areas of focus for future research:

#### *Financial Management:*

Given the financial challenges that many Millennials face, further research could investigate the financial management strategies that this generation employs. This could include exploring their attitudes towards financial planning, budgeting, and investing.

#### *Workforce Management:*

With Millennials making up a significant portion of the workforce, there is an opportunity to study their work habits, including their motivations, work preferences, and job satisfaction. Further research could also examine how employers can effectively manage and retain Millennial employees.

#### *Mental Health:*

As previously mentioned, Millennials have higher rates of mental health issues than previous generations. Future research could explore the underlying causes of these issues and identify effective interventions and preventative measures.

#### *Social Media:*

Social media use has become a defining characteristic of the Millennial generation. Further research could investigate the impact of social media use on Millennial behavior, attitudes, and mental health outcomes. It could also explore strategies for promoting healthier social media habits.

#### *Civic Engagement:*

Millennials are often labeled as apathetic when it comes to civic engagement, but recent studies suggest that this is not necessarily true. Future research could investigate the factors that motivate Millennials to engage in political and social issues, as well as their preferred methods of engagement.

These are just a few potential areas of research that could expand our understanding of the Millennial generation. As this generation continues to mature and shape the world around them, there will likely be many more areas for research to explore.

#### **Limitations**

This research indicates that Generation Y is fully supported the present scenarios and are honest towards their work. But due to overloaded work their mentally and physical health affected badly. Even, they lost their family related happiness, due to negligent behaviors. In this research main limitation are working families and their living standard.

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