



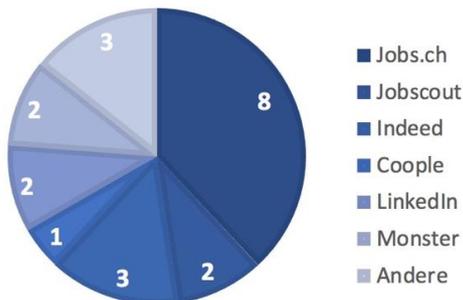
The hypotheses of the study

As part of their Bachelor thesis on the subject: “Generation Z - The new challenge in the recruitment of talents and specialists”, the two students Yasmine Herzog and Philipp Fuchs investigated the following hypotheses:

1. Generation Z primarily searches on digital channels.

Result of the study: YES

- 71 % of Generation Z uses the Internet as an information and application medium
- the two most frequently used channels are the company websites and the online job platforms
- Generation Z can find out more about jobs at the following online job platforms



2. The social medias (Facebook, LinkedIn, Xing) are preferred to the career page of the company for job search.

Result of the investigation: No

The channels Snapchat, Instagram and WhatsApp are very important for the Generation Z

BUT: Generation Z prefers the company's own website and online job exchanges for job searches.

3. Advertising on YouTube, Snapchat and other social media can generate an interest in job research.

Result of the study: NO

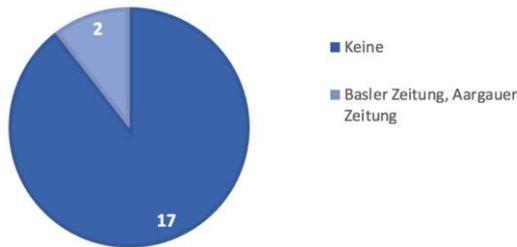
Within the scope of the survey, participants were asked if they take up job offers via social networks. The evaluation shows that although six persons have taken such measures, five of them have not opened the report and have therefore not made any enquiries about the position or the company.



4. Print media are rarely used for job searches.

Result of the study: YES

In their search for jobs, Generation Z concentrates almost exclusively on digital media. The survey shows that out of 19 job seekers, 15 are not looking in newspapers and 17 are not looking for suitable jobs in trade journals. Research literature also confirms this hypothesis, because according to Yousty's study, Generation Z considers print media are unattractive.



In which newspapers is Generation Z informing themselves about a company?

5. Generation Z members prefer face-to-face communication, not digital channels.

Result of the study: YES

13 out of 19 job seekers prefer a personal interview to other methods.

6. Generation Z people prefer structured video applications via online portals to classic letters of application.

Result of the study: NO

One third of job seekers indicated that they prefer written (traditional letters of application) or online applications (via a tool on the company website) to other forms of application. Only 10% preferred structured video applications. This primary result can be substantiated by the study of the Otto-Friedrich-University Bamberg. This also shows that applications via mobile phones are as often preferred as the classic application letters.

7. University marketing (such as lunch-talks at universities, "long nights of careers", graduate shows) is rated positively by Generation Z and they inform themselves about vacancies or the company after events of this kind.

Result of the study: YES

In the question of information sources for companies, university events were rated with a value of 2.7 out of 6, which is rather below average. However, half of the participants then said that after the visit they would check to see whether the company had an open position.

8. The employer brand / the image of a company is important for Generation Z, which is why they inform themselves in detail (e.g. about Kununu / personal contacts).

Result of the study: NO

The students ranged between "rather unimportant" and "rather important" when asked about the importance of the brand or the image of the company. The question whether the participants inform themselves on Kununu about the companies, shows that this platform is rarely used for information research.



9. Companies which offer broader development opportunities than others with less perspectives are preferred by Generation Z.

Result of the study: YES

Research literature has shown that the development of knowledge and skills is an important need of the Generation Z. In addition, 84% of the graduates expect their first employer to offer formal, practice-oriented training. The survey conducted among students in the life sciences industry showed that they consider horizontal and vertical development opportunities to be rather important to very important. It can therefore be assumed that companies that offer development opportunities are preferred to other companies that do not offer them.

10. The customers of HCCM® AG use the recruitment methods requested by Generation Z.

The results of the survey showed that students prefer the company website and the job boards when looking for a job. The company survey showed that these channels are most often used for the postings.

The surveys also showed that students feel most addressed on the WhatsApp, Instagram and Facebook channels, but they view these channels as private media. Companies, on the other hand, mainly use LinkedIn, Xing and university events for sourcing.

The study shows that students prefer written applications and tools on the company website. These forms are also used most frequently by companies. In addition, the students and the companies prefer personal interviews, which confirms the part of this hypothesis which asks for the application and interview methods.

11. The customers of HCCM® AG mainly address their potential employees via online channels.

Result of the study: YES

Literature shows that the placement of advertisements on online channels is the most frequently used recruitment tool for companies. This is also underlined by the results of the customer survey.



We would like to thank the students [Yasmine Herzog](#) and [Philipp Fuchs](#) for their successful work on this exciting topic and congratulate them to the very successful graduation of their Bachelor's degree.

Have we awakened your interest? On our company website www.hccm.ch/news / you can download the complete Bachelor thesis.

We wish you interesting reading and will be happy to answer any questions you may have.

With kind regards

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