Online-Appendix zu

„Recruiting Generation Y for the Backbone of Economy: Organizational Attractiveness of Small, Family Owned, and Rural Firms"

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Appendix A – Online Questionnaire

Page 1: General Instructions to Participants

Dear participant,

Thank you very much for taking part in this study.

This survey investigates the attractiveness of different kinds of companies as employers. The study is conducted as part of a Master Thesis at the Chair for Strategy and Organization of Technical University Munich.

The results of our study will help companies in recruiting talent and should support students and graduates in their career choices. Your cooperation is crucial to meet the goals of this research project.

Furthermore, your participation will be rewarded in the following ways:

Upon completion of the survey, you can enter a raffle for 3x20€ Amazon vouchers

A donation of 1€ will be made to Deutscher Kinderschutzbund per completed questionnaire

If you are subscribed to SurveyCircle you can get credits for participating in our study (the code will be shown at the end of the survey)

We are interested in your personal opinion, so there are no right or wrong answers but please take the time to answer all queations throuroghly. Your data will be treated strictly confidentially and anonymously, and results will be presented solely in the form of an aggregated report.

In case you have any questions, please do not hesitate to contact Johannes Caprano (johannes.caprano@tum.de).

Thank you for your participation!

Page 2: Experiment Instructions

Please imagine the following situation for the experiment of this study:

A few weeks ago, you attended a job fair at which different established companies presented themselves. Now you reflect on the companies you saw at the fair and how attractive you found them as potential employers. However, you only remember a few facts about each of the companies: their size, their geographic location and their type of ownership.

In the following you will be presented with different companies described by these three attributes and questions to answer about each of them. You will be asked to evaluate a total of four companies with the same questions for each. Please read the description of each company carefully and answer the questions below only based on the information given there.

Pages 3-6: Vignettes (exemplary vignette and item order)

The company

| **is small,** | **located in a rural area,** | **and owned and operated by a** |
| (about 500 employees) | (outside any major city) | **family.** |

Please indicate your level of agreement with the following statements about the company described above.

Please base your answers only on the given four properties of the company.

	Strongly			Strongly	

Such a company…

...offers pay that would be competitive in the marketplace	☐	☐	☐	☐	☐
...offers a lot of opportunities for advancement	☐	☐	☐	☐	☐
...offers the possibility to build a career	☐	☐	☐	☐	☐
...offers good benefits	☐	☐	☐	☐	☐
...enables me to live in a desirable geographic location	☐	☐	☐	☐	☐
...enables me to live in a place where I can have a diverse	☐	☐	☐	☐	☐
...offers prospects for a certain future	☐	☐	☐	☐	☐
...offers people a job for life	☐	☐	☐	☐	☐
...enables me to live in a place with many cultural and leisure	☐	☐	☐	☐	☐
...offers prospects for higher positions	☐	☐	☐	☐	☐
...offers a good salary	☐	☐	☐	☐	☐
...offers job security	☐	☐	☐	☐	☐

...has employees that are proud to say they work there   ☐ ☐ ☐ ☐ ☐

...is a prestigious place to work   ☐ ☐ ☐ ☐ ☐

...has a reputation as being an excellent employer   ☐ ☐ ☐ ☐ ☐

	Strongly			Strongly	
I am certain of my opinion of such a company	☐	☐	☐	☐	☐
I find this a very attractive company	☐	☐	☐	☐	☐
If such a company invited me for a job interview, I would go	☐	☐	☐	☐	☐
I have a lot of experience with this kind of company	☐	☐	☐	☐	☐
I have worked at such a company before	☐	☐	☐	☐	☐
I would accept a job offer from such a company	☐	☐	☐	☐	☐
If such a company was at a job fair I would look for their	☐	☐	☐	☐	☐
I would like to work for such a company	☐	☐	☐	☐	☐
I am sure that my evaluation of such a company is right	☐	☐	☐	☐	☐
I have confidence in my impression of such a company	☐	☐	☐	☐	☐
This would be a good company to work for	☐	☐	☐	☐	☐
I have spent time at such a company in the past	☐	☐	☐	☐	☐

Page 7: Personal Data

To ensure representativeness of our study, please help us by answering the following

questions about yourself.

What is your gender?

☐ Male

☐ Female

☐ Other/Do not wish to disclose

What is your year of birth?

_____

What is your nationality?

_____ (possible answers were provided in a drop-down menu)

What is your marital status?

☐ Single/Divorced/Widow

☐ In a relationship

☐ Married/In a registered relationship

☐ Married with children

What is your highest degree of education?

_____ (possible answers were provided in a drop-down menu)

What is your educational background?

_____ (possible answers were provided in a drop-down menu)

What is your total work experience in years?

_____

What is your current main occupation?

☐ None

☐ Student

☐ Employed

☐ Self-employed

If you are currently working, please select in which industry you are working.

_____ (possible answers were provided in a drop-down menu)

If you are currently working, please indicate the size of the company you are working in.

☐ Very small company (1-9 employees)

☐ Small or Medium-Sized company (10-250 employees)

☐ Very large Corporation (>5000 employees)

☐ None

Are you currently actively or passively looking for a (new) job?

☐ Yes

☐ No

Does your family own a business that you would consider a family firm?

☐ Yes

☐ No

Are you originally from a town with more than 100.000 inhabitants?

☐ Yes

☐ No

Do you currently live in a city with more than 100.000 inhabitants?

☐ Yes

☐ No

Page 8: Information About Results and Raffle Participation

Please indicate if you would like to be informed about the study results and/or participate in a raffle for Amazon vouchers.

☐ Yes, please send me the study results by email

☐ Yes, I would like to participate in the raffle for an Amazon voucher

If you have selected any of the previous two options, please provide your email address. We will not use your address for any other purpose than the one(s) selected above and it will not be connected to your survey responses.

_____

If you are a member SurveyCircle you can claim points for participating in our study:

SurveyCircle: NQJ6-3VYP-X1LS-NK9D

Page 9: Thank You

Your responses were recorded. Thank you for participating in our study, you can now safely close this tab.
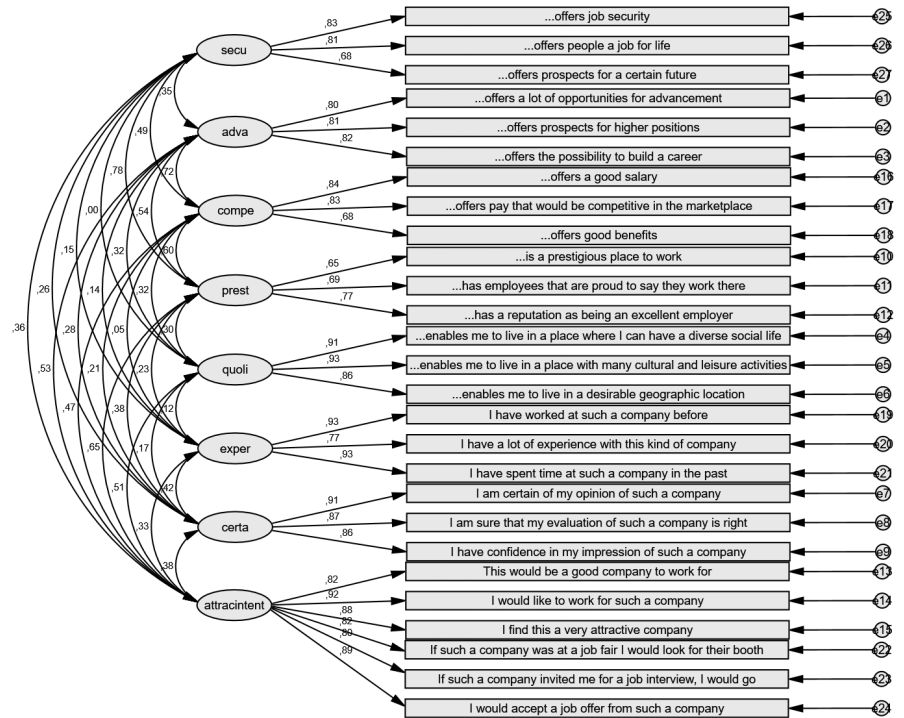
Appendix B – SEM Models used for CFA

Model 1 – 9 factors
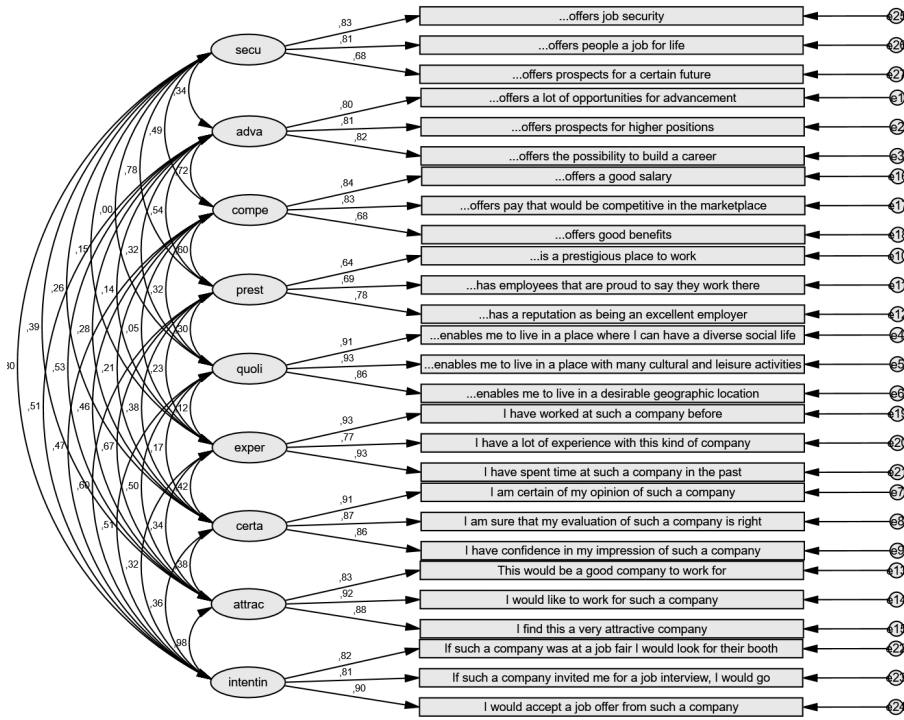
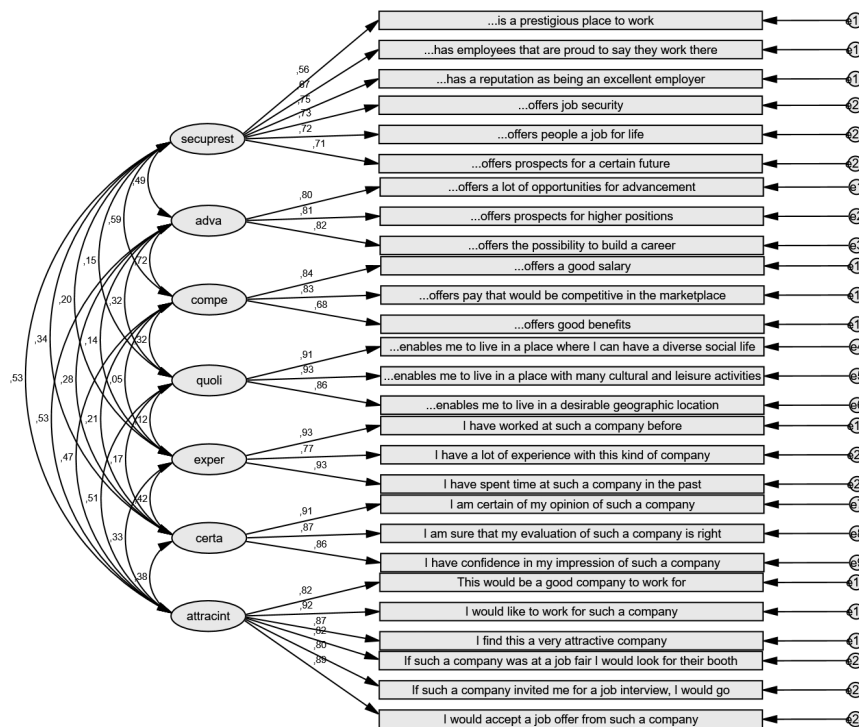### Model 2 – 8 factors (organizational attractiveness and job pursuit intentions combined)

Model 3 – 8 factors (prestige and job security combined)
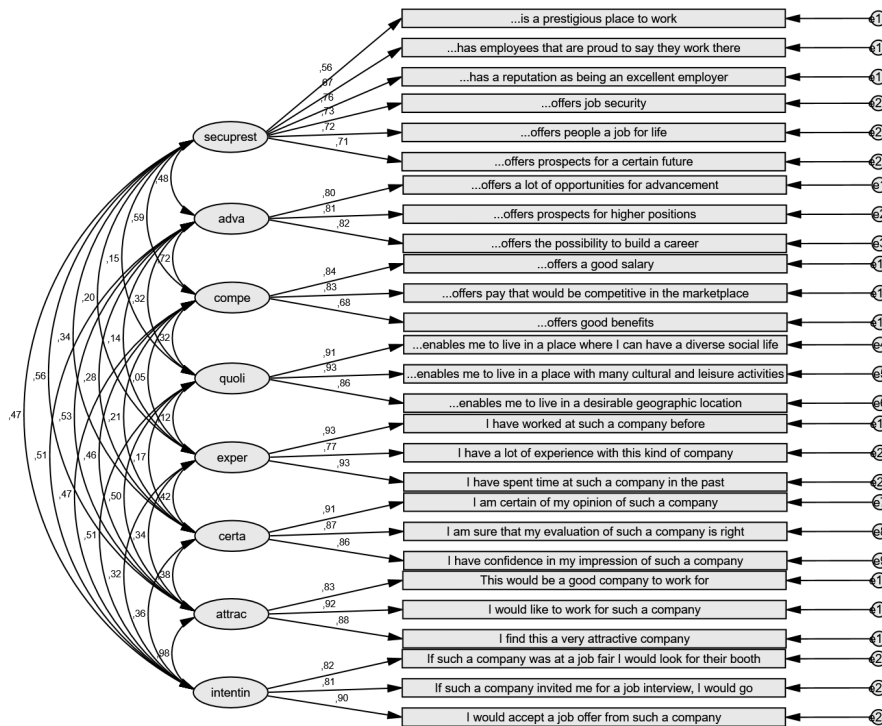
Model 4 – 7 factors (organizational attractiveness and job pursuit intentions, prestige and job security combined)

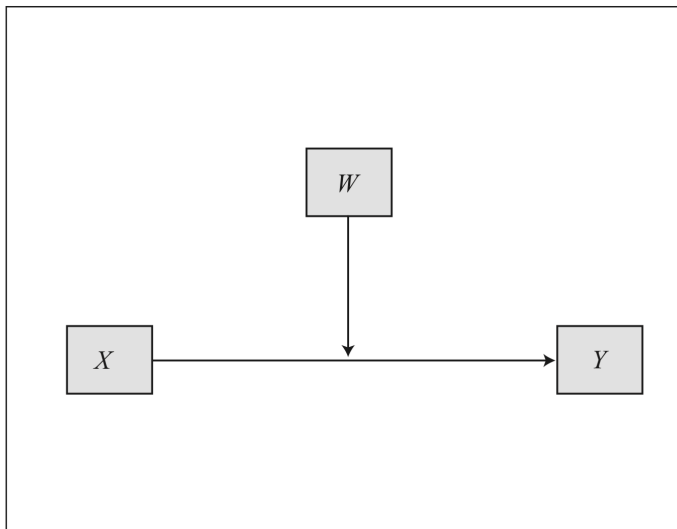Appendix C – Models used for regression analyses with PROCESS macro

Figure 2. Model 1 – Simple moderation. Reprinted from *Introduction to Mediation, Moderation, and Conditional Process Analysis, Second Edition: A Regression-Based Approach* (p. 584), by A. F. Hayes, 2017, New York, NY: The Guilford Press. Copyright 2018 The Guilford Press.
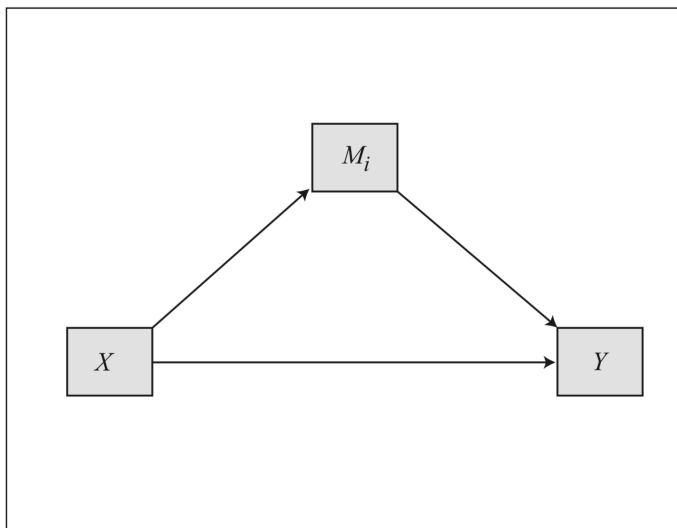

Figure 3. Model 4 – Multiple parallel mediation. Reprinted from *Introduction to Mediation, Moderation, and Conditional Process Analysis, Second Edition: A Regression-Based Approach* (p. 585), by A. F. Hayes, 2017, New York, NY: The Guilford Press. Copyright 2018 The Guilford Press.
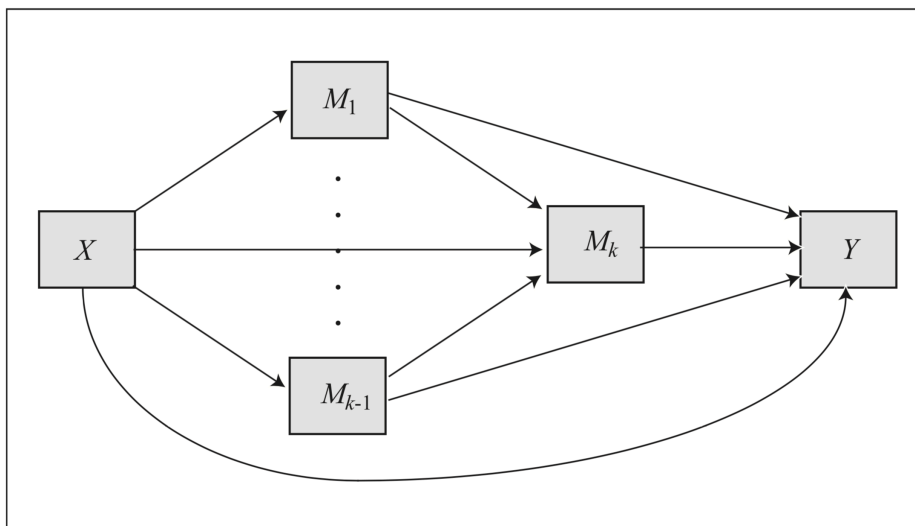
Figure 4. Model 80 – Multiple parallel and serial mediation. Reprinted from *Introduction to Mediation, Moderation, and Conditional Process Analysis, Second Edition: A Regression-Based Approach* (p. 606), by A. F. Hayes, 2017, New York, NY: The Guilford Press. Copyright 2018 The Guilford Press.