

# What Are French Job Seekers Attracted to? A Ranking of Attributes Influencing the Intention to Apply of Three Categories of Job Seekers

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## Abstract

This research aims to understand how competitive organizational cues are differentially interpreted and ranked in the active job search process using an integrative theoretical framework of three different job seeker perspectives: (1) new entrants, (2) reemployment job seekers, and (3) already employed job seekers looking for another job (Boswell, Zimmerman, & Swider, 2012). Data was collected from 799 job seekers in France. First, we investigated the factor structure of twenty-seven attributes related to organization attractiveness. The results provide evidence of a six-factor structure of organizational cues: work-life balance, reward, nature of work, job security, image/culture of the company and interpersonal relationships. This adds to the literature by providing empirical support for three new factors (i.e., work-life balance, nature of work, interpersonal relationships), in addition to replicating the factors identified in previous research (Cable & Judge, 1996). Second, we tested for significant differences in attribute ratings between new entrants, unemployed job seekers, and already employed job seekers. We found that the type of job seeker, or job search context, did have a significant impact on the evaluations of the attribute factors. Finally, we examined whether the factor rankings within each job search context differed from the overall population. Overall, the rankings of the factors were relatively consistent across contexts; work-life balance was consistently a top priority, followed by nature of work, reward, job security, image/culture of the company and interpersonal relationships. These results will help organizations tailor their strategic recruitment messages to attract candidates with the highest placement likelihood.

**Keywords:** Job search contexts; Organization attractiveness; Recruitment