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Job Seeker Behavior In Thailand - a 2009 Retrospective

Adecco takes an in-depth look at the profile and opinions of the Thai Job Seekers
(Summary Version)

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Adecco, Thailand's leading human resource and staffing solutions company, takes a look at the Thai job seeker and how their expectations and approach to finding a job changed in 2009. These white paper findings are based on comment from Adecco colleagues and from candidates that have registered with Adecco.



This Adecco Thailand white paper aims to give an authoritative overview of job seeker behavior in Thailand. The paper covers areas such as job seeker media choices, salary expectations, and decisive job acceptance factors along with other findings that help build a profile of a job seeker in Thailand today.

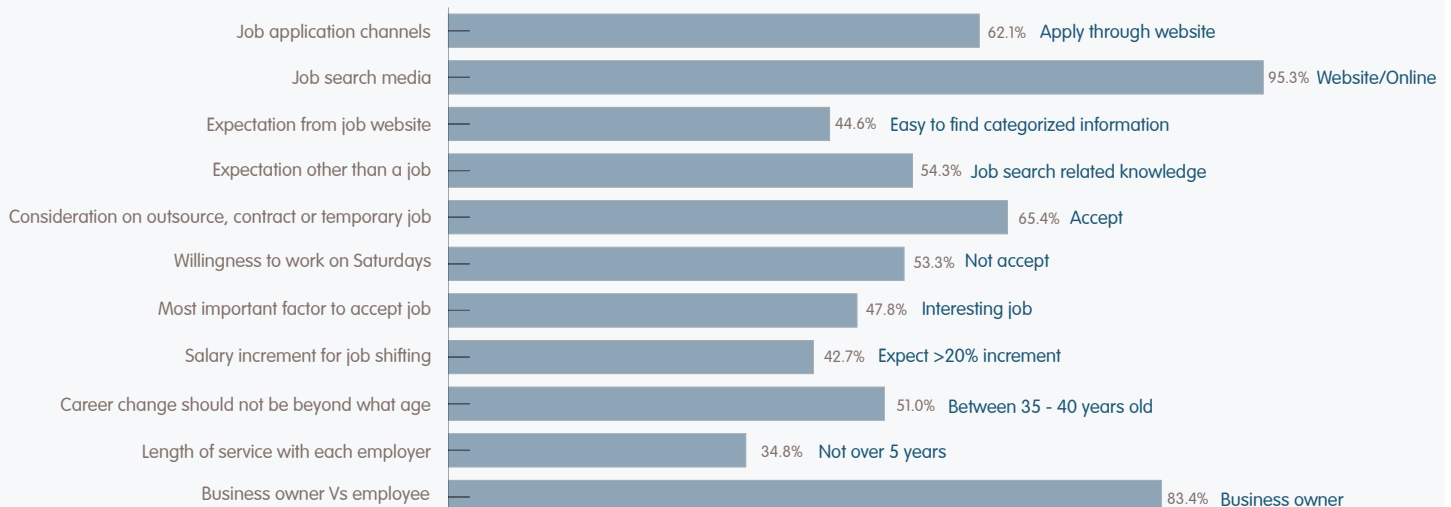
This paper features responses and opinions from 465 job seekers that were surveyed over the period of November – December 2009.

Summary of Respondent Profile

- 59% or 272 respondents were female.
- 67% or 313 respondents graduated with a Bachelor's degree.
- 26% or 122 respondents gained a Master's degree.
- 43% or 201 respondents were between the ages 25–30.
- 30% or 140 respondents were below the age of 25.
- 26% or 120 respondents had 1-3 years working experience.
- 20% or 96 respondents had 3-5 years working experience.
- 52% or 241 respondents received a monthly salary of THB10,000–30,000.
- 18% or 84 respondents received a monthly salary of THB30,000-50,000.

Survey Summary of 2009 Job Seeker's Behavior

Total : 465 respondents



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2009 was a challenging year for job-seekers in Thailand. From late 2008 it was apparent that in 2009 fewer jobs would be available and higher levels of unemployment would be prevalent – especially in the highly populated city areas. With a reduction in full-time hiring, and a continuing increase in downsizing and retrenchment, Thai job seekers needed to be well prepared to tackle the job market and to ensure that they were doing everything in their means to position themselves for meaningful employment. Here follows a summary of some of the key findings from the survey

- 62% of respondents prefer to source for a new position by looking on-line. They also connect to employment firms and to employers via on-line websites and portals. The age group 25-30 is the most active age-group in looking for a position on-line and respondents in the salary range THB10,000-30,000 (monthly) find the most success in on-line job applications.
- On-line job websites are gaining in popularity versus print media advertisements amongst Thai job seekers with regards to how they look for a job. This is largely due to the convenience and ease of using this means of obtaining a new position. 98% of those in the salary range THB10,000-30,000 (monthly) use websites in their job search process.
- 65% of respondents stated that they would consider taking on a temporary or contract position whilst they look for full-time employment. From an academic perspective, 87% of those without a degree qualification would consider this form of employment, as would 68% with a bachelor's degree and 50% with a master's degree. 83% of those in the age group 41-45 confirmed that they would accept a temporary or contract position.
- The majority of job seekers (53%) stated that they would prefer not to work on Saturdays - whilst just under half of those surveyed stated that would consider to work on a Saturday. Females especially stated an interest in not working on Saturdays. Those most likely to accept to work on a Saturday are in the monthly salary range THB10,000 or below.
- 48% of respondents stated that having an interesting job' is most important to them, whilst 35% stated that receiving a high compensation was also very important. 21% stated that they would prefer to work for a well-known and established company and 12% stated that would prefer to work near to where they live. All age groups were very specific about wanting their work to be interesting.
- To make it worthwhile to change job and move to a different company, 43% of respondents stated that they would expect to receive a pay increment of 20% or more. Whilst 20% of those surveyed said they would expect to receive an increment of between 11-15%. The age group 41-45 is the group desiring the highest percentage increase – although all surveyed had reasonably high expectations in this area.
- 51% of respondents felt that the optimal time for someone to change job is between the ages 35-40 years old – whilst 21% felt that 41-45 years of age to be the most desirable age grouping.
- When asked how long someone should stay employed with the same company, 35% of respondents stated that this should be no longer than 5 years – allowing for experience in other areas and other industries. 34% felt that it was acceptable for employees to remain with the same employer for over 5 years.
- 83% of respondents stated that they would prefer to run their own business versus being a company employee. Only 17% stated that their preference would be to continue as an employee. 85% of those with a bachelor's degree – stated that they would choose to work for themselves. 100% of those in the age group 45 years and older stated that they prefer to be a business owner at this stage of their career.



“This survey shows that job seekers in Thailand have strong opinions about their careers and their futures. The findings also demonstrate a level of maturity and flexibility about the job seeking process and how to go about it. The survey delivered some very interesting data – particularly about the number of respondents that would choose to run their own business versus being an employee”

Tidarat Kanchanawat
Country Manager – Adecco Group Thailand

Adecco Thailand is a leader in human resource solutions offering recruitment services, employment & outsourcing services, HR consultation services, training solutions and outplacement services.

With over 20 years experience in Thailand, the company has developed an extensive network and expertise to assist clients in building successful teams. Operating through 10 business units, Adecco Group Thailand connects over 8,000 people each day through a network of over 200 Employees.

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