

MALAYSIAN WORK CULTURE

REPORT

2018

PART

**DEMOGRAPHIC
BREAKDOWN**

DEMOGRAPHIC BREAKDOWN

RESPONDENT'S AGE GROUP

19%

GEN X OR OLDER

(38 years old and above)



63%

GEN Y

(24 to 37 years old)



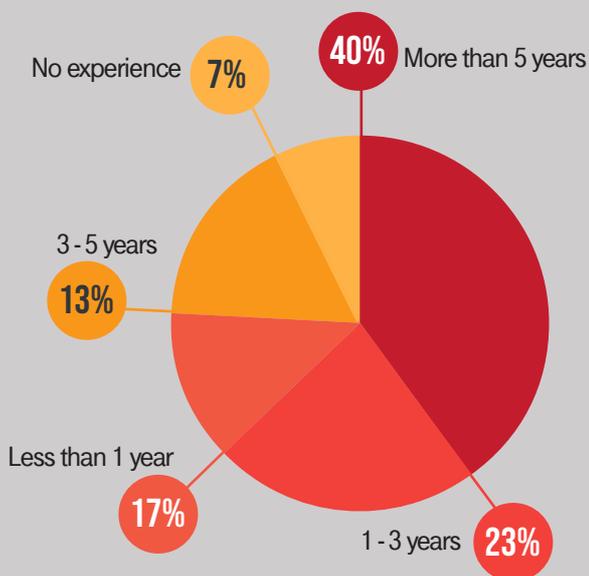
18%

GEN Z

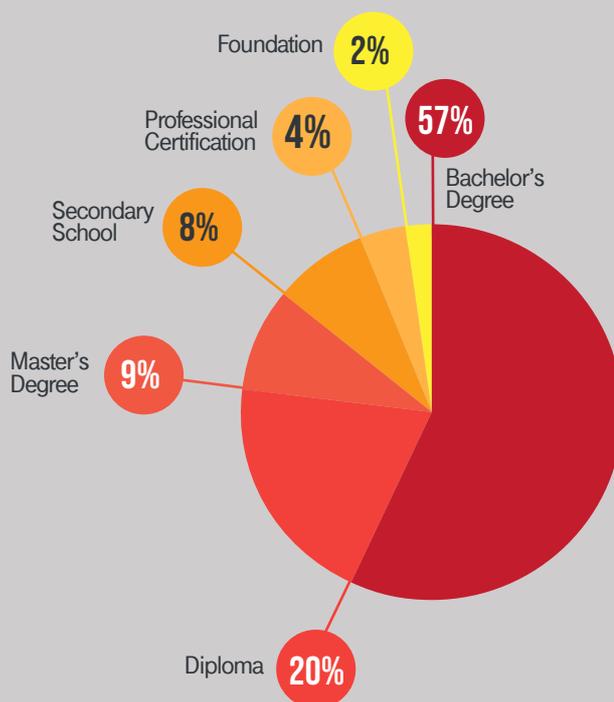
(18 to 23 years old)



WORK EXPERIENCE



EDUCATION QUALIFICATION



PART

2

**JOB SEARCH
BEHAVIOUR**

JOB SEARCH BEHAVIOUR

61%

of respondents apply for **less than 10 jobs** per month when actively looking for a new job. Among them, **40%** apply for **only 0 - 3 jobs** per month.

99%

of respondents **read job descriptions** before applying for a job opening.

RECRUITER INSIGHT:

This behaviour demonstrates that respondents are selective about what jobs they apply for - indicating that they only apply for jobs that they resonate with.

RECRUITER TIP:

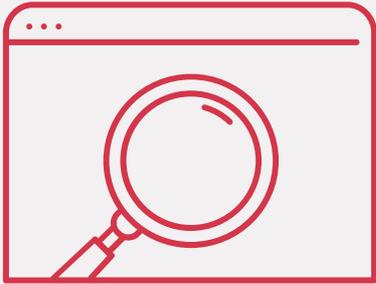
A job description should be written to attract more applications. Don't try to use a job description to screen candidates at this stage, your goal is to attract as many good candidates as possible, not keep them out.

It is best to keep job descriptions simple with a maximum of 4 responsibilities & 4 requirements. If you can't explain the job in a concise and simple way, you may not understand the role well enough, and therefore the candidate won't either.



90% OF RESPONDENTS CONDUCT RESEARCH ON POTENTIAL COMPANIES

84% conduct research on company's website



RECRUITER INSIGHT:

Virtually every candidate will research a company online through various platforms. It is very important for company to have a digital presence.

58% conduct research on company's social media



RECRUITER TIP:

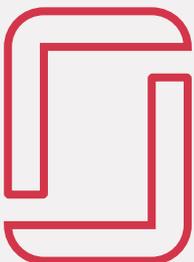
If companies fail to build their employer brand (a.k.a. the public representation of their work culture), they will miss out on high quality talents simply because they will be unaware of said company.

31% conduct research on WOBB's company page



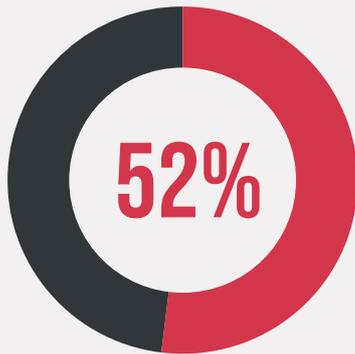
It is important that companies begin building their reputation online in order to expand their reach far enough to catch the eye of the present and upcoming workforce. Once a company's internal culture has been established and translated on the right platforms in the form of employer branding, they will be able to strike a rapport with the right talent and their company will likely be a one out of the three companies that 40% of people are applying to.

32% conduct research on Glassdoor

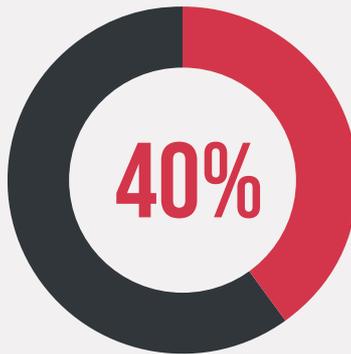


1 IN 5 CANDIDATES WILL MISS AN INTERVIEW WITH A POTENTIAL EMPLOYER

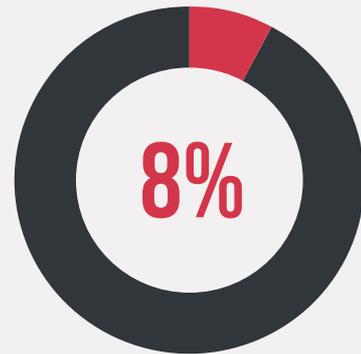
WHY DOES THIS HAPPEN?



Changed their minds about the job



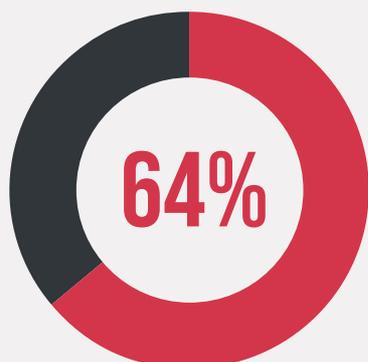
Had an emergency



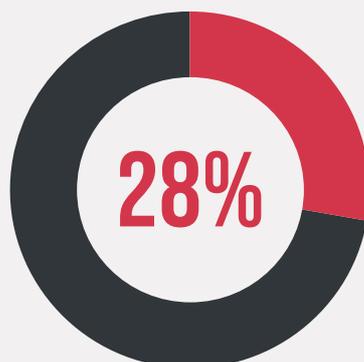
Forgot about the interview

ALMOST HALF OF CANDIDATES REPORT BEING CONTACTED FOR A JOB THAT THEY FORGOT THEY APPLIED FOR

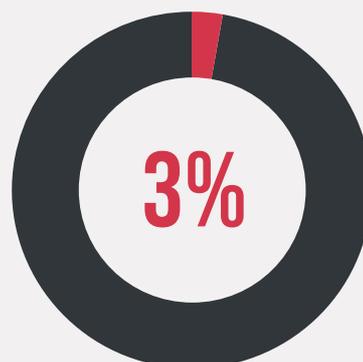
WHY DOES THIS HAPPEN?



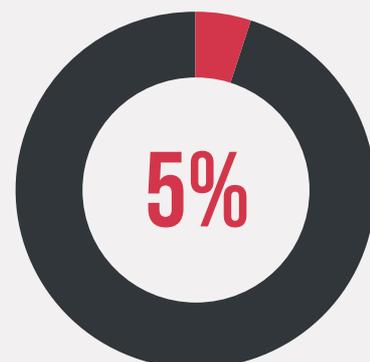
HR took too long to respond



Applied for too many jobs



Jobs were not memorable



Others

PART

3

**WORK CULTURE
IN MALAYSIA**

83.9% of respondents would rather work in a positive environment despite earning lower salaries.



**POSITIVE WORK
CULTURE**

VS



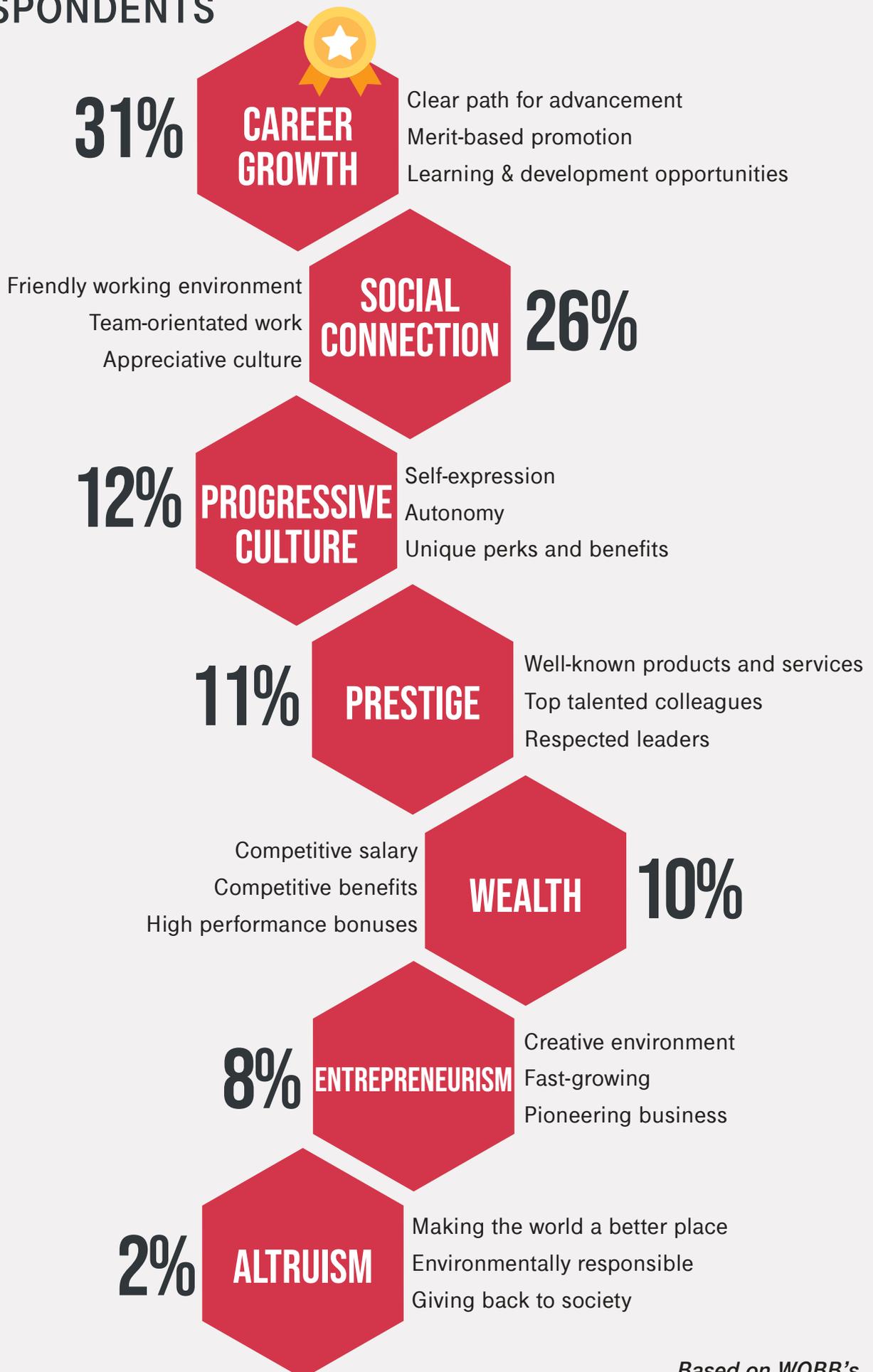
HIGH SALARY

RECRUITER INSIGHT:

What constitutes a positive working environment is highly debatable because there is no correct answer. The good and the bad of a company's culture is determined in the eye of the beholder; what is perfect to someone may be awful to another person and vice versa. That is why it is important to determine your company's unique culture and portray it as accurately as possible in employer branding initiatives in order to ensure that you have the highest chance of attracting the most relevant talent for your company.

Healthy work culture is becoming an increasingly important decision-making factor in job seeking. While salary is always a factor that is also taken into the decision-making process, it is clearly being placed as a secondary priority as job seekers begin to place emphasis on finding companies that provide suitable working environments that they can thrive in.

MOST VALUED COMPANY TRAITS AMONG RESPONDENTS



**ONLY 10% OF RESPONDENTS
VALUE COMPANIES THAT
OFFER HIGH SALARIES AND
FINANCIAL INCENTIVES AS
THEIR TOP PRIORITY.**

VS

**31% OF RESPONDENTS CHOSE
COMPANIES THAT PROVIDE
CLEAR GROWTH AND
PROMOTION OPPORTUNITIES.**

The top 3 voted employer traits have very close ties with company culture. Candidates value merit-based promotion and being appreciated at work more than prestigious company branding and high salaries.

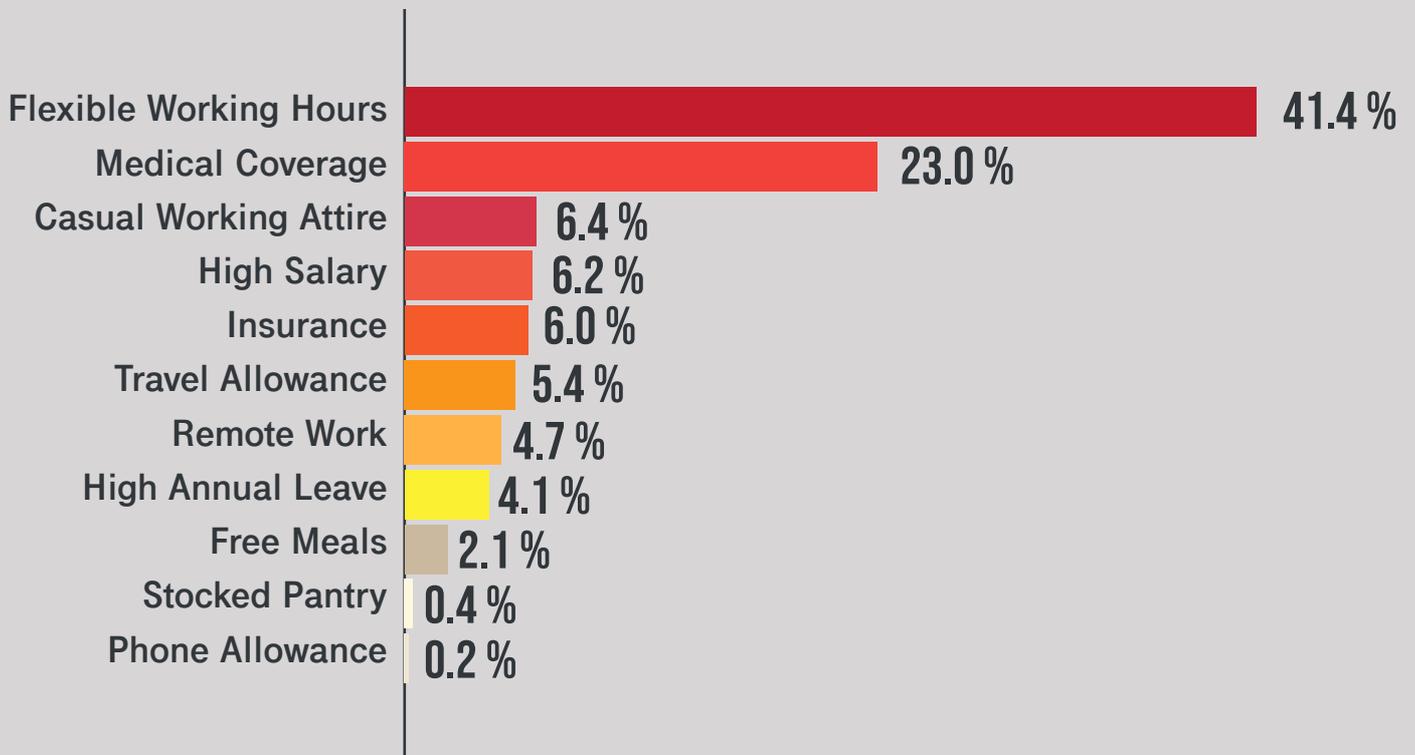
This implies that job seekers place more importance on intangible factors such as work environments that provide opportunities for growth, training and upskilling, and career progression.



RECRUITER INSIGHT:

Prestige and wealth is not as important today as it used to be when Generation X was dominating the workforce. A famous company promising lots of money is not as important anymore, candidates now prioritise culture and self growth.

TOP PREFERRED BENEFITS BY RESPONDENTS



RECRUITER INSIGHT:

Surprisingly, **52.5% of respondents** voted for flexible working hours, casual working attire, and remote work as their top preferred benefits. **These are benefits that do not cost employers any money to implement.**

In fact, **casual working attire even ranks above receiving a high salary**, which implies that the current workforce are more interested in being able to express themselves at work than receiving big paychecks.

94%

of respondents **did not choose high salary** as their top decision-making factor when choosing jobs to apply for.

CURRENT MARKET TRENDS FOR COMPANY CULTURE IN MALAYSIAN WORKPLACES



Freedom to voice out opinions on important matters



Freedom to test different ways to achieve work goals



Frequency of receiving recognition from manager



Frequency of receiving training from company



40% OF RESPONDENTS REPORTED NEVER RECEIVING ANY TRAINING FROM THEIR EMPLOYER.

HOW DO THESE MARKET TRENDS ACTUALLY AFFECT WORKPLACE HAPPINESS?

So we further broke down all the respondents according to whether they reported being HAPPY or UNHAPPY at work, and these are the results:

FREQUENCY OF CULTURE TRAIT: OFTEN	HAPPY	UNHAPPY
1. Freedom to voice out opinions on important matters	64%	14%
2. Freedom to test different ways to achieve work goals	60%	20%
3. Frequency of receiving recognition from manager	47%	11%
FREQUENCY OF CULTURE TRAIT: AT LEAST ONCE A YEAR	HAPPY	UNHAPPY
4. Frequency of receiving training from company	70%	46%

RECRUITER INSIGHT:

Training is as important as it sounds for employees' growth, yet **46% of respondents still reported being unhappy even though they receive training at least once a year.**

Companies who always take care of employees' feelings tend to have more happy employees in the companies. It is notable that it requires no cost at all to implement the first 3 culture traits in the workplace to satisfy employees and that **the biggest influence for employee happiness is the lack of freedom to voice opinions on work matters.**

SUMMARY OF REPORT

TOP 4 FINDINGS THAT STOOD OUT

1/10 candidates will skip a scheduled job interview because they changed their mind about the opportunity.

69% of respondents value working in companies with **positive culture** above working in prestigious company brand.

Companies with positive culture include those that provide opportunities for **career growth**, genuine **social connection** among colleagues, and the **freedom** to make autonomous decisions and express themselves.

84% of candidates will prioritise working in companies with culture they resonate with instead of high salary jobs in companies they do not resonate with.

Virtually all respondents conduct online research on potential employers, so it's important to build your employer brand online.



ABOUT WOBB

WOBB is a Malaysian job search platform founded in 2014 by Derek Toh, a former Associate Director at an international recruitment firm. Today, we are on an unwavering mission to be Asia's most loved job search platform that helps people discover any job with any employer in the market.

Every workplace has a culture - whether it is a young startup or a multinational corporation, each company has a unique set of ideas, customs and social norms.

It is important to uncover the culture that exists in your company and communicate it with your employees because it is one of the ways employees come to feel that they "belong", and it is what people refer to when they speak of being "included" at work.

We have conducted extensive research and compiled a report that uncovers what Generation Y & Z employees in Malaysia currently experience and what they look for in a potential employer's work culture.

Contact employer@wobbjobs.com to learn how we can help you recruit top Gen Y and Z talent.