

The Influence of Word of Mouth on Students Career Choice

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Abstract— In competitive market for potential employees, it has become highly important for companies to introduce new strategies that construct a brand as an ‘employer of choice’. The objective of the study is to investigate how "Word of mouth" national influences perceptions of potential employees about employer attractiveness. The study findings demonstrate how "Word of Mouth" influences the perceptions of potential employees from VIT. Word of mouth will be vital in attracting the potential employees. This research was carried out using final year students who are graduating this year from VIT university and actively participating in the campus recruitment drives .The focus of this research was on the effect of word of mouth on students intention to join companies.

High demand for highly skilled employees has created a competition for talents. Companies are struggling to attract employees with expected skills to create a competitive advantage . This problem is especially relevant for Companies that operate in India since skilled local Indian talent is insufficient and skilled Indian employees are starting to value different parameters to chose an employer . We will be finding out the following factors such as

- Alumni Influence ,
- Recommendation from Parents,
- Recommendation from Fellow Students ,
- Recommendation from Faculties impact on decision of a student while choosing a job opportunity . The final conclusion of the study is "Word of mouth" had a more positive effect on organizational attractiveness & Study concluded that "Recommendations from Parents are more influential than other factors .

Keywords—Alumni Influence, Recommendations from Parents , Recommendations from Fellow Students , Recommendations from Parents.

1. INTRODUCTION

Previous studies on campus recruitment says potential applicants as independent decision makers and they do not let others influence their personal decision on organizational attractiveness (Greet Van Hoya).

Today's job seekers are “more sophisticated shoppers” Says Tara Murphy. Companies who are increasing the manpower will have to distinguish themselves from the competitors in order to attract and retain the right talent.

Most of the companies hire fresher's through campus recruitment . One of the influencing factor during the selection process is perception of the applicant of the employer . As per the study conducted by LinkedIn " 72% of Employers agreed that employer brand has a significant impact on hiring & 75% of job seekers consider an employee's brand before even applying for the job .

Shivaji and Maruti (2013) explained that EB is a strategy which engage the manager's consciousness and employees institutions , potential hires and stakeholders with in particular organization .

2. CAMPUS PLACEMENTS :

Campus placements is the process, where in representatives of the company comes to college and do the recruitment process . Mostly, the representatives are from human

resource and the technical functions of the companies (K H Pavithra) .

3. ADVANTAGES OF CAMPUS PLACEMENTS:

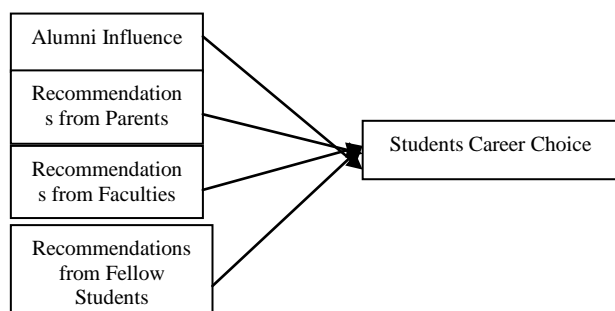
Companies prefer campus placements for various reasons such as

1. Choosing best talents for various roles
2. It Saves time
3. It Saves cost
4. Employer Branding
5. Through Internships, Company can build a strong pipeline for next year's recruitment

Word of Mouth :

In the recent years, very few studies are made on the impact of word of mouth on organizational attraction. Word of mouth can be divided in to two as positive & negative .

In addition to internal recruitment sources (e.g., campus recruitment team, placement office), which are largely under the control of the recruiting organization, potential students will also receive information from external sources (e.g., publicity), which are mostly not under the control of the organization.

Figure 1 : Conceptual Frame Work

As a first objective, we are finding out if word of mouth will influence organizational attractiveness perceived by potential students who are aspiring to join the particular company through campus recruitment process

In the study, we are considering 4 dimensions as word of mouth sources

4. ALUMNI INFLUENCE

A Person who has studied in your institution is a powerful source who can influence your present batch students . Alumni offer real, tangible testimonials that impact a student's decision of applying for a company.

Recommendations from Parents :

Many students says that parents play a major role in their decision-making about careers , according to a report published by EY & GTI media More than half (54%) of the students who took part said that their parents tried to exert influence over their choice of career

Recommendations from Fellow Students:

Recent survey conducted by allaboutcareers.com found that friends are a major influence on career choices. two third of the students are influenced by fellow students while making career choices .

Chris Phillips, Research Director at GTI Media said, "The influence of friend is clearly an significant factor while choosing their career.

Recommendations from Faculties :

Allaboutschoollleavers research shows that 58.4 % of students consider their teachers to seek information about campus recruitment & companies visiting their campuses .Teachers are third most popular source of information for final year students behind google & job portals Equations

Participants:

Participants were 100 graduate students in B Tech, M Tech & MCA, MS Software Engineering from VIT Vellore, Tamilnadu, The sample consisted of 78 men (72%) and 22 women (22%) . Participants' mean age was 20 years . All of them are in the final year of their course and participating in the campus drives in VIT .So the task of evaluating organizational attractiveness was realistic and relevant for the participants.

Alumni Influence	Number	Range	Mean	Std Deviation
	100	4	2.63	1.228

Statistical package for Social Sciences is used for the analysis . We found mean and standard deviation to know the impact of alumni influence on students career choice & found the mean value as 2.63 and 1.228 as the value of Standard deviation ..

Parents Recommendations	Number	Range	Mean	Std Deviation
	100	4	2.47	1.251

Findings from the SPSS analysis concludes that "Recommendations from Parents" are significantly influencing the career choice of a student with the mean value of 2.47 and SD of value of 1.251.

Recommendations from Faculties :

Faculty Recommendations	Number	Range	Mean	Std Deviation
	100	4	2.55	1.258

We found mean and standard deviation to know the impact of "recommendations from faculties" on students career choice & found the mean value as 2.55 and 1.258 as the value of Standard deviation

Recommendations from Fellow Students :

Fellow Students Recommendations	Number	Range	Mean	Std Deviation
	100	4	2.58	1.319

We found mean and standard deviation to know the impact of recommendations from fellow students on students career choice & found the mean value as 2.55 and 1.258 as the value of Standard deviation.

5. CONCLUSION :

The Research study conclude that "Recommendation from Parents" has an edge over others . Parents are the real influencers when students make their career choices .

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