



The **T**alentist

Employer Brand Perception

Employer Brand Perception Research

Thailand, 2023

Key Drivers For Choosing An Employer
Job change
Benefits
Attractiveness Of Employers

What Is The **T**alentist?



A study of the perception of the employer's brand, based on the opinions of a large number of people and accumulating the results of a successful experience of studying the employer's brand

An independent survey based on a sample whose socio-demographic characteristics accurately reproduce the able-bodied population of the country

Evaluation of the attractiveness of employer brands of the largest companies known to at least 10% of the population

Valuable insights that help companies develop the employer brand

About The Study

5 000 respondents

The survey sample reflects an accurate portrait of the working-age population of Thailand.



People aged 20 to 60 years old answer questions from an online questionnaire.

150 companies from **13** industries

We evaluate the brands of large employers.



Filling out the questionnaire is anonymous and takes approximately 15 minutes.

The survey was conducted on July 28th – August 28th, 2023.

Methodology

Key drivers for choosing an employer

1. Work-life balance
2. Career opportunities
3. Training and development
4. Long-term job security
5. Flexible working conditions
6. Interesting job content
7. Latest technologies
8. High-quality products/services
9. Inclusion & diversity
10. Pleasant work atmosphere
11. Strong management
12. Corporate social responsibility
13. Convenient location
14. Financial stability
15. Attractive salary and benefits
16. Very good reputation

Key questions for the rating

The answer to the question
«*Do you know this company?*»
determines **awareness**

For each company known to the respondent, the answer to the question
«*Would you like to work for this company?*»
determines **attractiveness**

Each company that respondent knows is being evaluated by the key drivers. It determines **the reason for attractiveness.**

Rating mechanics

A list of the largest companies operating in Thailand in terms of number of full-time employees is formed.

A respondent is randomly shown **30** employer brands while filling out the questionnaire.

At the same time the sample size and the random principle allow to demonstrate each company to at least **1000** respondents.

Survey participants are asked to choose companies they know and then answer whether they want to work there. In the next step, people rate the attractiveness of each of the selected companies according to key drivers.

Key Conclusions-2023

Key criteria for choosing an employer

- When individuals choose an employer, the primary factors that drive their decision are attractive salary and benefits, financial stability, career opportunities, long-term job security and pleasant work atmosphere.
- Based on evaluations from employees, their current employer is highly rated in terms of financial stability, strong management / leadership and interesting job content.
- In the context of Thai employers, respondents more often indicated that companies had good reputation, high-quality products/services, strong management / leadership, latest technologies and financial stability. However, career opportunities and pleasant atmosphere in the workplace are rated below average according to employee assessments. Therefore, employers in Thailand should pay more attention to these factors.

Changing job and preferences

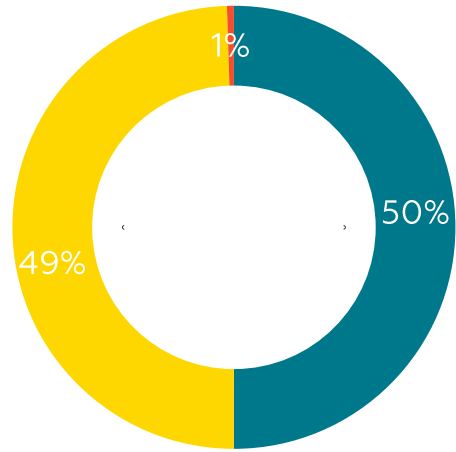
- Last year, 25% of employees changed job and about the same proportion of employees have expressed their intention to change job within the next 12 months.
- Main reasons for changing job are dissatisfaction with low salary, limited opportunities for career growth and a lack of work-life balance.
- According to the majority of employees, the working conditions have remained unchanged in the last six months. However, among those who reported changes, a higher proportion noted positive changes rather than negative ones. Among the aspects that received negative feedback, the workload was mentioned the most frequently. The largest share of positive changes was attributed to salary improvements.
- 1/3 of respondents expressed a preference for having their own business. 1/5 of respondents indicated a preference for working in a commercial company with foreign capital, that is a slightly higher proportion compared to those who prefer companies with Thai capital.

Benefits

- The majority of employees rely on support from their employers, with the most common sought-after benefits - flexible working hours, house financing and reskilling opportunities.
- A significant number of respondents reported that their current employer offers benefits such as health insurance, additional days off and a provident fund. Health insurance and extra days off were also found to be the most appealing benefits among employees.
- Respondents have expressed a strong appreciation for benefits like monetary emergency assistance and health insurance for family members, but the percentage of employers offering these benefits is relatively low.
- Workers aged 45 and above exhibit the highest level of interest in a wide range of benefits, while younger individuals do not demonstrate a distinct interest in these offerings.

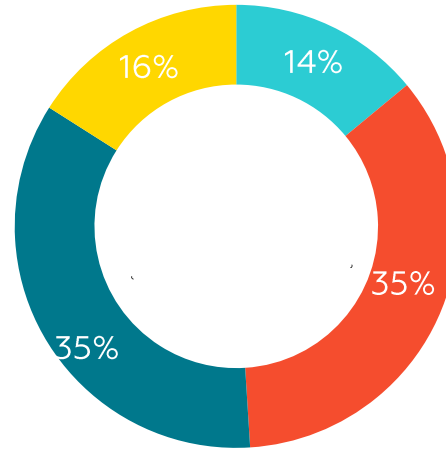
Sample: Socio-Demographic Profile

Gender



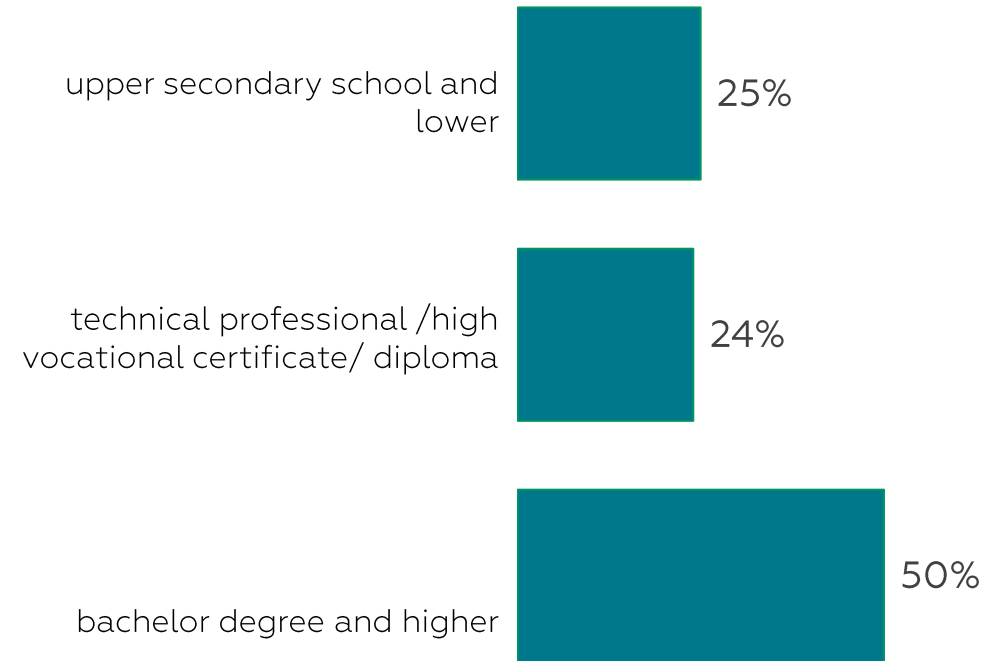
- female Base 2500
- male Base 2475
- other Base 25

Age



- 20-24 Base 700
- 25-34 Base 1750
- 35-44 Base 1750
- 45-60 Base 800

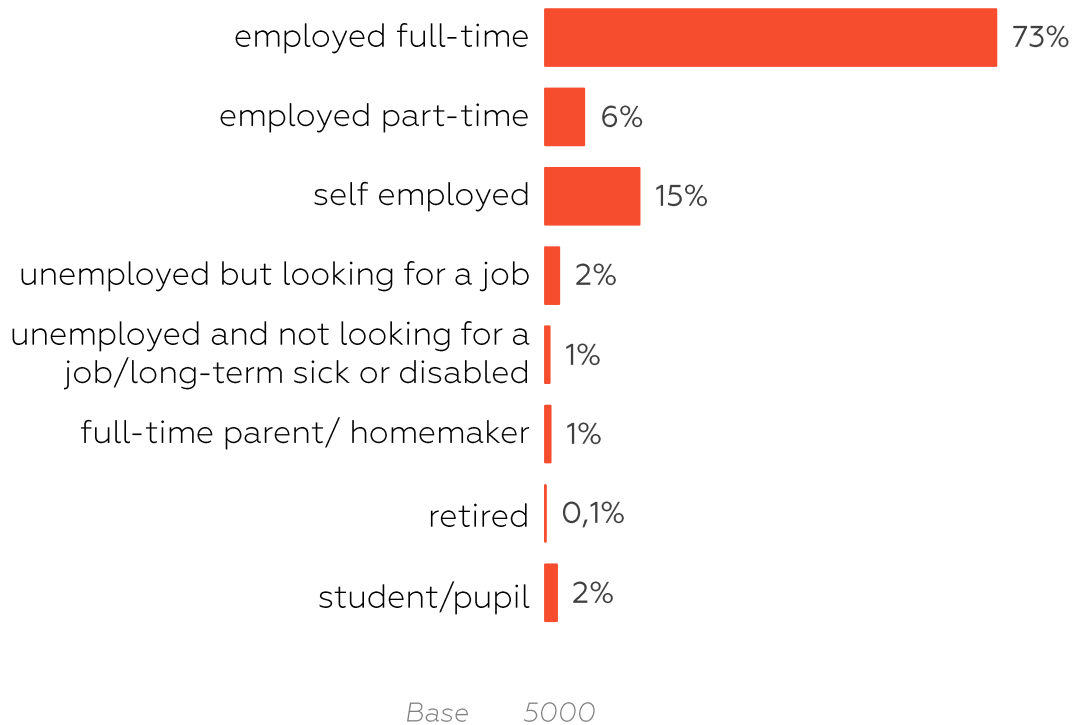
Education



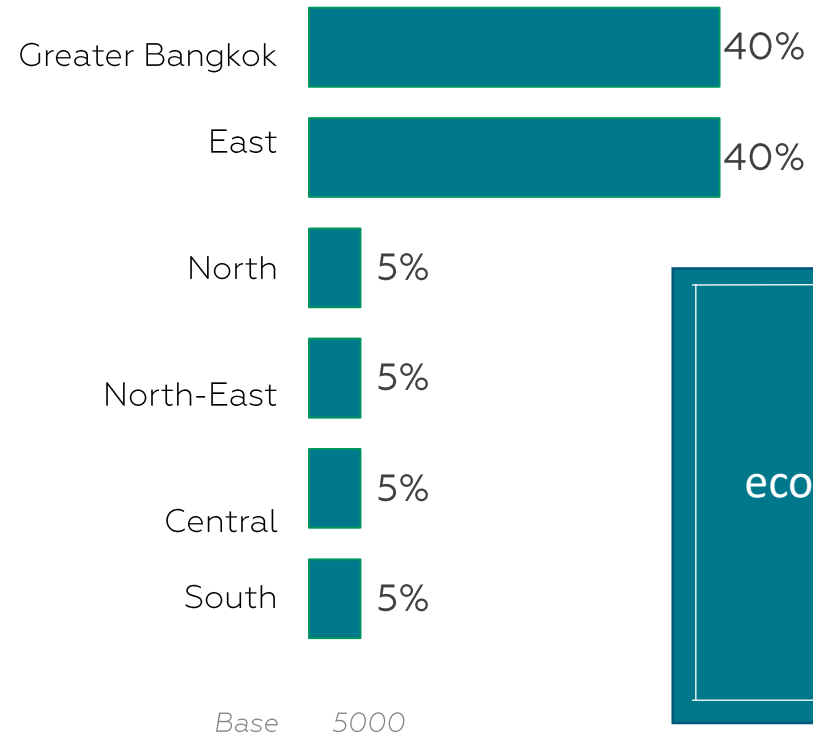
Base 5000

Sample: Region, Employment Status

Employment status



Region



Focus on the economically active areas

Key Drivers For Choosing An Employer



Top 5 Most Important Drivers For Choosing An Employer

Top 5 most important drivers



Attractive salary and benefits, financial stability and career opportunities are the main drivers when choosing an employer.

Women rate the importance of all factors of employer choice higher than men.

Career opportunities and pleasant work atmosphere are more important for people aged 25-34 than for others.

Meanwhile, people aged 45+ tend to rate the importance of many factors lower than other people.

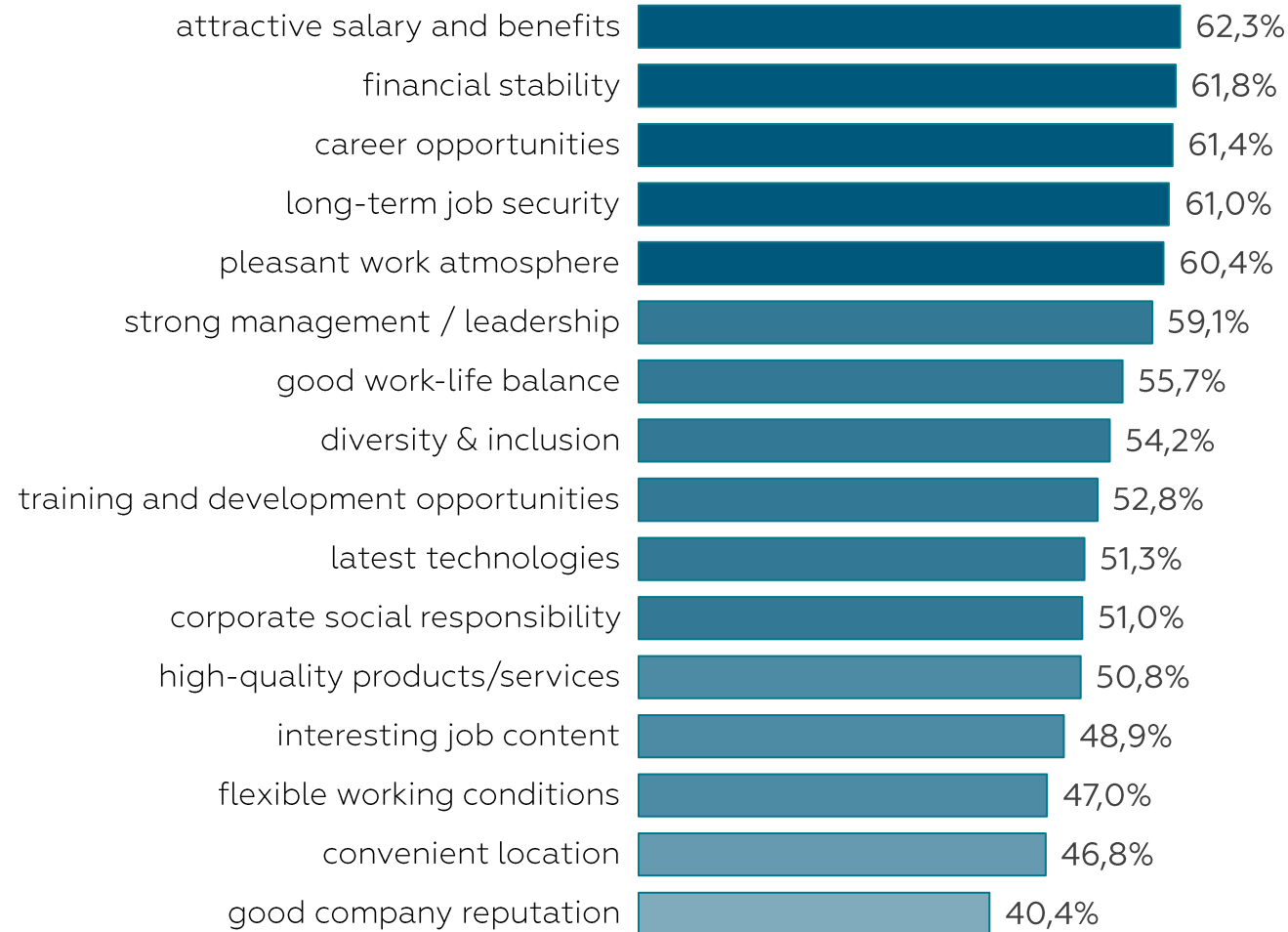
Employees who work in the public sector also rate the importance of factors lower than the average.

Attractive salary and benefits are more important for people with higher education.

A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

Base 5000

Rating Of Importance Of Employer Selection Drivers



A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

Base 5000

The Gap In The Drivers For Choosing An Employer

Understanding the gap in the employer's offer and its perception among potential employees on key selection factors allows us to develop the employer's brand in a targeted manner

Current employer's offer

- 1 financial stability
- 2 strong management / leadership
- 3 interesting job content
- 4 career opportunities
- 5 attractive salary and benefits
- 6 high-quality products/services
- 7 pleasant work atmosphere
- 8 long-term job security
- 9 diversity & inclusion
- 10 training and development opportunities
- 11 convenient location
- 12 latest technologies
- 13 good work-life balance
- 14 good company reputation
- 15 corporate social responsibility
- 16 flexible working conditions

Thai employers' offer

- good company reputation
- high-quality products/services
- strong management / leadership
- latest technologies
- financial stability
- long-term job security
- attractive salary and benefits
- training and development opportunities
- diversity & inclusion
- career opportunities
- convenient location
- corporate social responsibility
- pleasant work atmosphere
- interesting job content
- good work-life balance
- flexible working conditions

The ideal employer's offer

- attractive salary and benefits
- financial stability
- career opportunities
- long-term job security
- pleasant work atmosphere
- strong management / leadership
- good work-life balance
- diversity & inclusion
- training and development opportunities
- latest technologies
- corporate social responsibility
- high-quality products/services
- interesting job content
- flexible working conditions
- convenient location
- good company reputation

A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

A2. Think of your own employer. Please rate your own employer on each of the attributes below.

A5. Please evaluate (on your perception) each of the following employers that you have heard on the following attributes.

Job Switching



Trends Towards Changing Jobs And Employers



1 out of 4 employees have changed their employer

In the past 12 months, 25% of respondents changed employer, while 28% plan to change their workplace in the upcoming year.

Employees who have remained in their current organization prioritize attractive salary/benefits and long-term job security more than those who changed job within the last 12 months.

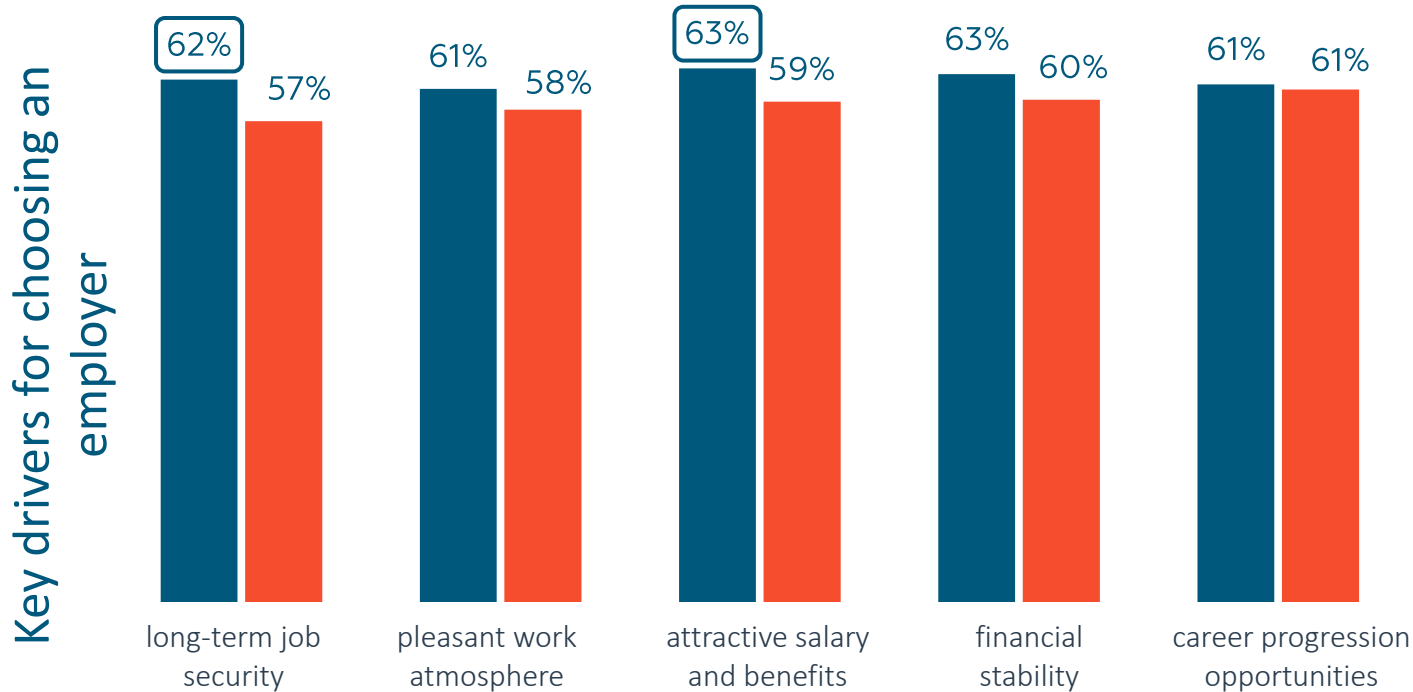
Job portal / job boards is the main channel for finding a new employer

51% of respondents prefer to search for employment opportunities on specialized job portals and job boards. This channel is more commonly used by women, job seekers between the ages of 25-34 and individuals with a bachelor's degree or higher education.

JobThai is the most popular portal for job search among all groups. Young individuals aged 25-34 tend to use this portal more frequently than the average, while job seekers aged 45 and above are less inclined to use it. JobBkk and JobsDB follow in the ranking and are less popular among individuals under the age of 24 and those with education below a bachelor's degree.

Among job search channels, social media&online messengers is rated second with a 47% usage rate, this channel is especially popular among people under 34 years old.

Job Change Statistics In 2023



25% have changed jobs in the last 12 months

75% stayed with their employer in the last 12 months

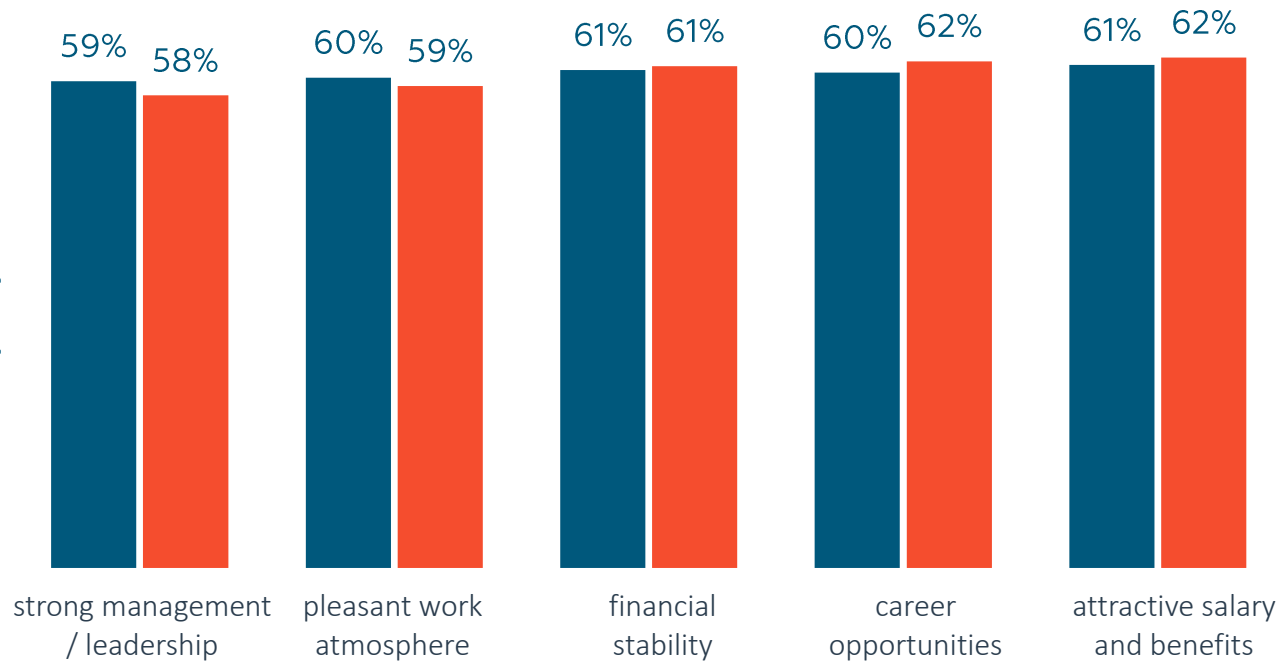
● those who have changed jobs Base 1177

● those who have not changed jobs Base 3522

□ Significant difference between groups

Plans To Change Job In 2023

Key drivers for choosing an employer



28% plan to change job within 12 months

51% do not plan to change job within 12 months

21% found it difficult to answer

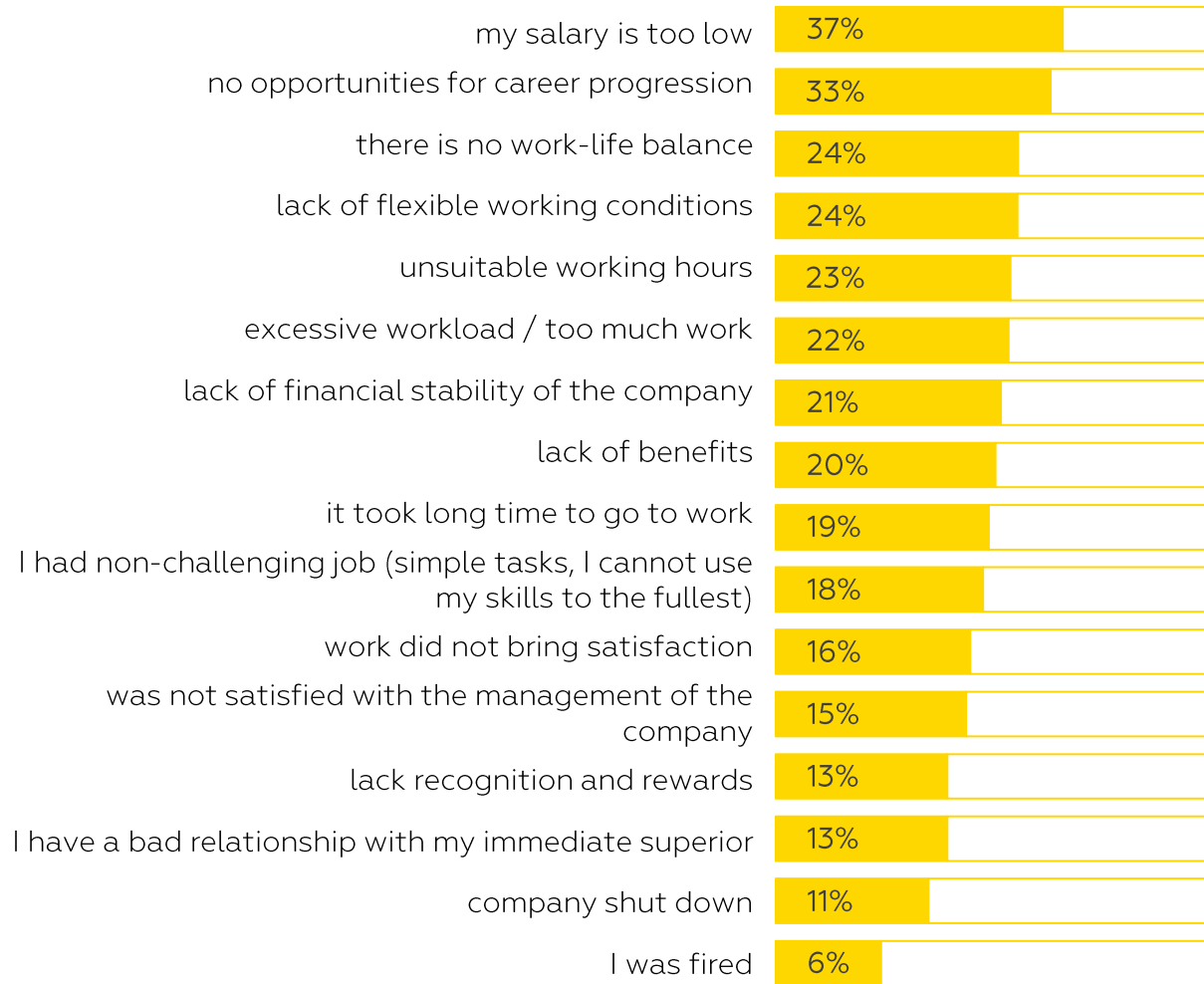
- Plan to change job Base 1298
- Do not plan to change job Base 2403
- Difficult to answer Base 998
- Significant difference between groups

T

A7. Do you plan to change job in the next year?

A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

Reasons For Changing Job



The primary factors that drive job change are a low salary, limited opportunities for career advancement, and a lack of work-life balance.

Compared to others, employees aged 25-34 are more inclined to change job due to low salaries.

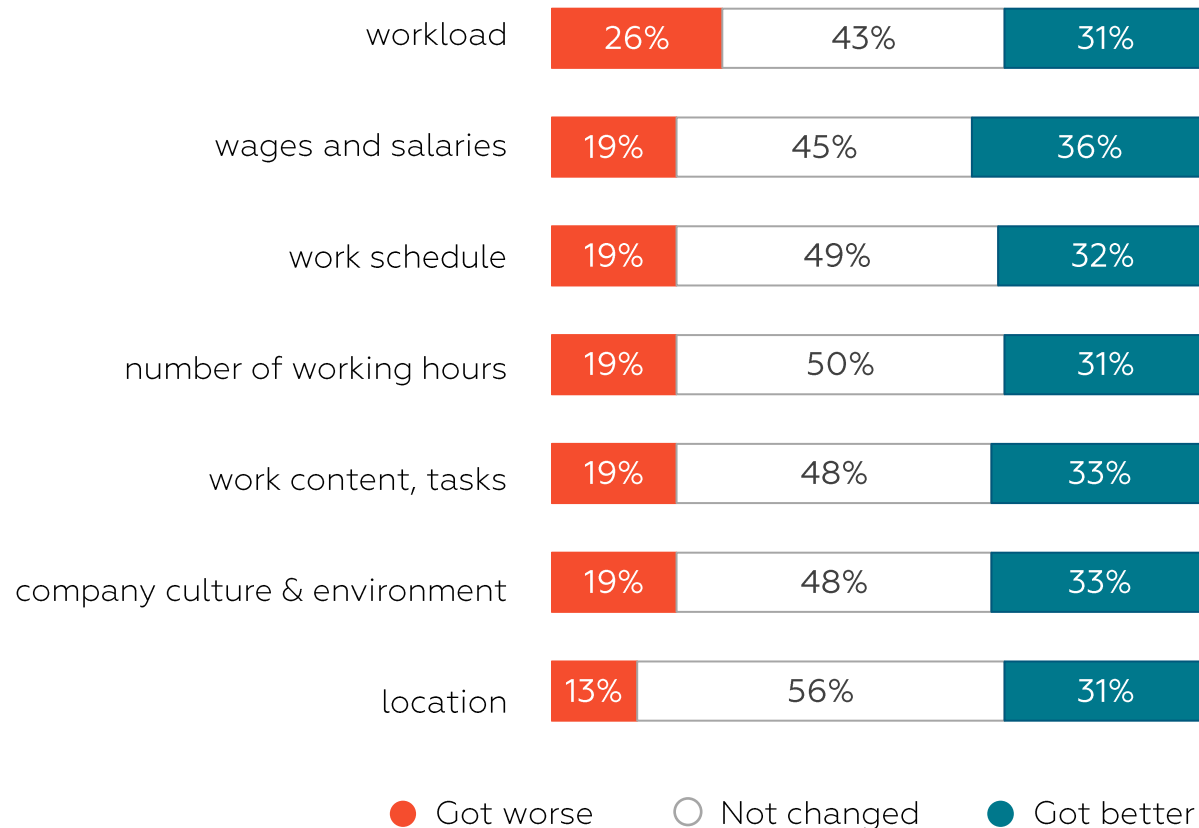
Women and workers aged 25-34 more frequently expressed concerns about the lack of career advancement compared to others.

People who live in the North-East region more frequently highlighted the absence of flexible working conditions compared to others. Those, who live in the South more often, than others noted that it took them a long time to get to workplace.

A9. You previously mentioned that you had changed job. Please specify the reasons why you decided to leave your job?

Base 1177

Changing Working Conditions



The majority of employees stated that the working conditions have remained unchanged. However, among those who mentioned changes, a higher proportion noted positive changes rather than negative ones. The aspect that received the largest share of negative feedback regarding changes was the workload, while the largest share of positive changes was attributed to salary.

Young people under the age of 24 are more likely than others to note improvements in work schedule, job content, corporate culture, and location.

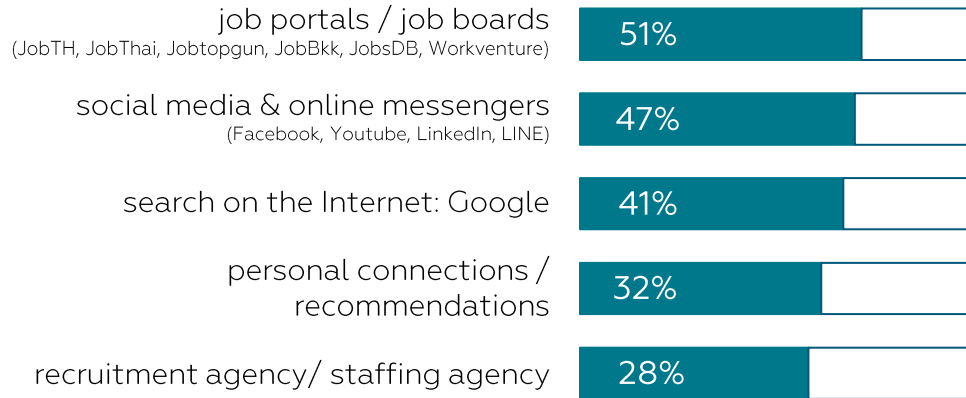
Employees aged 45 and above more frequently highlighted the deterioration of the location compared to others.

Employees aged 35-44 more often than others noted that there were no changes in their working conditions.

Job Search Channels

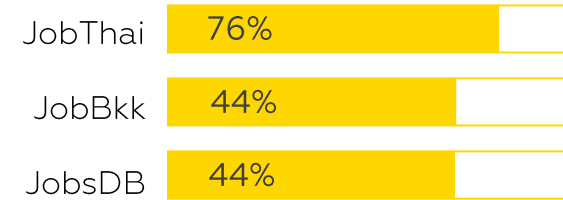
Top 5 channels for job search

Base 5000



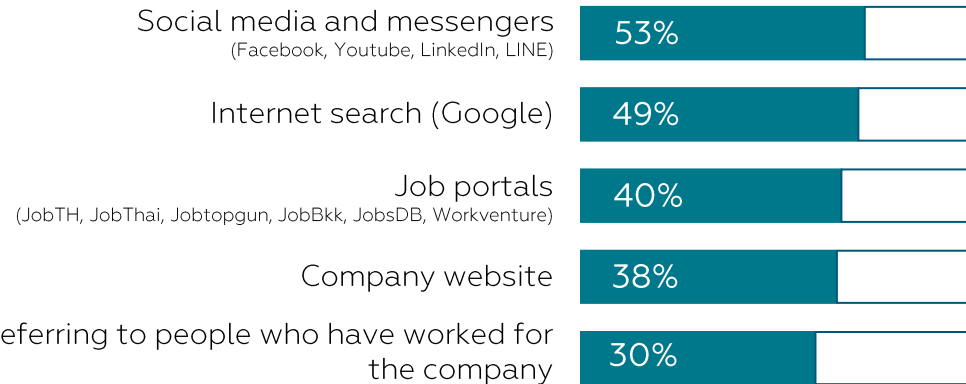
Top 3 popular job portals

Base 2558



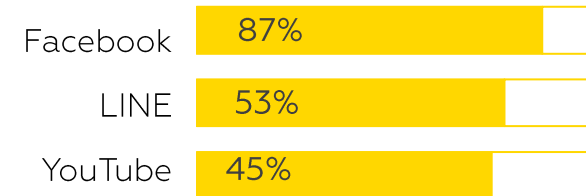
Top 5 channels for checking the reputation of employers

Base 5000



Top 3 popular social media

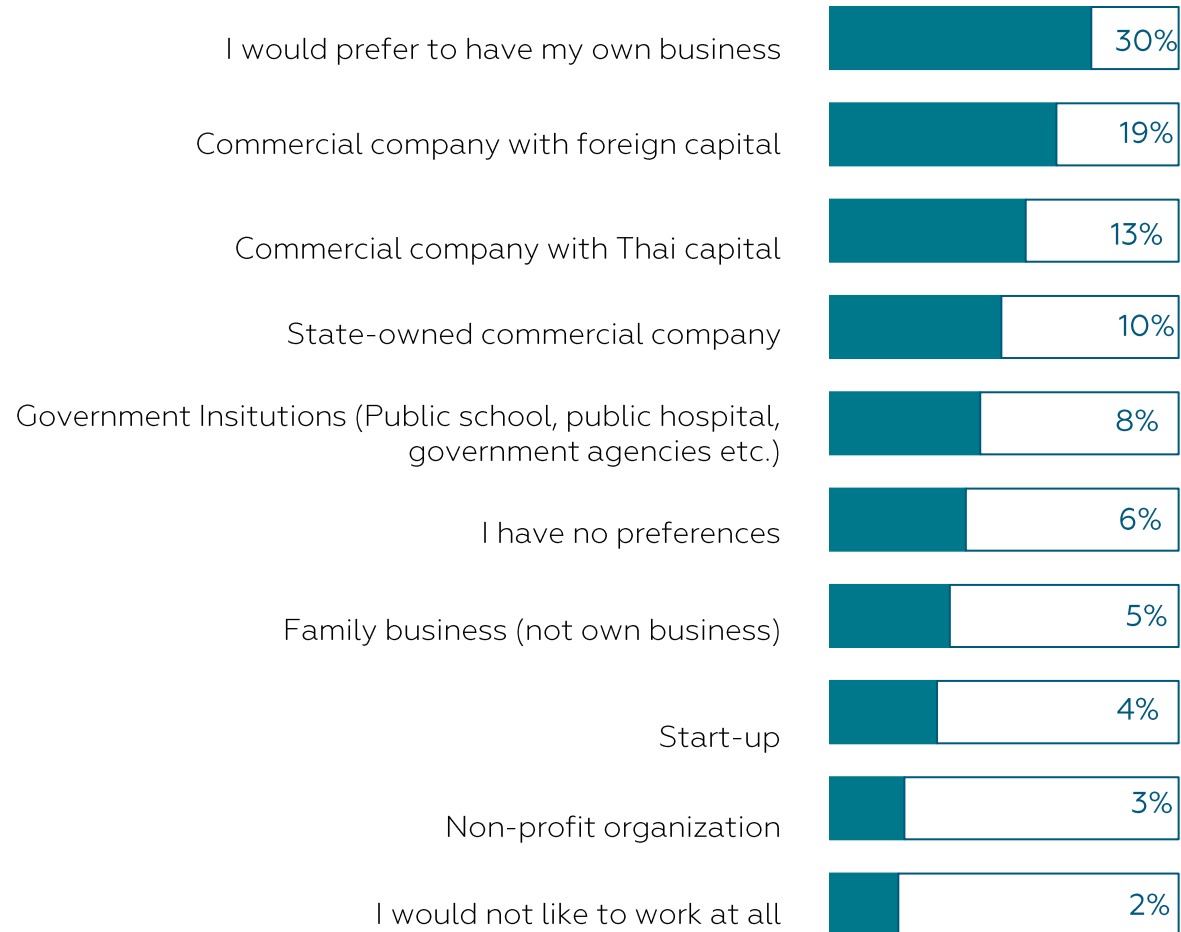
Base 2330



A8. Through which of the following job search channels did you find a job?
A10. What channels do you usually use to check the reputation of companies you would like to work for?

A8_1. Through which of the following job search channels did you find a job?
A8_3. Through which of the following job search channels did you find a job?

Preferred Place Of Work



Base 5000

The Size Of An Ideal Employer



The majority of respondents expressed a preference for working in companies with a size ranging from 101 to 1,000 employees.

Men and individuals aged 45 and above more than others showed an inclination towards working in larger companies with over 1,000 employees.

Women were more likely to express a reluctance to be employed.

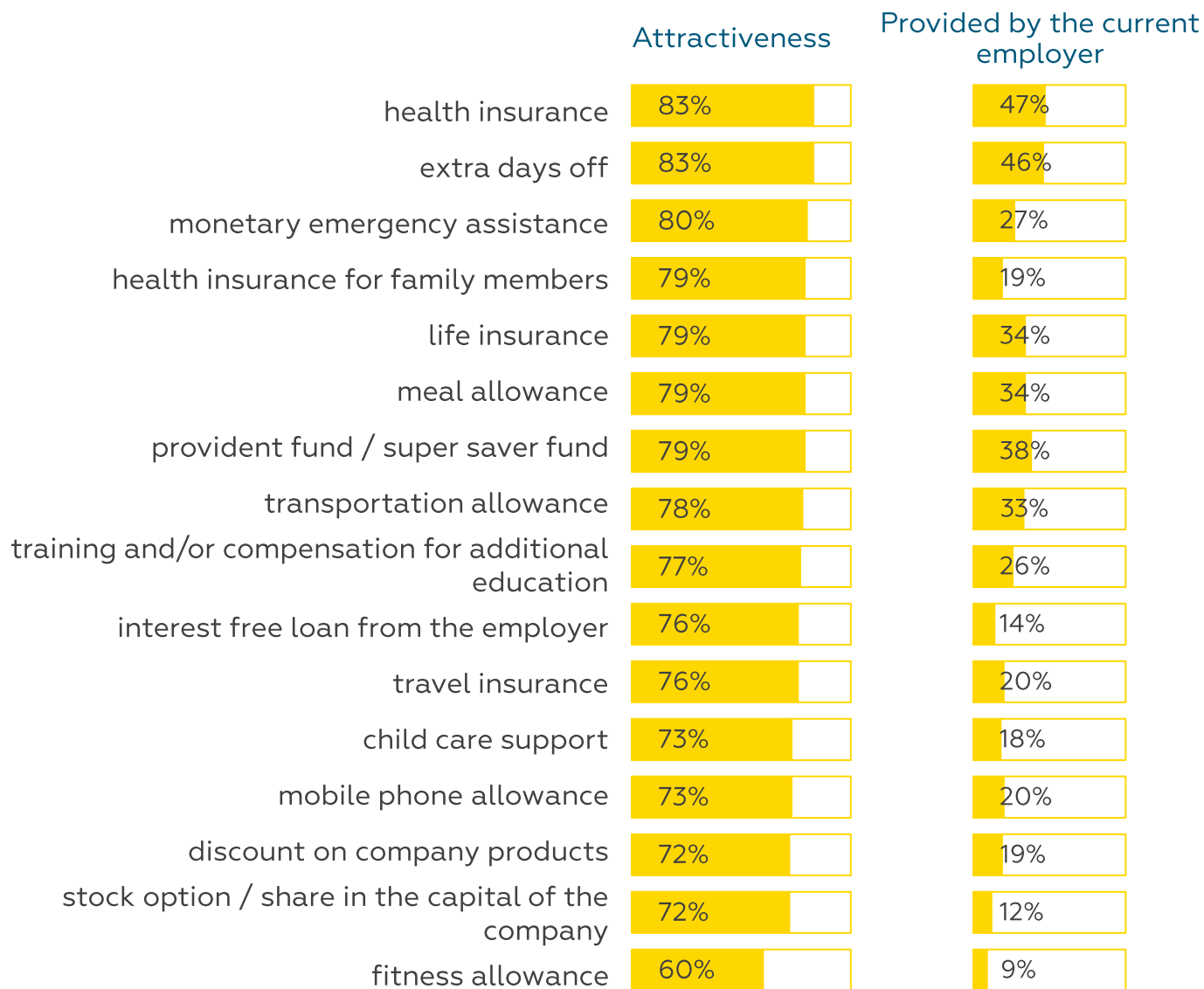
Employees in the public sector more often than others showed a preference for smaller companies with up to 100 employees.

Bachelor up respondents expressed a higher preference for working in companies with a size ranging from 100 to 5,000 employees. Respondents with below bachelor degree were more inclined to indicate that they had no specific preferences and were not interested in working at all.

Benefits



Benefits



Health insurance, extra days off and monetary emergency assistance are the most attractive benefits.

Health insurance, additional days off and a provident fund are the most often benefits provided by the employers.

Employees working in the commercial sector were more likely to indicate that their employer provides benefits.

Individuals under the age of 24 have shown comparatively lower interest in benefits such as fitness allowance, stock options, provident funds, and interest-free loans provided by employers.

Employees aged 45 and above are more likely to express interest in benefits compared to other age groups. Specifically, they show a higher interest in monetary emergency assistance, provident fund, health insurance for family members, and training or compensation for additional education.

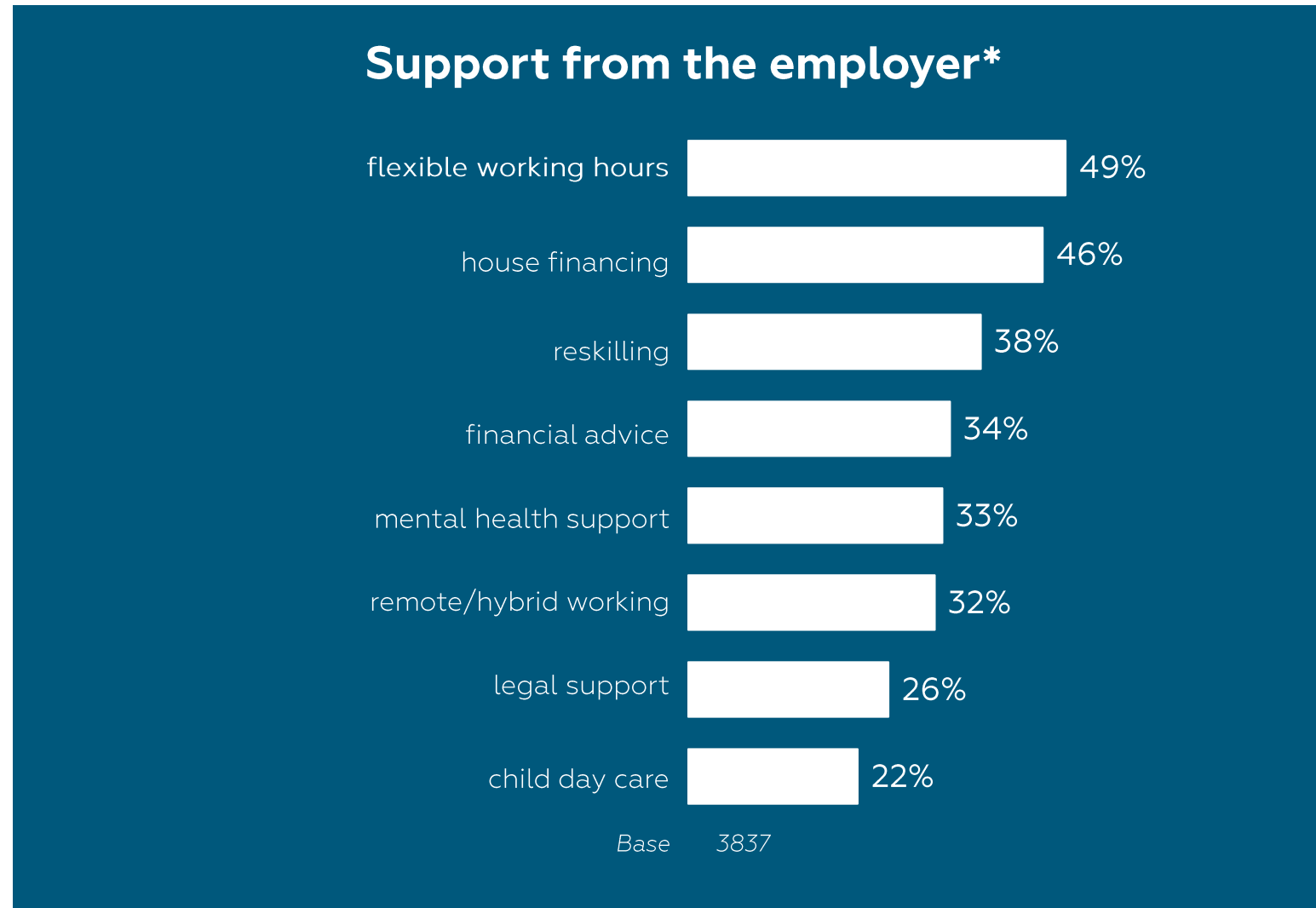
A16. Please rate the benefits listed below based on your level of attractiveness?

A17. Please check what kind of benefits does your employer provide?

Base 5000 / 3940

Extra Support From The Employer

93% need support from the employer

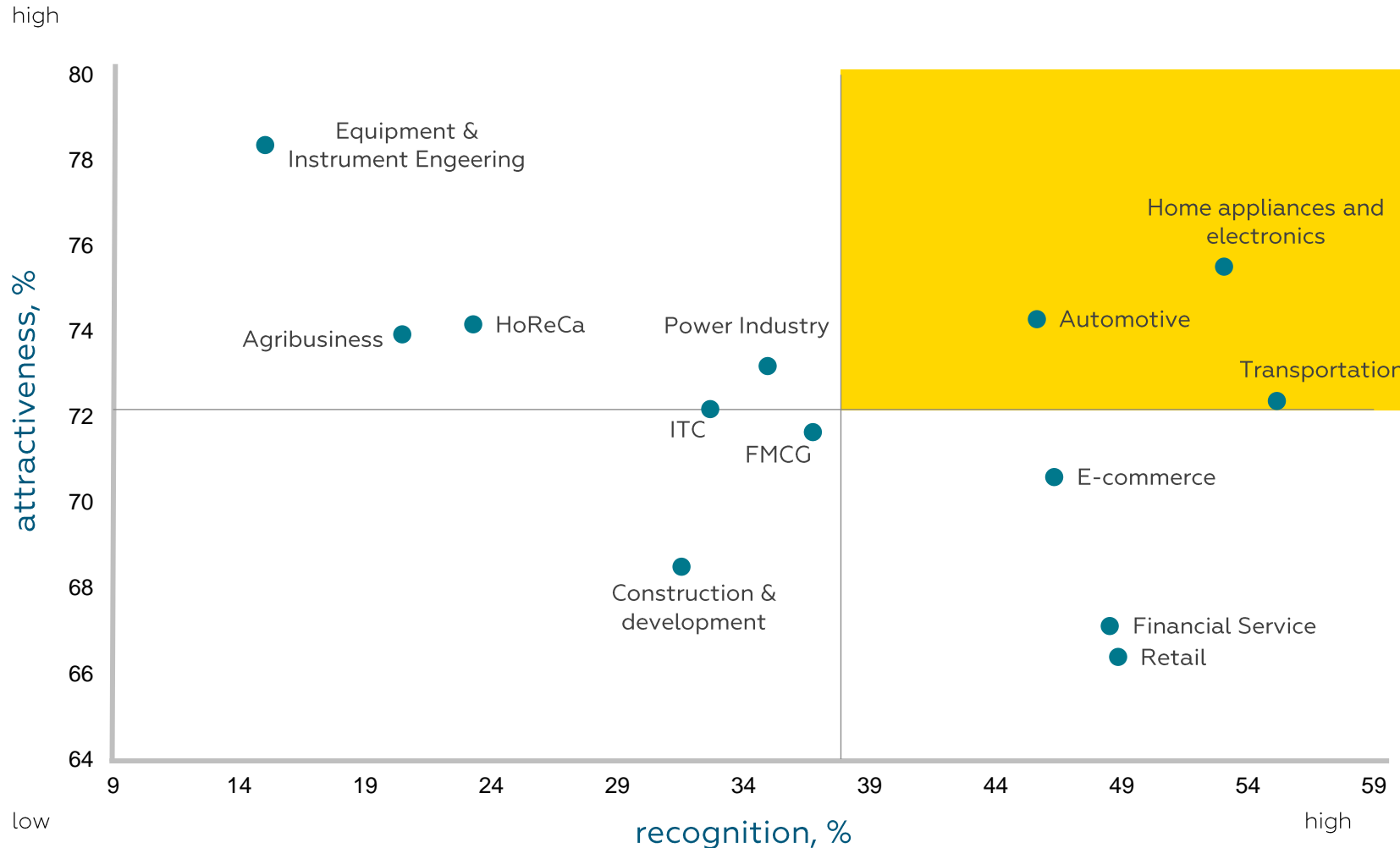


*Data on those who need support from the employer
A18. Do you now need additional support from your employer? If so, what kind of support?

Attractiveness Of Employers



Rating Of Industries By Attractiveness For Work

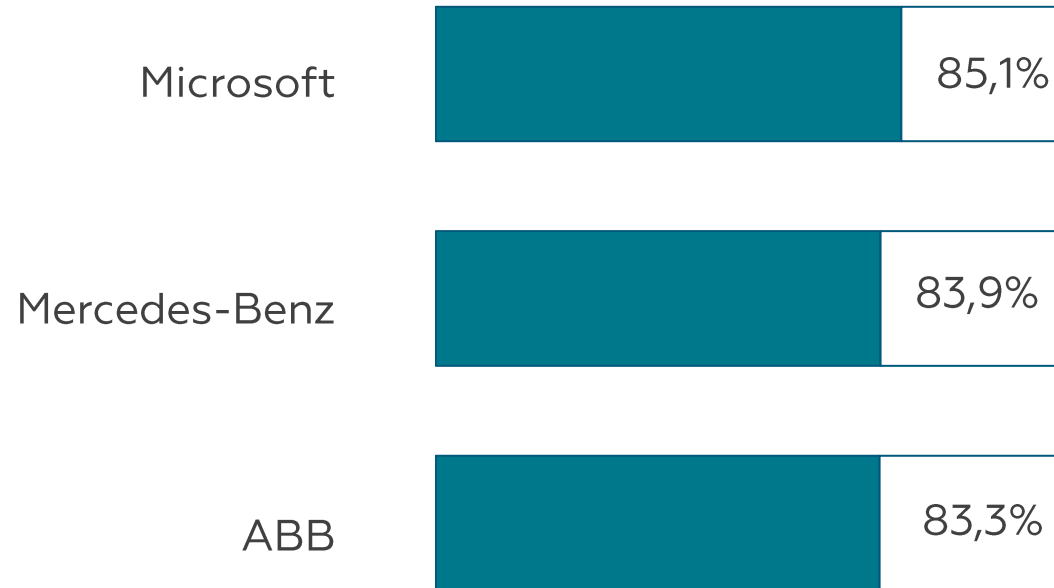


High attractiveness means that most employers in this industry are attractive.

High recognition means that most employers in this industry are well-known.

Data on the recognition and attractiveness of segments are indicated as the average among the companies included in the segment. A separate question about the recognition and attractiveness of the segment was not asked.

Top 3 Attractive Employers In Thailand



The Most Attractive Employers In The Industry (1)

Top-3

Equipment & Instrument Engineering	ABB	New Kinpo	Delta Electronics
Home appliances and electronics	Samsung	Sony	Panasonic
Automotive	Mercedes	BMW	Toyota
HoReCa	Hilton	Marriott	Accor
Agribusiness	Cargill	Chotiwat	Charoen Pokphand
Power Industry	PTT	Exxon	EGAT
Transportation	Airports of Thailand	Thai Airways	AirAsia

The Most Attractive Employers In The Industry (2)

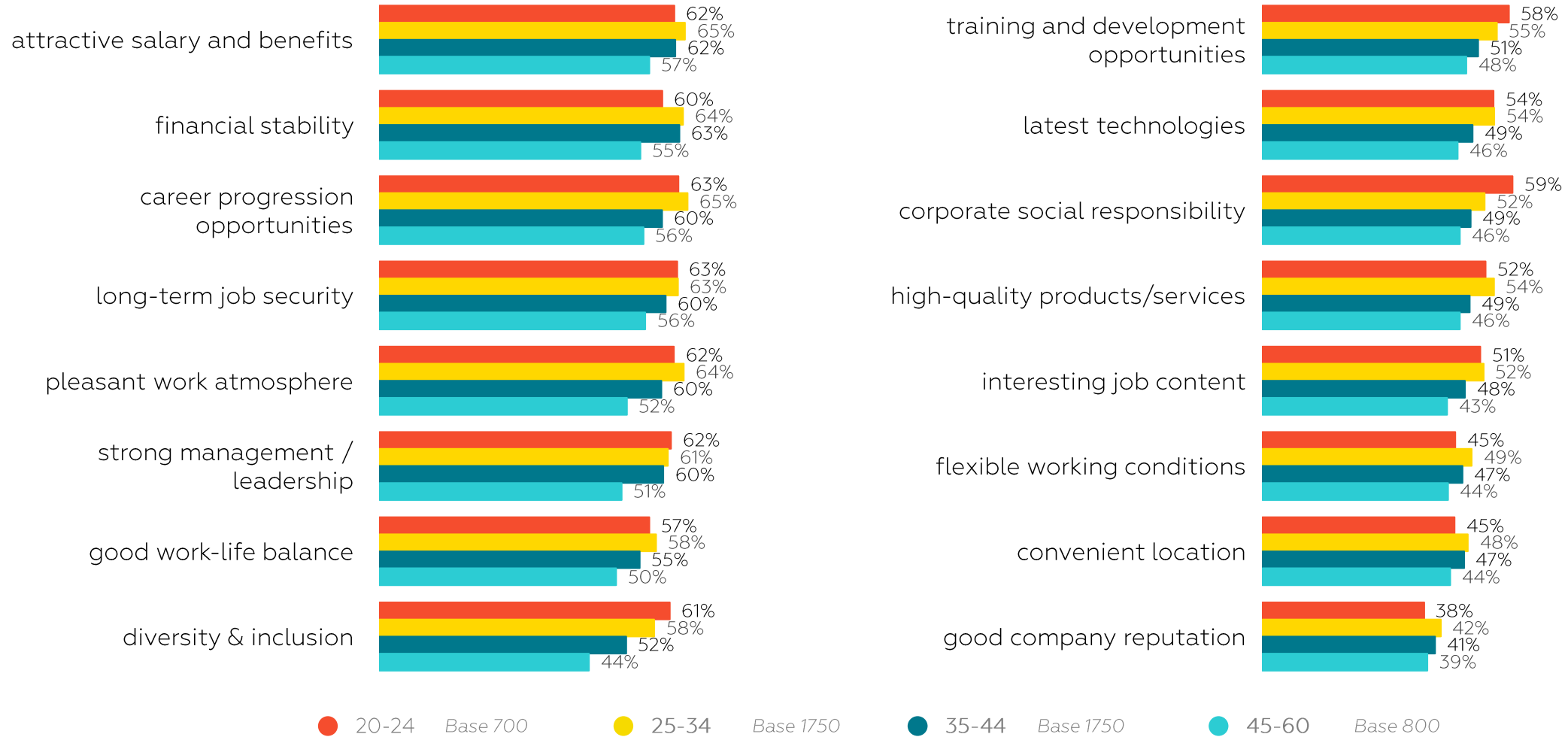
Top-3

ITC	Microsoft	Oracle	Line
FMCG	Thaibev	Boonrawd	Asian Pet
E-commerce	Ascend	Shopee	Lazada
Construction & development	Siam Cement	Chonburi Concrete	PCS
Financial Service	RHB	K-Bank	SCB
Retail	King Power	Siam Piwat	Central

Appendix: Key Drivers For Choosing An Employer In Detail

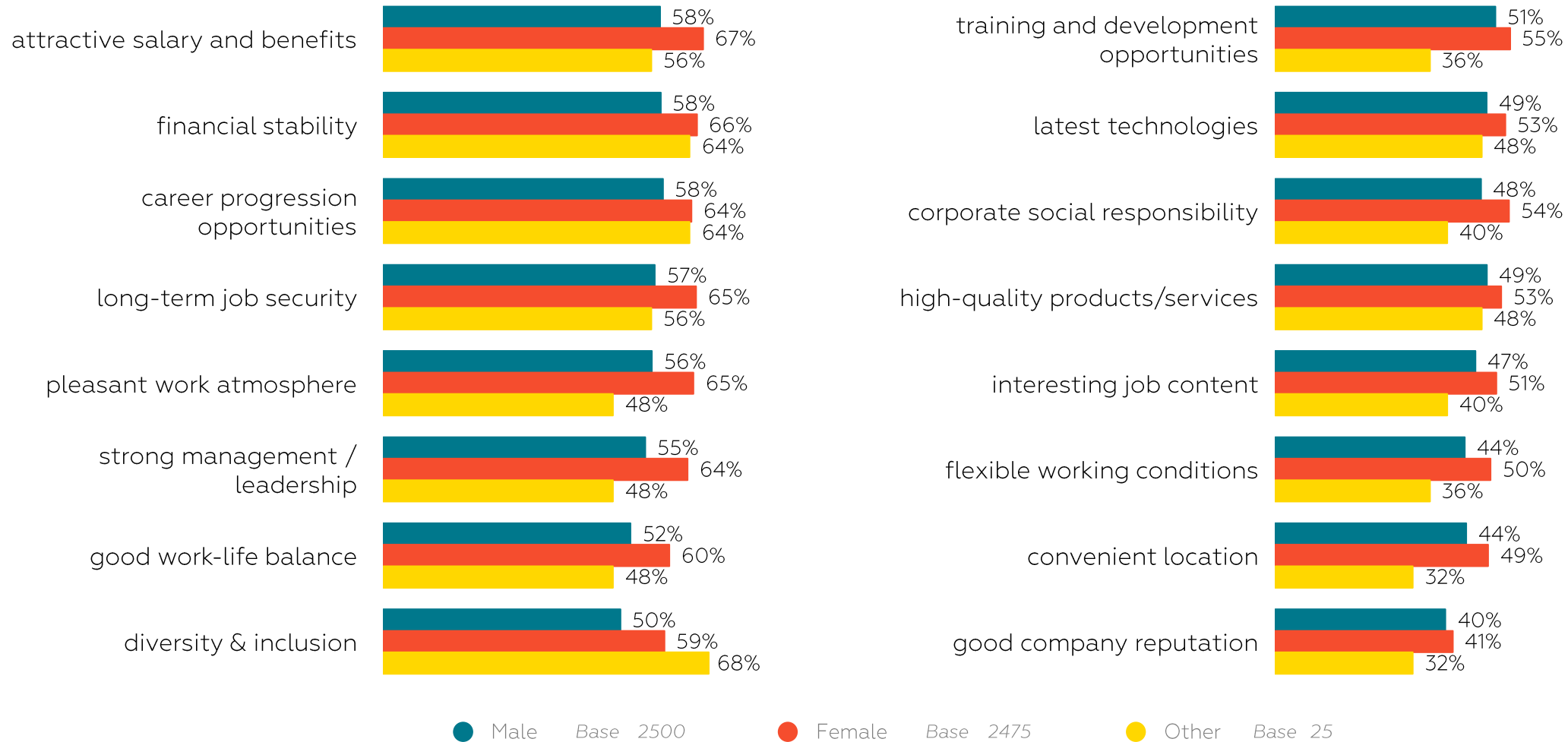


The Importance Of Key Criteria For Different Ages



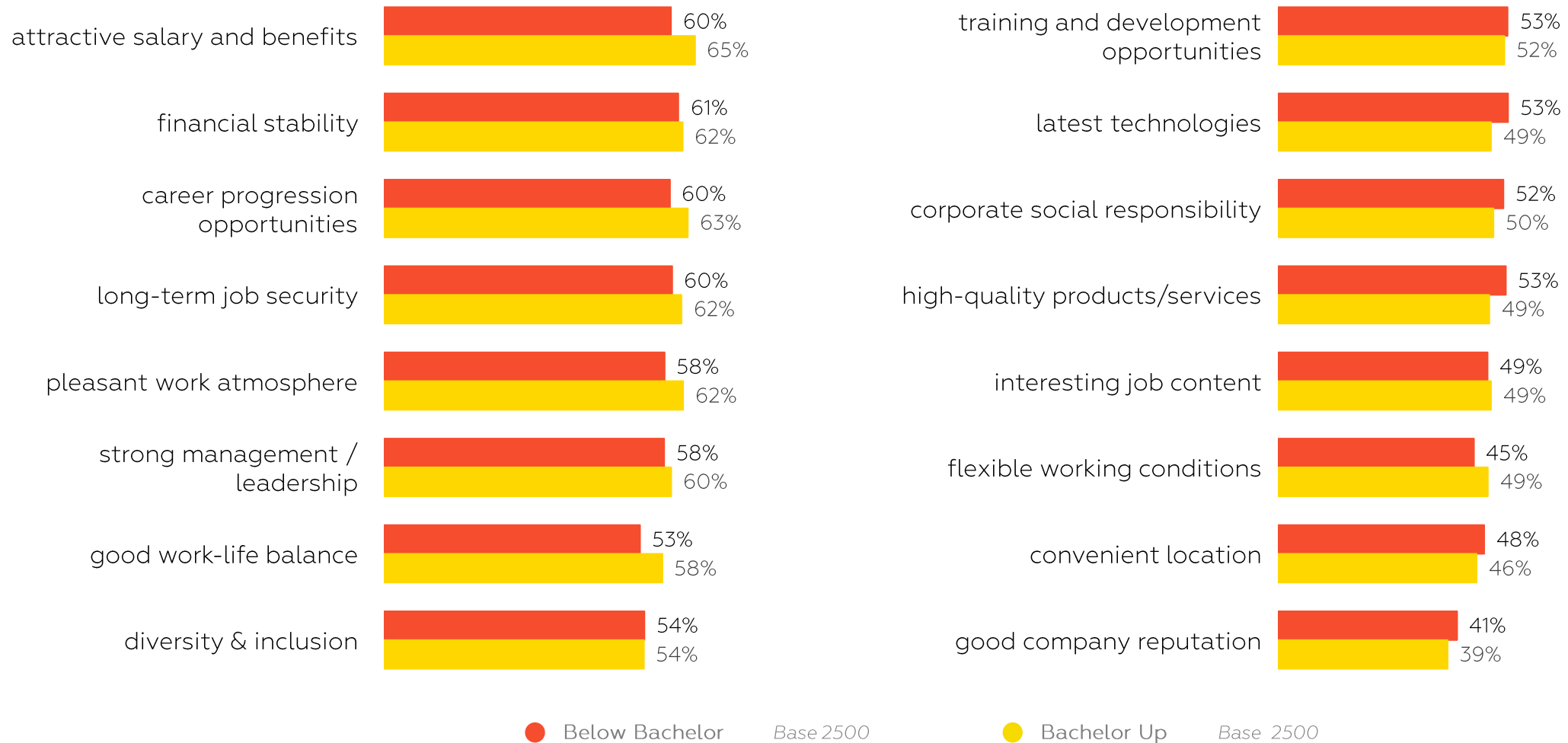
A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

The Importance Of Key Criteria For Different Genders



A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

The Importance Of Key Criteria - Levels Of Education



A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

The **T**alentist

Employer Brand Perception

Organizer:

ancor

ANCOR has been operating in South-East Asia since 2006. ANCOR offers a variety of solutions in recruitment, temporary staffing, IT contracting, outsourcing and HR consulting.

The company's head office in South-East Asia is located in Bangkok, Thailand and there is another ANCOR office in Chonburi.

For three years in a row ANCOR was listed in the Top 50 Largest Direct Hire Staffing Firms Globally according to Staffing Industry Analysts.



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