

# Research on Factors Influencing Employment Intention of College Students in Qinghai Province

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**Abstract:** *College students are not only young people with high quality, but also important reserve talents for urban construction and development. As a group with high education and high ability, the employment location of college students has an important impact on the economic and social development of the region. Qinghai is a small province with high education in Northwest China. In recent years, the number of college graduates has increased year by year. How to promote the employment of college students has become a hot topic of widespread concern in all walks of life. In this context, this study takes Qinghai college students and non-Qinghai college students studying in Qinghai colleges as the survey objects, and studies their willingness and influencing factors to return to their hometowns for employment. On this basis, corresponding countermeasures and suggestions are put forward from four dimensions: government, colleges, parents, and college students.*

**Keywords:** College Students, Employment Intention, Influencing Factors.

## 1. Research Background

With the continuous advancement of the popularization of higher education in my country, college graduates have gradually become the core force in the employment market. They have replaced the "migrant workers" in terms of quantity and become the new main employment group. In 2022, there will be about 3.11 million new migrant workers in the country, and in the same year, the number of college graduates will reach 10.76 million. The number of college graduates in my country will reach a new high in 2023, reaching 11.58 million. Considering the previously unemployed college students, they can get relatively few jobs and the employment situation is grim. In addition, under the background of the continuous prosperity and development of my country's social economy, the gold content of college students' academic qualifications has gradually weakened, resulting in them finding that there is a certain gap between the actual employment prospects and expectations after entering the workplace. In recent years, the employment problem of college graduates has become a hot topic of social concern. The causes of this phenomenon are diverse, including the level of national economic development, the higher education system and teaching quality, and the personal abilities of graduates. Therefore, under the current educational situation, in order to ensure the healthy development of higher education, we must attach great importance to the employment rate and employment quality of college students, deeply analyze the current situation of employment willingness of college students in my country, and put forward practical suggestions.

As a province with a relatively small scale of higher education in northwest my country, Qinghai Province has shown a positive trend of vigorous development in its higher education field in recent years with the deep care and strong support of the Party Central Committee and the State Council. At this stage, Qinghai Province has a total of 12 general colleges and universities, including 4 undergraduate schools and 8 junior colleges, covering various types of higher education institutions such as comprehensive, normal and ethnic-based higher education institutions, showing the distinctive characteristics of plateau education. With the continuous emergence of new economies, new industries, and new

industries, the employment market for college graduates in Qinghai Province has been further broadened, providing more diversified employment options for college students. However, the problem of uneven economic and social development in Qinghai Province is still prominent, which to a certain extent restricts the job supply capacity of college graduates in the province, making the employment situation of college students in Qinghai Province increasingly severe. Therefore, how to accurately and effectively solve this problem and promote high-quality employment for college students in Qinghai Province has become the focus of current academic circles and all sectors of society. Under the current situation, college students' employment intentions have a significant impact on their employment behavior. In order to solve the "employment problem" of college students in Qinghai Province, we must first have an in-depth understanding of the employment willingness of this group, and conduct an in-depth analysis of the various factors that affect college students' employment willingness, further explore the key points that regulate the employment behavior of college students, and formulate practical and feasible policies. Provide scientific basis for employment policies.

## 2. Research Design

### 2.1 Related Concepts

As an important field of academic research, the employment intention of college students has received extensive attention. When exploring its definition, some domestic scholars have discussed it. Scholars such as Qiu Wenqi believe that the choice intention of job seekers in employment outcomes can be called employment intention. Hu Yue advocates that employment intention is manifested as psychological preparation, which helps job seekers find employment smoothly. In the process of job selection, people make assumptions about their cognition of work ability and future career expectations based on their employment status and their actual situation. Employment intention reflects an individual's primary demand for employment, and has the characteristics of instability, ambiguity and randomness, and adjusts with changes in environmental factors. Based on this, this article refers to the insights of predecessors and defines it.

This article argues that the employment intentions of modern college students in the job-hunting process are mainly derived from their in-depth understanding of their own conditions and insight into the social employment situation, which gives them a basic expectation of the work location, unit and salary level after entering the society. However, the career choice tendency of college students will have a direct impact on their employment behavior and ultimate career development direction. At present, college students are more inclined to choose to work within the system in terms of employment industry, and they are more inclined to economically developed regions in terms of employment city.

## 2.2 Scope and Objects of Investigation

In order to deeply explore the current situation of employment intention of college students in Qinghai Province, this study uses the employment intention of college students, that is, whether they are willing to return to their hometown to work, as the dependent variable for empirical analysis. The study selected three public universities in Qinghai Province: Qinghai University, Qinghai Normal University and Qinghai University for Nationalities as the research objects, and took undergraduates and full-time graduate students from these three universities as the core research groups. Although the number of junior college students is small, they are also taken into consideration. Given the different types and levels of these three universities, they are highly representative. A total of 415 questionnaires were collected in this survey. After sorting and eliminating unqualified questionnaires, 382 valid questionnaires were finally obtained, with an efficiency of 92%.

## 2.3 Main Contents of the Survey

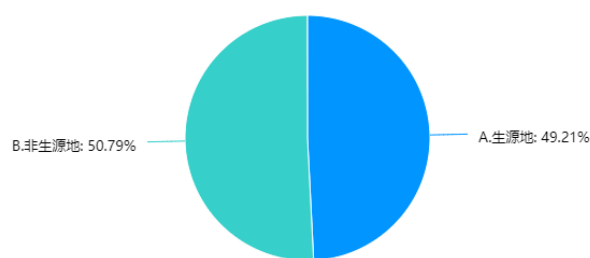
A questionnaire survey was conducted to explore the employment intention of college students in Qinghai Province to return to their hometowns. Based on a comprehensive analysis of the impact of personal and family factors on employment intention, this study took policy factors into consideration, making up for the shortcomings of previous studies on this issue. The survey content covers personal basic situation, family background, personal employment intention, including gender, age, only child status, place of origin, party membership, academic level, internship experience, type of college, major, family annual income, parents' education, industry, employment intention, salary and benefits, career choice considerations, and the meaning of job dignity, etc. 24 basic questions. In addition, in terms of employment policy, the survey includes the degree of understanding of relevant policies and their importance in the employment process. Based on the survey data, this study proposes corresponding countermeasures and suggestions.

## 3. Current Situation and Analysis of Employment Intentions of College Students in Qinghai Province

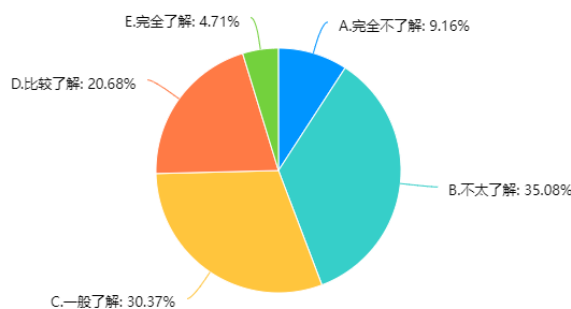
### 3.1 Current Status of the Survey on Employment Intentions of College Students in Qinghai Province

From the perspective of the survey results on employment intentions in the place of origin, 49.21 % of college students in

Qinghai Province are willing to work in the place of origin, and 50.79% are willing to work in places other than the place of origin, which is slightly higher than the proportion in the place of origin (as shown in Figure 1). From the perspective of understanding the employment policy for talent introduction, the college students in Qinghai Province generally have little knowledge of the employment policy for talent introduction and a general understanding. The data show that 35.08% of the surveyed subjects do not know much about the employment policy for talent introduction, 30.37% of the surveyed subjects have a general understanding of the employment policy for talent introduction, and 9.16% of the surveyed subjects have no understanding at all (as shown in Figure 2).



**Figure 1:** Employment preferences of college students in Qinghai Province



**Figure 2:** Qinghai college students' understanding of talent introduction and employment policies

### 3.2 Analysis of Factors Affecting Employment Intention of College Students in Qinghai Province

The article selects gender, place of origin, major, family and policy as the main analysis factors.

1) Gender factors. According to the data from the questionnaire survey, we found that the proportion of men and women choosing to go to places of origin and non-places for employment is roughly equal among different genders. Slightly more boys choose to go to non-study places than girls, while slightly more girls choose to go to places of origin than boys. The difference in proportion between these two aspects is small, indicating that employment willingness is less affected by gender factors. When considering the variables of only child and age, the proportions of the two are similar and there is no significant difference in choosing the place of birth or the place of non-birth.

2) Origin factor. According to the questionnaire survey data,

we can see that among the proportion of college students from different places of origin who are willing to return to work, the highest proportion is 58.20% in provincial capital cities, followed by the highest proportion in first-tier cities at 53.30%. This shows that college students whose place of origin is in provincial capital cities or first-tier big cities tend to look for employment opportunities in their place of origin, and are less likely to choose employment in places other than their place of origin. Similarly, the proportion of college students in provincial capital cities who choose to return to their place of origin for employment is slightly higher than that in non-student places. However, for college students from fourth- and fifth-tier small cities, counties, towns, and rural areas, the proportion of college students who choose to go to non-student places for employment is larger. This shows that there are differences in the employment choices of college students from different places of origin. Therefore, the factors of place of origin have a significant impact on whether college students choose to find employment in their place of origin.

3) Professional factors. According to the results of the questionnaire survey, the proportion of students who are willing to return to their hometowns for employment in the education field is the highest, accounting for 70.00%, the proportion of students who are willing to return to their hometowns for employment in the management field is 50.80%, the proportion of students who are willing to return to their hometowns for employment in the public administration field is the highest, accounting for 50.90%, and the proportion of students who are willing to return to their hometowns for employment in the computer science field is 50.00%. According to the degree of willingness of college students in various majors to return to their hometowns for employment, students majoring in education, management, and public administration tend to choose to work in their hometowns. 45.6% of students majoring in economics are willing to return to their hometowns for employment, 42.90% of students majoring in science and engineering are willing to return to their hometowns for employment, 40% of students majoring in agriculture choose to work in their hometowns, and 37% of students majoring in literature, history, and philosophy choose to return to their hometowns for employment. We can find that students of different majors also have differences in whether to choose to return to their hometowns, and the type of major has a very obvious impact on whether to choose to return to their hometowns.

4) Family factors. From the perspective of where parents expect their children to work, parents want their children to work in first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen. Among them, 56.30% of college students will choose to work in places other than their birthplaces, and 43.80% of college students choose to work in their birthplaces. Among parents who hope that their children will find employment in new first-tier cities, 54.80% of college students choose to work in their birthplaces, which is higher than the 45.20% who choose to work in places other than their birthplaces. When hoping to find employment in provincial capitals, the proportion of college students who choose their birthplaces is 49.50%, slightly lower than the proportion of 50.50% who choose places other than their birthplaces. When parents expect their children to find employment in fourth-

and fifth-tier small cities, 55.60% of college students will choose to work in their birthplaces, which is higher than the 44.40% of students who choose to work in places other than their birthplaces. From the above data, we can conclude that when parents hope that their children's future workplaces will be first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen or provincial capitals, college students tend to choose to work in places other than their birthplaces. When parents expect their children to work in fourth- and fifth-tier small cities in the future, college students tend to choose to work in their birthplaces. Therefore, family factors will affect college students' willingness to work.

5) Policy factors. According to the survey on the degree of understanding of the talent introduction policy, 48.60% of the respondents tend to choose employment in their hometowns, while 51.40% of the respondents tend to choose employment in non-hometowns when they have no understanding of it. In other selection dimensions, the proportion of those who choose their hometowns and non-hometowns is almost the same. The survey results on college students on the impact of the talent introduction policy on their employment show that compared with those who choose their hometowns, more college students who choose non-hometowns believe that the talent introduction policy has no impact or a greater impact on their employment. Comprehensively considering other options, although the proportion of those who choose their hometowns is slightly higher than that of those who choose non-hometowns, overall, the proportion of the two choices is relatively balanced. Therefore, it can be considered that the talent introduction policy has an impact on college students' employment intentions.

#### 4. Countermeasures and Suggestions

The employment problem of college students has long been a concern of the society, and how to effectively deal with this problem has attracted much attention. Referring to the survey results of employment intentions of college students in Qinghai Province and the current employment situation in the province, this paper proposes strategies from four levels: government, colleges, families and college students themselves, aiming to promote high-quality employment for college students in Qinghai Province.

##### 4.1 The Government Increased Support to Narrow the Regional Development Gap

First, when formulating policies for the introduction of talents, the government should combine the current employment situation of college students in the central and western regions, and pay more attention to "attracting" while "recruiting", that is, formulate practical policies for the introduction of talents and increase incentives for talents. In recent years, many economically developed cities have introduced various policies for the introduction of talents to attract more talents from universities and colleges to develop there. However, the talent introduction policies of some cities are not perfect, making it difficult to attract outstanding talents. In addition, differentiated incentives can also be provided for different types of talents. In addition to material rewards, additional special rewards should be provided to strengthen the introduction of talents. Therefore, the formulation of talent

policies should be combined with its own positioning and planning, and give full play to the characteristics and advantages of the city. Talent introduction policies should also be continuously improved according to actual conditions, expand and clarify the scope of beneficiaries, and strengthen the publicity of policies.

Second, the eastern region needs development, and the central and western regions need development even more, and talent is the foundation of development. Although there are certain gaps in economic and social development between the eastern, central and western regions of my country, these gaps are not all caused by regional endowments. However, if high-level talents in the central and western regions are lost for a long time, the gap between the east and the west will be further widened. No matter from which angle you look at it, this gap can only be narrowed, and the same applies to the introduction of talents. Therefore, in order to stop this unreasonable flow of talents, the government should vigorously support the economic development of the central and western regions, increase salaries and benefits in the central and western regions, encourage college students from central and western regions to find local employment, and absorb university graduates from non-central and western regions to find employment in the central and western regions. Only by improving and refining the talent flow mechanism can talents play a role in all regions, thereby continuously improving the imbalance in employment regions.

#### **4.2 Improve Career Guidance Courses in Colleges and Universities and Strengthen Teaching Staff**

First, improve the level of employment guidance and strengthen policy publicity. Employment guidance courses are a compulsory course for college students. Its success or failure is directly related to the future employment of college students. Employment guidance courses for college students should start from the fundamental purpose of higher education, keep pace with the times and adapt to society as the basic orientation, reasonably plan and arrange career planning courses, and establish an overall framework. At present, most college students will enter the society after graduation, and will feel confused about employment, have no clear goals, and lack life pursuits. In the face of this situation, colleges and universities should provide some employment guidance at an appropriate time, take the form of opening lectures, disseminating relevant employment knowledge, and providing employment psychological counseling to guide college students to establish correct employment concepts. In addition, through questionnaire statistics, it is found that most college students have a low level of awareness and understanding of relevant talent introduction policies, indicating that colleges and universities should actively promote relevant local talent introduction policies in the next step, and encourage college students to actively understand the talent introduction policies in their preferred employment areas.

Second, strengthen the faculty of colleges and universities. The career guidance courses for college students cover a wide range of majors and are required to have a certain nature of life practice. It is a typical applied course. It is an intersection of multiple disciplines and puts forward very comprehensive

and systematic requirements for career guidance teachers. First of all, the teaching team should change the original career concept, strengthen the one-to-one personalized guidance for students, and help students make career plans according to their actual situation. Secondly, strengthen the construction of the employment guidance team, actively absorb capable talents, and establish a professional teaching team with college student employment guidance teachers as the backbone to meet the needs of future career development. At the same time, in order to better understand the market demand for talents, the market dynamics should be publicized in a timely manner, which also requires a certain strength in human resource management. Finally, we must better understand the real job needs of social work positions, enhance the pertinence of employment guidance, adopt a two-way interactive internship method between schools and enterprises, and improve students' practical ability.

#### **4.3 Parents Change Traditional Career Selection Concepts and Help College Students Improve Their Understanding**

According to the results of the questionnaire survey, parents have a significant influence on college students' choice of employment location and industry, and college students will also fully consider their parents' suggestions when making decisions. As the main social support force for college students, parents should provide them with reliable opinions on employment locations and career choices, and abandon outdated employment concepts. At the same time, parents cannot be indifferent to their children's choice of employment location and industry, but should rationally analyze the various pros and cons and respect the employment choices of college students. It is particularly important that parents give college students full support and encouragement, help them establish correct concepts about employment, and inspire them to pursue their interests and potential so that they can achieve better development in their future careers. For college students, good family education means understanding and support. Strengthening family education is of great significance in solving the problem of "difficulty in employment".

#### **4.4 College Students Should be well Prepared for Employment and Improve Their Overall Quality**

For college students, the employment issue is both critical and complex. In the process of seeking employment, college students need to be fully prepared psychologically. First, they should base themselves on their own advantages and plan their future development direction. Only with full preparation can they seize opportunities and give full play to their own advantages. Secondly, personal social practice ability is also crucial. In addition to basic theoretical knowledge, college students should also have strong practical and communication skills. By participating in practical activities, they can accumulate social experience, expand interpersonal communication, and thus improve their comprehensive quality. Finally, they must uphold a scientific concept of career choice and avoid the phenomenon of "high expectations and low skills". In this process, college students should make appropriate adjustments to their employment expectations based on their actual situation and the



professional opinions of employment guidance teachers.

## 5. Conclusion

Stable employment is a major issue that concerns both my country's economic and social development and the basic lives of the people. In the context of the new era, college students, as the backbone of the country's future, should establish correct career choices based on their actual conditions, realize the transformation from "I have to find a job" to "I want to find a job", clarify their own positioning and goals, and continuously improve their comprehensive quality. In short, with the joint efforts of the government, schools, families and college students, the employment quality of college students in my country will be further improved, creating good conditions for achieving high-quality full employment. In this process, every college student must do his or her job well and contribute to the development of the country.

## Acknowledgements

Fund project: Qinghai University for Nationalities Graduate Innovation Project (39M2023018).

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