

An empirical study on the influence of the employment intention and behavior characteristics of Chinese college students on the employment results-Taking Nanchong city of Sichuan Province as an example

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Abstract

With China's social transformation and popularization of higher education, students "difficult job" issue has become increasingly prominent, become prominent contradictions and problems in economic and social development, it is undeniable, enrollment in higher education and social structural imbalance between supply and demand, etc. have some impact on employment of college students, but from the internal, the more prominent is the traditional concept of career choice and employment behavior seriously interfere with the employment of college students, it is the important reason for college students' employment difficulty. This article through to the Nanchong City, Sichuan Province, four university graduates from the University of the sample survey, using questionnaires, document retrieval, individual interviews, group discussions and other survey methods, the use of quantitative analysis, qualitative analysis, descriptive analysis, interpretation analysis, factor analysis and comparative analysis, elaborate employment aspirations and behavior characteristics influence on employment outcomes and to provide comments and suggestions on this basis.

Keywords: college students; employment intentions; employment behavior; empirical analysis

1. Introduction

In the context of China's higher education system and deepen the reform of employment of college graduates, and college students employment problem has become a social phenomenon of growing concern, 2015 college graduates nationwide scale reached 7.49 million, an increase of 22 million more than in 2014, over the years, is the largest university graduates a year, 2015 college graduates nationwide scale reached 7.49 million, an increase of 22 million more than in 2014, over the years, is the largest university graduates a year, but the scale and university graduates "surge" in stark contrast, with the domestic changes in economic growth slowed and industrial structure, population decline in interest rates as well as from the international red changes in the economic environment, in 2015, the whole society provide the position has not increase but anti-drop, students' employment market by the "seller's market to" buyer's market. " Graduates Employment is a series of deep-seated contradictions in the results of the current employment, education, economic and other fields, needless to say, economic development, higher education system, family background, employment, environment, employment regimes in these external factors are external factors affecting students' employment, but at the same time it should be noted that traditional employment aspirations and employment behavior is the cause of Students an important factor in the difficult employment. From the point of view in recent years, study abroad start earlier, involves more extensive research results is greater. British scholar Hillage and Pollard (Hillage J &Pollard E.,1998) Lee Harvey (Lee Harvey.,2001), Yorke & Knight (Yorke& Knight .,2004) and American scholars Fugate (Mel, Fugate, Anglo J. ,2004), etc. are representative of this area, but these based on national circumstances and cultural background is different, it is not suitable for our market environment, cultural heritage and national conditions. Most domestic research on employment ability of university students to focus on the policy aspect of the employment status of graduates, the quality of education in universities, job markets and the macro side, compared with other studies, this paper focuses on the analysis from the micro level, China is in a period of economic and social transformation, the labor market is in a mature stage, as China's market economy conditions, the majority of 90 graduates, their employment intentions, how to measure the students' employment behavior, based on the investigation of four college graduates in Nanchong, Sichuan Province, the paper analyzes the employment status and employment market, and explores the influence of contemporary college students' employment intention and behavior characteristics by means of empirical method.

2. The formation of the questionnaire and data collection process

2.1. Investigation object

The contents of the questionnaire is divided into three parts, the first part is the basic situation of the respondents, including gender, the academic and professional; the second part is the intention of the respondent's employment, including graduates of the career expectations, graduates geographical factors, wages and other employment considerations when; the third part is the behavior of employment of graduates, including graduate level of understanding of employment policy, the amount of material sent to introduce ourselves, employment costs, the number of interviews.

The survey taken by simple random sampling method, the use of questionnaires in Sichuan Nanchong City, China West Normal University, Southwest Petroleum University, North Sichuan Medical College and

Southwest Jiaotong University Hope College four universities, using the class as cluster sampling units to investigate, 1000 questionnaires were distributed, the actual recovery of 972, the recovery rate was 97.2%, after the selection obtained 950 valid questionnaires, the use of 95%.

2.2 Survey Methods

Analysis of College Graduates' Employment is a complex, pluralistic system, it is influenced by multiple factors, but we also difficult to determine the cause of a phenomenon which occurs directly a particular factor made, therefore, in this paper, characteristics of university students' employment intention and behavior as the main research object, by adopting the combination of theoretical research and empirical research method, discusses its influence on employment results, on the basis of design a set of effective questionnaire, questionnaire compiled in literature, individual interviews, expert panel three main steps. The first step is literature. mainly according to the existing literature on college students' employment intention, employment behavior research, such as sorting, classify and summarize. The second step is to the individual interview. Graduates, by visiting senior staff with the recruitment of student's employment department, counselors, career guidance teachers communication, recruiters to make use of campus recruitment interviews. Third on the basis of literature review and preliminary interview, according to the survey results, the two aspects of College Students' employment intention and employment behavior are refined into various indicators, and the design of the questionnaire survey, through the questionnaire survey, collected a large number of data for the back analysis to provide basic data. Finally, using SPSS19.0 software to analyze the data and draw the conclusion.

3. Logistic regression analysis employment aspirations and behavior characteristics of college students on the employment impact of the results

3.1 Overview of the basic situation

The basic situation of respondents (including schools, gender, professional type) survey are shown in Table 1 (Students) population distribution list

Table1: The distribution of the survey population

Item	Category	Frequency	Percent
School profile	China West Normal School	417	43.89%
	Southwest Petroleum University	243	25.57%
	North Sichuan Medical College	139	14.63%
	Southwest Jiaotong University Hope College	151	15.89%
Gender	Male	425	44.73%
	female	525	55.26%
Professional Type	Literature and History	342	36%
	Engineering	326	34.31%
	Art	62	6.53%
	Sports	84	8.84%
	Medicine	136	14.32%

3.2 Logistic regression analysis (Model 1) on the employment intention and employment results

3.2.1 Definition of the concept

Previous research on College Students' employment intention is similar, Gong Huixiang said: "College Students' employment intention is the basic view and attitude of graduates' employment purpose and significance, which is the most important part of the graduates' value system. It is an important part of the graduates' value system. (Luo hongyi.,2002) Gu guofeng said: "College Students' employment intention is a college students' employment ideals, employment motivation, employment standards, the significance of the comparison between the stability of the basic views and attitudes, is a college students in the ideological position of social work,"(Shen guoquan.,2002)

The employment intention is the construction of university students' employment situation and employment situation, which is the preparation of the concept of the smooth implementation of employment, which directly affects the employment behavior and employment results, and is also the terminal performance of students in vocational choice. The employment intention of this research is: where the university graduates employment, employment in any sector, the expected salary and other aspects of the content.

3.2.2 Variable and its representation

Variable definition:

Argument - Students employment aspirations

The dependent variable - Students Employment

3.2.3 Empirical Analysis

The employment will be divided into five indicators, the first indicator is the willingness of employment in small and medium cities is 1, otherwise to 0. The second indicator is the willingness to go to the western region, township employment for 1, No 0, the first indicator and a second indicator reflects the willingness of employment in the geographical choice, third indicator is the industry expected. Different sectors of the working environment, wages, welfare is different. According to "China Statistical Yearbook" will be high-wage industries, including finance and insurance, scientific research and comprehensive technical services, electricity, gas and water production and supply industry, transportation, storage and postal services, real estate, health, social security and social welfare, culture, sports and recreation, mining, public administration and social organizations, information transmission, computer services and software industry, leasing and business services, education, vocational value of 1 in this category, the low-wage industries, including agriculture, forestry, animal husbandry and fishery, wholesale and retail trade, accommodation and catering, construction, manufacturing, water conservancy, environment and public facilities management, resident services and other services sectors in this category assignment to 0, it employment will reflect differences in the industry structure. The fourth indicator is the system of employment units. Employment units of different systems differ not only in wages, more importantly, some of the benefits of other differences exist. China's social security system is not perfect, organs, institutions and state-owned enterprises basically be able to pay workers the "Four Golden" Social Security is also more robust cities, while in rural areas it is primarily for the protection of the family unit. Meanwhile, work

location accounts for welfare, education, health and others have a significant impact. Students in the choice of employment unit system, is bound to consider these factors. College students employment units are divided into universities, the armed forces, state-owned enterprises and other teaching institutions, health care, government agencies, research and design units, other utilities, finance, insurance, foreign-funded enterprises, other enterprises and other 12 types. We funded enterprises, other enterprises defined as units outside the system of employment, other jobs within the system is defined as a unit, and assigned to 0 and 1 respectively. The fifth indicator is expected monthly salary, will be less than RMB 1000, 1000-1999 yuan, 2000-2999 yuan, 3000-3999 yuan, 4000 yuan and above assignment for 1, 2, 3, 4, 5, whether employment and as dependent variable, intend to establish college graduates employment and employment results of the regression model is as follows:

$$\ln\left(\frac{p}{1-p}\right) = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$$

Among them, x_1 = whether willing to go to small and medium cities employment; x_2 = is willing to go to the Township Employment; x_3 = industry is expected; x_4 = expected monthly salary::

Table 2: Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	163.246	4	0
	Block	163.246	4	0
	Model	163.246	4	0

Table 3: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1(a)	Are you willing to small urban employment	0.656	0.187	12.328	1	0	1.927
	Are you willing to township employment	0.678	0.205	10.948	1	0.001	1.97
	Industry Expected	-0.514	0.164	9.776	1	0.002	0.598
	Expected Salary	-0.94	0.089	112.516	1	0	0.39
	Constant	3.236	0.29	124.126	1	0	25.42

SPSS report table 3 shows the x_1 , x_2 , x_3 , x_4 inspection of four independent variables and the regression coefficient, from the point of significant Sig column, the significant degree are far less than 0.05, shows that all independent variables impact on employment is positive and significant. So the employment behavior affect the result of the employment of Logistic model for:

$$\ln\left(\frac{p}{1-p}\right) = 3.236 + 0.656x_1 + 0.678x_2 - 0.514x_3 - 0.940x_4$$

Through the model, we can know that the employment of small and medium-sized cities is willing to increase the employment opportunities, the situation is very similar to the employment in the township, and the employment is significantly positive correlation. The hope in high-wage industries will reduce employment opportunities for employment, that is willing to high-wage industries and employment outcomes negatively related to employment, salary expectations for students' employment impact is negative, that want a higher salary employment of graduates more not easy to achieve employment, shows that college students employment will have a significant impact on employment result, all test indicators show that the higher employment expectations, the less conducive to employment. Are willing to go to small and medium urban employment, the willingness of the regression coefficients and employment outcomes to the township of employment are positively correlated, that is willing to go to small cities and towns employment of students more employment, whether willing to go to small cities employment, whether willing to go to the employment of the regression coefficient and employment results are positive correlation, that is willing to go to small cities and Township Employment of students more easily, in 950 valid questionnaires, 584 students are willing to small and medium cities, the total number of 61.4%, Only 223 students are willing to rural employment, accounted for 23.4% of the total; In terms of employment areas, has from the employment choose big cities to small and medium-sized cities such as employment of change; Most college students also tend to be more reasonable to the requirement of salary. College students, however, remained stable, and conservative attitude at work tend to choose to other institutions, state organs, institutions of higher learning, state-owned enterprises, scientific research units and other units of up to 74.4%, according to labor department related materials show that in the 89 cities, 1.98 million jobs, the state organ accounted for only 0.8% of demand, and various private joint-stock company and provide jobs have accounted for 60%, in terms of salary, 315 people are expected in 2000-2999 yuan a month, 477 people are expected in 3000-3999 yuan a month, and according to the blue book of employment survey in 2015, the class of 2014 colleges and universities graduates after six months the average monthly salary of 3773 yuan, the students graduate salary expectation and university graduates after six months of the actual salary difference is not big, shows that after graduating from college students for their monthly salary is more rational.

3.3 Employment behavior and employment results of Logistic regression analysis (model 2)

3.3.1 Definition of the concept

In recent years, Western scholars definition of employment acts mainly in the following three perspectives: First, emphasis on information-gathering process. As Steffy, Shaw and Noe (Steffy, Shaw and Noe .,1989), the job search behavior is defined as "the number of career information and exploration of applicability of behavior, basically it can be seen as an information search process."; Second is the emphasis on looking for All behavior work., Tubas and Ekey Berger think job search behavior is job seekers spend their time and energy to a specific activity in search of work. Soelberg argue that a job is a series of four kinds of behavior are related to each other: identify the ideal career, search plan, and choose jobs, confirm and accept the choose of the search results (Soelberg P O.,1967); The three is to focus on solving the problem of coping

strategies, Kanfer, etc. (2001) to define the job search behavior as a "dynamic, cycle of self adjustment process, is a kind of purpose, and subject to the subjective intention of the behavior model. It starts with the identification of the employment target, and then the effort to achieve the employment goals". In his opinion, job hunting is a kind of goal directed activity, which aims to reduce the gap between the current state and employment goal, and to look for the job behavior as a process of successful employment.

(Kanfer R +. ,2001)

This paper refers to the employment behavior of college students, is the university students in their career choice, in the process of career choice behavior tendency. It comes from employment motivation, job motivation stems from employment will, while employment behavior always has its selectivity, directional namely: Employment aspirations - Employment Motivation - Employment behavior - Employment goals.

3.3.2 Variable and its description

Variable definition:

Argument - Employment Behavior of College Students

The dependent variable - Students Employment

3.3.3 Empirical Analysis

Employment behavior reflects the university student effort and concrete actions in the job search process. Employment behavior into job costs, the number of resume and interview three times. The first indicator is the number of your resume, and 10 parts or less assigned to 1, 10-19 parts assigned 2, 20 to 50 copies of assignment for 3, more than 50 copies of assignment 4. The second indicator is the cost of college students job search, including clothing, resume packaging, transportation expenses during a job search expenses, will be 100 yuan, respectively, 100-499 yuan, 500-999 yuan 1000-1999 yuan 2000-2999 yuan , 3,000 yuan and above assigned to 1,2,3,4,5,6. The third indicator is the number of units of the interview, it reflects the results of college students job.

Table 4: Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	66.41	3	0
	Block	66.41	3	0
	Model	66.41	3	0

Tbale 5: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1(a)	面试单位数量	0.415	0.074	31.265	1	0	1.514
	求职费用	0.246	0.049	24.674	1	0	1.279
	投简历数量	-0.229	0.073	9.78	1	0.002	0.795
	Constant	-0.497	0.332	2.232	1	0.135	0.609

Employment or not as the dependent variable, the establishment of university graduates employment and employment results regression model is as follows:

$$\ln\left(\frac{p}{1-p}\right) = a + b_1x_1 + b_2x_2 + b_3x_3$$

Among them, X_1 = the number of interview units; x_2 = job costs; X_3 = cast resume number.

Results as shown in 5. Table 5 shows the X_1 , X_2 , X_3 , three independent variables of the test case and regression coefficient, from the significant level Sig column, Sig significantly less than 0.05, that the impact of the respective variables on the employment results are positive and very significant. Therefore, employment act on the result of employment employment Logistic model for:

$$\ln\left(\frac{p}{1-p}\right) = -0.497 + 0.415x_1 + 0.246x_2 - 0.229x_3$$

Reports from SPSS can be seen in Table 5, the relationship between the number of interviewing the largest employment outcomes, B reached 0.415, and resume the regression coefficient was -0.229, indicating that your resume for employment of college students played a negative role, this is somewhat surprising, that your resume does not benefit too much on employment, the number of resume action on the employment of university students is negatively correlated, job seeking and employment costs result was positively associated, B value of 0.246, that is, job costs more jobs get the more. Visible to reasonable employment behavior have a positive impact on employment outcomes.

4. Conclusions

4.1 Employment intentions

Survey data show that most graduates are very understand of the current severe employment situation, hoping to rely mainly on their ability to find a suitable job in a timely manner, In the mode one, whether to go to small and medium-sized city employment, whether to go to the employment of the regression coefficient and employment results are positive correlation, that is to say, the students are willing to go to small cities and township employment more easily, the majority of college students to pay the requirements also tend to be reasonable. On the other hand, the concept of employment has not kept pace with the situation, most of the graduates still want to find a stable, high income, good geographical, can play a role in the region and the western region is still not willing to go, self entrepreneurship awareness is not strong. For the purposes of college students surveyed, the factors to consider when choosing a career first for the remuneration of 67%, and the realization of personal ideals and values and contribute to social development were only 22% and 9%. Therefore, we need to encourage personal struggles and personal values to meet, but also stressed that bear some social responsibility to guide students to establish a correct outlook on life.

4.2 Employment behavior.

4.2.1 Resume delivery of more, but more difficult to obtain employment

In the model 2, scores resume partial regression coefficient is -0.229, which is a bit surprising that the more the delivery of a resume, the more difficult employment. Analyze the causes, on the one hand from the practical point of view, some graduates due to its quality is not enough, though delivered a lot of resumes, it

is difficult to attract the eye of the employer, in order to find a job, only to resume these graduates more investment and more, and finally difficult jobs. As a higher quality of graduates, as long as the delivery of a certain amount of your resume will find the right employer, so in the course of employment, graduates of certain requirements to their own conditions and employers together, locked for a few of their own household units, targeted resume, so as to increase the chances of an interview. At the same time, it can also design different resumes for different job or a different employer, because the employer for a job resume is the first impression of graduates form the information should highlight the advantages of the applicant's resume. On the other hand, our current employment management system is chaotic, education department, personnel department, university graduates and other job fairs organized by various names, cohabitation, college students to go from these large and small job fairs, increased opportunities for blind resume.

4.2.2 The cost of job hunting is positively related to the employment of College Students

The costs of job partial regression coefficient is 0.246, and college students employment is positively related, this may be because college students graduate employment package, such as for the purchase of clothing, production resumes, there is the process of traveling expenses of candidates, and dress and resume will leave a better impression on the employer, thereby increasing the chance for an interview , and interview opportunities increased transportation costs will inevitably increase spending and other job search expenses.

4.2.3 Holdings interview had the greatest influence on college students' employment

Interview unit number of partial regression coefficient is 0.415, the three elements in the largest, also said that the interview unit quantity is the decisive factor, it is obvious that the more the unit of the interview, the greater the chance of employment.

5. Recommendations

5.1 Adjust employment intention, the establishment of modern college students' view

University graduates should understand the employment situation, establish the correct career ideals and reasonable position in life, and to establish their own conditions with suitable employment destination, university graduates should understand their career environment, on their own have a clear understanding and objectivity evaluation, including ambition, ability, character, academic achievement, job skills, expertise and their own professional learning needs of the community and so on. Comprehensive, accurate, objective grasp their own, in order to achieve from the actual situation in the career, the basis of their actual ability and interest positions with a reasonable choice of character, values and personal development of the country, the society together, through the analysis of higher education the actual popular characteristics and employment situation facing the changing social realities to adjust their ideal job, determine a reasonable career expectations, deal with the relationship between the ideal and reality.

5.2 Take a proactive employment action

At present China's labor market is not perfect, the market behavior is not standardized. In this employment environment, a more prominent role of employment behavior. In this paper, the research showed

that the results have the job opportunity because of the influence of job search behavior, namely the job search behavior is positive, the more can get more job opportunities. Visible, job search behavior of positive initiative has great effect on the result of the job.

For this reason, before starting a job, college students to carry out a self-analysis and external environment analysis, establish the scientific job objective. Students must rely on the school and provincial employment information network, professional recruitment websites and various media, actively seeking employment information, select Key information after carefully prepared resume and cover letter, resume and actively seeking employment; In the job search process should strive to gather information about the employer's industry, jobs and demand information, improve their knowledge and understanding of the employing units and related positions, further clear job objective, find themselves competencies and matching positions; to seriously prepare themselves before the interview and basic materials that reflect the behavior of self-competency events, serious study to understand the situation of the target unit, be fully prepared, targeted; after the interview should conscientiously summarize, in order to follow-up job interviews and constantly improve themselves in order to stand out in the fierce competition in the job.

5.3 To give full play to the guiding role of society, colleges and families

Universities should actively promote the reform of higher education, on the basis of adapting to the new requirements of College Students, efforts to improve the quality of education, in-depth career planning and employment guidance, pay attention to the education of College Students' view of employment, held various employment outlook educational activities to help students establish a scientific job objective and positive attitude job, to help students reduce job blindness, and efforts to provide effective employment services, promote quality employment Students; Governments should actively promote the reform of personnel system, household registration system, the construction of good employment environment, and strive to improve their ability to employment services, through entrepreneurship policy support students, college students employment policies, promote small and medium cities and grassroots ideas to increase employment opportunities for employment of college students; As a family, parents' high employment expectations of their children is understandable, but parents on their children's employment problem should take a rational attitude, strengthen the responsibility consciousness education, to promote their children's independence, for their positive guidance, to give students more encouragement, understanding and support, to promote their jobs better.

This article mainly analyzes the influence on the result of the employment intention and behavior for employment, though an innovation, but also has certain limitations. College Students' employment is a very complex social phenomenon. The results of job search are influenced by the labor market supply and demand, the industry differences, employment policies, and individual demographic characteristics, education background, values, social capital and other factors, hope that future research can further consider the impact of these factors on the results of the employment.

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