

# A Study on the Influencing Factors of College Graduates' Choice of Career Cities

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**Abstract:** This paper analyzes the influencing factors of college graduates' choice of career cities through a questionnaire survey. The main influencing factors are the city's overall economic level, living costs, wage levels, career development space, the city's environment, and the quality of residents. In view of these influencing factors, corresponding measures and suggestions for attracting talents are put forward for urban subjects such as society and enterprises, in order to achieve a win-win situation for college students, local cities and enterprises.

**Keywords:** Career Choice; City Choice; Influencing Factors

## 1. Introduction

The Ministry of Education's document "Notice on Doing a Good Job in the Employment and Entrepreneurship of Graduates of Colleges and Universities in 2019" pointed out that promoting the employment and entrepreneurship of college graduates is related to the national economy and people's livelihood [1]. In the past 20 years, the number of college entrance examination admissions has gradually increased. In 2020, the number of college graduates nationwide will reach 8.74 million, a year-on-year increase of 400,000[2]. It will exceed 9.09 million in 2021 and reach 10.76 million in 2022, an increase of 1.67 million over last year. At present, the employment group of college students is growing day by day, the employment situation is very severe, the employment pressure cannot be underestimated, and the employment problem has attracted the attention and attention of people from all walks of life. Under this severe situation, the current situation of college graduates' choice of career cities is known through a questionnaire survey, its influencing factors are analyzed, and coping strategies are proposed.

## 2. Employment Situation of College Graduate

### 2.1 The Relationship between Supply and Demand is Becoming More and More Tense

With the development of society, the employment of college graduates is redundant, and the relationship between supply and demand is tense. According to the "2020 college graduates are expected to reach 8.74 million calendar years, the number of college graduates will increase year by year Analysis of the employment forms of college students in 2020" survey "Are college students worried about the prospect of future employment?" The data analysis of this question shows that 12.07% of people said that, they go with the flow and do not worry too much, and 87.93% of the students are worried about their employment prospects [3]. Therefore, it is not groundless for college graduates to worry about their employment prospects.

First, from an economic point of view, affected by multiple factors such as the uncertain economic trend and the slowdown in leasing demand in the financial and Internet industries, in the second half of 2018, the financial, Internet, advertising and other industries entered a severe winter, and many small and medium-sized enterprises began to layoffs and even bankruptcy. Second, from the perspective of enterprises' demand for talents, AI, algorithms, etc., still have high demand for high-end talents; it is relatively difficult for start-ups to attract outstanding talents; there is still a large shortage of technical talents. Third, from the perspective of the employment of college graduates, most talents are accustomed to gathering in popular fields; a large number of outstanding talents tend to flow into mature enterprises [4]. In the long run, it is bound to affect the supply and demand relationship becoming more and more tense.

## 2.2 The structural Contradiction between Supply and Demand is Prominent

At present, the imbalance between supply and demand is one of the characteristics of the employment situation of college graduates.

### 2.2.1 College graduates

First, most college graduates look forward to finding companies and enterprises with high remuneration and a comfortable working environment, which makes it difficult for some enterprises and institutions with poor salary and benefits to recruit talents; second, some college graduates insist on looking for their professional counterparts Third, most college graduates choose to stay in big cities with relatively developed economies, resulting in a shortage of talents in some relatively backward small cities and towns.

### 2.2.2 The business side

In terms of personnel recruitment, enterprises always select talents according to their actual needs. Even if college graduates have high academic qualifications and professional skills, they will be rejected because they do not meet the needs of enterprises. Enterprise recruitment is also one of the important reasons for the contradiction between supply and demand.

In a word, due to the reasons of college graduates and enterprises themselves, there are often structural contradictions between supply and demand in current jobs.

## 2.3 Uneven Employment across Regions and Industries

### 2.3.1 The industry side

Most of the graduates hope to work in some enterprises or institutions with superior salary, welfare conditions and better prospects for future development, rather than working in private enterprises or relatively small enterprises.

### 2.3.2 The geographical aspect

Most college graduates choose to work in big cities, especially in developed cities. According to the research and interviews, most graduates tend to work in cities with relatively developed coastal economies, and less in cities with slightly backward economies. The trend of serious imbalance in career choice of college graduates not only has a significant impact on the development of cities that choose a career, but also has a very unfavorable impact on their own future development [5].

## 3. The Survey of College Graduates Choosing Careers in Cities

### 3.1 Research Objects and Methods

Taking 2021 graduates from a certain region as the survey object, 900 questionnaires were recovered through online surveys. After screening, 54 invalid questionnaires were eliminated, accounting for 6.00%, and 846 valid questionnaires remained, accounting for 94.00%. Among them, boys (333, 37.00%), girls (567, 63.00%); urban (316, 35.11%), rural (584, 64.89%); only children (443, 49.22%), non-only children (457, 50.78%); liberal arts (476, 52.89%), science (424, 47.11%). There are 15 questions in this questionnaire, divided into two parts, the first part is personal information, 4 questions (As shown in Table 1). The second part is the content of the questionnaire, 11 questions.

**Table 1 Basic Information of Participants**

project	category	number of people	percentage
gender	male	333	37.00
	female	567	63.00
Home Location	town	316	35.11
	rural area	584	64.89
Is it an only child or not	correct	443	49.22
	deny	457	50.78
Professional category	liberal arts	476	52.89
	scinece	424	47.11
total		900	100

### 3.2 Analysis of Influencing Factors of College Graduates' Choice of Career Cities

At present, the number of college graduates in 2022 is expected to exceed 10.76 million, the channels for graduation are blocked, and employment pressure is increasing. Based on this background, through the questionnaire survey, it is found that choosing different cities for employment will also have a relatively large impact on college students' career choices. Among them, 29.20% of the college students believed that different cities had a great influence on their career choices; 56.86% of the college students believed that different cities had a certain influence on their career choices; 13.94% of the college students believed that different cities had no influence on their career choices. In addition, college

graduates' career choices are mainly affected by the following factors and the proportions are from high to low: the overall economic level of the city is 26.00%, the city's wage level is 25.06%, the cost of living in the city is 22.00%, the career development space is 16.90%, and the city's The living environment is 10.04%, and others are also affected by the college student's household registration policy, housing prices, the number of relatives and friends in the city, and whether the school is located, etc.[6]See Table 2.

**Table 2. Impact of Different Cities on Career Selection of College Graduates**

impact situation	number of people	percentage
The impact is significant, and there are differences in which city one works in	247	29.20%
Has a certain impact	481	56.86%
No effect	118	13.94%

### 3.2.1 The overall economic level of the city

According to the previous questionnaire, it can be seen that one of the most important factors that influence college graduates to choose a city is the overall economic level of the city. After all, a city with a relatively developed economy has better conditions, a relatively complete municipal construction, a relatively high living standard for urban residents, a relatively good educational environment, a more comfortable cultural environment, and better career prospects. Because of this, most graduates choose cities with better economic development when choosing careers.

### 3.2.2 Cost of living in the city

In general, the consumption level of each city is proportional to the city's income level. Some relatively developed first-tier cities have relatively high salaries, but correspondingly, their price levels and consumption standards are also relatively high; in some remote areas, salaries and welfare benefits are relatively low, and their price levels and consumption standards are correspondingly high. relatively low [7]. Moreover, cities near or in coastal areas have relatively developed economies, and their consumption levels are relatively high in remote counties or towns.

### 3.2.3 Urban environment

The urban environment has a great impact on the work and development of individuals. Whether a city attaches importance to an industry and the city's strategy for this industry will directly affect the enterprise, and the enterprise will directly affect the development of individuals. In addition, the construction of a city, the humanistic quality of urban residents and the history and culture of the city will directly affect the life satisfaction of college students in the city.

### 3.2.4 City salary

As we all know, the economic source of fresh graduates is work income, so the salary level is a necessary factor for college students to choose careers. In some economically developed cities, because of relatively high wages, it is very attractive to college graduates. On the surface, the salary of some companies or companies is relatively low, but other benefits are relatively good, and the overall salary is very good; on the other hand, other companies have particularly high salaries for their positions, but the benefits are not perfect and there is no guarantee. When the income from work cannot meet the living needs of current college students, the first thing they think of is to change positions in the company or change jobs to other companies.

### 3.2.5 Career development space

Career development is a long-term planning process. However, many college graduates tend to focus on immediate short-term interests and choose to work in economically developed cities with high salaries. According to the previous survey results, when college graduates choose which places they are most willing to work in Fujian Province and the source of students outside the province, 36.00% choose economically developed cities, about 22% in more developed cities, and 13% in other urban areas. %, 8% from outside the province, and 19% for further education and examination conventions. In the economically backward counties and townships, the lowest proportion of college students who choose employment is close to 2%.

## 4. Strategies for Attracting College Graduates' employment Choices

With the sharp increase in the number of college graduates, great changes have taken place in their employment situation, employment information, and access channels.

Moreover, in cities with relatively backward economic development levels, talents are continuously drained from the outside world, and in the long run, there will be a shortage of talents in cities with relatively backward economies [8]. Both enterprises and national policies should take corresponding measures to enhance the attractiveness of enterprises, retain outstanding talents and attract professional talents. Based on this, combined with the current situation, a series of strategies to attract college graduates to employment are proposed.

#### **4.1. Social Aspect**

##### **4.1.1 Broaden the field of employment**

In order to broaden the employment choices and job-seeking opportunities of graduates, all sectors of society have launched all-weather and year-round online campus recruitment; multiple channels have increased employment and further education opportunities, not only various units have expanded the scale of recruitment, but the scale of college enrollment is also increasing. At the same time, "three branches and one support" and self-employment have also introduced many effective strategies to attract and facilitate the employment choices of college graduates. Under this circumstance, college graduates can change their employment concept based on their own actual situation, choose employment after employment, and achieve higher quality and full employment [9].

##### **4.1.2 Give full play to the role of regional economy and expand employment space**

Every college graduate hopes to have a good future, and hopes to stay in developed cities to find high-paying jobs and obtain long-term stable jobs. Relevant departments should play the role of local colleges and universities, formulate more preferential policies for local colleges and universities to serve the regional economy, train applied talents to directly connect with local economic enterprises and institutions, promote the role of regional economic development, and further attract talents; The development of the college has driven the improvement of the wages of laborers and the development of enterprises, and formulated preferential policies based on the vital interests of college students; increased efforts to support college students' self-employment and expand employment channels for college students.

#### **4.2. Enterprise**

##### **4.2.1 Improve corporate culture**

Corporate culture is an important part of an enterprise and is closely related to employee satisfaction and loyalty. A good corporate culture can not only stimulate the work passion and team spirit of all employees, but also enable employees to work side by side with the company to achieve the company's strategic goals; it can form internal centripetal force and cohesion, thereby improving the competitiveness of the company. Therefore, if an enterprise wants to develop better, it must have its own good corporate culture in order to better retain talents and be conducive to sustainable development.

##### **4.2.2 Improve the salary and welfare system**

Salary and benefits play a very important role in human resource management and are an important means of introducing talents. If an enterprise wants to develop for a long time and attract talents, it must establish a scientific, reasonable and competitive salary system based on its own and the current situation of the industry. According to Porter and Lawler's comprehensive incentive model, enterprise employees can get reasonable evaluation and expected personal value as long as they make personal efforts. Such compensation incentive is a virtuous circle. Therefore, for different types of positions, the company should formulate different salary systems according to the characteristics of different positions, in order to improve employee satisfaction and better retain talents.

##### **4.2.3 Set up scientific standards for talent selection**

For a long time, employers have had certain misunderstandings when recruiting talents. They habitually choose high education, have work experience, and even give preference to male students. In the long run, it is not conducive to the overall sustainable development of the company. If employers want to change the status quo, they must establish a scientific concept of talents, change the concept of empiricism and backwardness, and eliminate gender discrimination between men and women. On the one hand, the employer should formulate corresponding job descriptions and reasonable selection criteria according to the actual development scale, nature and job requirements of the enterprise.

On the other hand, enterprises should rationally use human resource management technology to cultivate and reserve talents for their sustainable development [10].

### 4.3. College Graduates

4.3.1 College graduates should establish the concept of reasonable employment

With the influx of a large number of college graduates, economically developed cities have seen a cruel employment situation of "more monks and less porridge". Talents gather in economically developed cities, resulting in an increasingly prominent contradiction between the idle talents in developed cities and the lack of talents in underdeveloped cities. The current career choice is to better plan the future life blueprint. College graduates should start from their own reality and actively adapt to the needs of urban talents at different levels. Therefore, it is particularly important to help college graduates establish a correct employment outlook and choose suitable employment cities and jobs.

4.3.2 College graduates should reasonably set career goals

At present, the competition for employment in some regions is intensifying, and the employment failure rate is increasing. College graduates should give themselves an accurate position when choosing a city for employment, make career plans in advance based on their actual situation, and formulate reasonable career goals and cities for employment; on the premise of fully understanding the employment situation, they can make use of their own actual strengths and avoid weaknesses, choose employment after employment. When choosing a career, do not blindly follow the crowd, and can make more appropriate employment choices, so that you can give full play to your advantages in the future work and successfully realize your personal value [11].

4.3.3 College graduates should fully respect their majors

Before entering the workplace, college graduates should fully consider their majors and abilities, and choose suitable cities and positions. Although small and medium-sized cities do not have many advantages, if local enterprises and governments work together, they will create broader career development space for college graduates. If a job can enable

college graduates to achieve a balance between self-ability and work challenges, give full play to their abilities, and achieve self-worth and career goals. College graduates can consider comprehensively, choose employment locations according to their majors, accumulate more experience, and improve their professional level and business ability.

### 5. Conclusions

Under the background of the new era of rapid economic development, the employment pressure of college graduates is increasing, and the situation is extremely severe. Based on the above factors influencing the employment cities of college graduates, all forces in the society should unite and work together to regulate the coordinated development of various urban areas through the flow of talents, so that college graduates can establish a scientific outlook on employment and rationalize the cities, enterprises and jobs they choose to work in. relationship between reasonable employment.

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