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Abstract

The sudden shift to remote work may have psychological implications on employees' work engagement and well-being. Many organizations are uncertain of whether to keep traditional offices, transitioning to remote work, or adopting flexible work arrangements, which may have implications for their recruitment strategy. The aim of this study is to examine the motivations of job seekers and their valuation of the factors flexibility and pay. This study examines the trade-offs individuals make between remuneration and flexibility when choosing a job. To answer this research question, a vignette experiment was designed with four conditions. Low and high pay as well as low and high flexibility. The level of pay was manipulated to be 50 000 NOK based on an estimate of the cost of having an office for an organization. The experiment showed that pay did not have a significant effect on job pursuit intentions, while flexibility was found to increase job pursuit intentions. Path analysis showed that flexibility indirectly influences job pursuit intentions through reduced work-life problems, but not through perceived organizational support. Overall, the findings suggest that flexibility plays a more significant role in determining job pursuit intentions, compared to pay. This study contributes to the existing literature by shedding light on the complex decision-making processes individuals engage in when evaluating job opportunities. By considering the interplay between remuneration and flexibility, organizations can develop strategies that enhance employee satisfaction, engagement, and overall well-being. Future research could explore these trade-offs in different industries and demographic groups, further enriching our understanding of the factors influencing job seekers' decision-making processes.

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1.0 Introduction

When choosing jobs, individuals consider various factors that align with their personal and professional motivations. Firstly, compensation is a significant factor, as it directly affects the individuals' livelihood and their ability to meet financial commitments (Brink & Zondag, 2021; Ward, 2023), salary and other financial benefits, therefore, can be significant motivators in job choice. However, money is not the only motivator. Another important motivator for choosing a place to work may be job security. Some people want to choose a job where they will have a steady income and job stability despite economic fluctuations, such as recession or downsizing. People who value stability often look for organizations that are financially sound and less likely to make significant workforce reductions (Tumasjan et al., 2011).

Organizational culture and work environment is also important for job seekers, they consider whether the organization's values, culture, and work environment align with their own values and work preferences. A good cultural fit can contribute to job satisfaction, organizational commitment, and success (Kristof-Brown et al., 2005).

In addition, flexibility in work schedule, for example flex time, and geographical location are key considerations for job seekers due to their desire for improved work-life balance and the ability to effectively manage personal commitments, such as childcare, education, or caregiving responsibilities. By flextime, we mean employees can work a certain number of core hours, but they can vary their start and stop times if they work the equivalent of a full workweek. Flexible location refers to the practice granting employees the freedom to carry out their tasks at alternative locations, apart from their designated primary workplace, within their regular work hours. One prominent example of flexible location is the ability to work from home, which has become increasingly prevalent in modern work settings. This flexibility empowers individuals to achieve a harmonious work-life equilibrium, enhancing their overall well-being and ensuring a better alignment between personal and professional obligations (Cunningham, 2009).

Some job seekers also value career advancement opportunities, intellectual challenge, and professional development for several reasons when they apply for jobs because they want personal growth, fulfillment, and continuous learning. Career

progression is important for long-term goals, while engaging work keeps workers motivated and engaged. Professional development helps enhance skills and future employability. Overall, these factors contribute to job satisfaction, well-being, and long-term career success (Brink and Zondag, 2021).

How people consider what's important attributes for job choices is very individual. In this master thesis we want to investigate how flexibility and pay matter in relation to individuals' job seeker intentions. More specifically, we want to discover the different respondents' perceptions of different job advertisements and how this affects their choices. We will be conducting a quantitative vignette study with a belonging survey regarding employees' perceptions of the fictional organization, Up2u Marketing, which has the capacity to provide them with financial rewards, organizational support, and work-life problems. Quantitative vignette studies are useful for exploring and understanding participants' responses, preferences, decision-making processes, or judgments in specific contexts. A vignette is a short, carefully constructed description of a person, object, or situation, representing a systematic combination of characteristics (Atzmüller & Steiner, 2010).

1.1 Subject question

The current study aims to answer the research question: *How do prospective employees value flexibility and pay, and what mechanisms explain these preferences?*

1.2 Covid-19 and Remote Work

The year 2020 will be a year most of the world will never forget. Home-office is not a new phenomenon; however, the pandemic shed new light and awareness on it and increased its popularity (Ingelsrud et al., 2020). The phrase, “new normal” became quite common both during and moving out of the COVID-19 pandemic. The abrupt change, mandatory home office brought, was met with mixed emotions. There was a split within society, those who treasured the extra flexibility and time home-office gave, and those who became more stressed with finding enough serenity to complete important tasks. From an organizational perspective, the value of home offices lies in their ability to ensure business continuity and resilience. Home offices have proven to be advantageous, allowing operations to continue seamlessly even

during periods of lockdowns or other disruptions (Ingelsrud et al., 2020; Mustajab et al., 2020; Xiao et al., 2021). Moreover, organizations have recognized that remote work can enhance employee productivity and job satisfaction, while also decreasing operational expenses such as office rent and utilities. Furthermore, having a remote workforce reduces office-related costs, including building and maintenance expenses. The reduced need for office space can also contribute to cost savings when hiring new employees (UNION Gruppen, 2015) For organizations there is a very specific trade-off between the cost of maintaining an office and the potential impacts on productivity, which extends to recruitment practices as well. Specifically, in Norway, the estimated cost of an office is approximately 50,000NOK (UNION Gruppen, 2015), serving as a benchmark for evaluating the implications of higher and lower pay in our study. This cost represents a significant amount that could be allocated towards recruiting and attracting top talent, rather than being invested solely in office-related expenses. Therefore, understanding and considering this cost factor can be crucial when making decisions about compensation and recruitment strategies in order to optimize resource allocation and secure the best talent for the organization.

Overall, organizations should recognize the importance of balancing salary considerations with the benefits and costs associated with remote work and office space. By carefully considering these factors, organizations can make informed decisions that align with their goals and optimize their operations (Alexander et al., 2020).

From an employee perspective, the value of home office is mixed and depends on individual circumstances. Some people may enjoy flexibility, lack of commute, and improved work-life balance. While others struggle with isolation, work-life boundaries, and lack of access to resources they would have in a traditional office (Ingelsrud et al., 2020). After the pandemic many got used to the flexibility that home-office offers, in addition to shorter commuting time and sometimes better working environments. Employers are still struggling to get their employees back to the office after the pandemic (Andrews, 2021). This again opens a conversation on the 'new normal', and the value of home-office, both from the employer and employee side. Looking at this topic there are many aspects, and it would be impossible to touch on them all.

Research shows both advantages and disadvantages of home-office. According to Martin et al., (2022), home offices offer autonomy, greater concentration, fewer interruptions, lower housing and commuting costs and travel costs. Disadvantages include lack of contact, reduced collaboration opportunities, missing peer-to-peer interactions, social problems, isolation and lower salary growth and professional advancement for remote workers.

The next generation workforce is an interesting topic when it comes to the new normal. This generation may be seen as those who might have started their careers during the pandemic and those who will be starting off their career post pandemic. Their lack of pre-Covid experiences is interesting because it may have an impact on their view on on-site, and remote work compared to those who started their career pre-Covid. This may differ because different generations may have alternative experiences and perspectives (Nguyen Ngoc et al., 2022).

Recruitment practices play a crucial role in attracting and selecting top candidates for organizations. To appeal to this next generation, organizations need to adapt their recruitment strategies accordingly (Rozsa & Machova, 2020). Highlighting a flexible work environment, which caters to the preferences and expectations of this new generation, can be a key factor in attracting top talents. Providing opportunities for remote work, promoting work-life balance initiatives, and fostering a supportive and inclusive workplace culture are crucial elements that can resonate with these candidates. This includes offering remote work options, flexible schedules, and alternative work arrangements. Highlighting these options during the recruitment process can demonstrate an organization's commitment to accommodating the preferences and work-life balance needs of candidates (E. J. Hill et al., 2001). Flexible work options that allow workers to organize their hours based on their needs are linked to greater job satisfaction, loyalty, and organizational commitment particularly for individuals with family responsibilities. These flexible arrangements offer financial benefits by reducing transportation expenses related to commuting and fuel costs. Additionally, employees can save on work-related expenditures such as professional attire, meals, and childcare, leading to increased

loyalty towards their employer (Batt & Valcour, 2003; International Labour Organization, 2022).

Candidates will often seek employers who prioritize work-life balance. Organizations can highlight their commitment to work-life balance through policies and initiatives such as flexible leave policies, wellness programs, and support for family responsibilities. Emphasizing these initiatives can be appealing to candidates who value a healthy work-life integration (Tumasjan et al., 2011).

Although there are many other factors that play a part in attracting top talent in the recruitment process, we wanted to mention a few points on how this can be done. By recognizing the evolving needs and preferences of the next generation workforce, organizations can position themselves as employers of choice and successfully attract the best candidates who align with their values and vision (Brink & Zondag, 2021).

Building upon our problem statement, which focuses on understanding how prospective employees value flexibility and pay, the following chapter and its theories serve as a foundation for the hypotheses. In the next chapter, we utilize existing theories and conceptual frameworks to guide our hypotheses formulation. By integrating theoretical perspectives, we aim to provide a solid theoretical grounding to already existing research in addition to our own.

2.0 Theoretical background

2.1 Job pursuit intentions

Individuals have unique needs, and they will seek jobs in organizations that best fit those needs. This means that when individuals think about and are attracted to jobs and organizations and intend on pursuing a job there, they will look at several factors. The most principal factors are identified as pay, promotional & training opportunity, location, benefits & bonus, autonomy, flexibility, type of work, work-life balance and working atmosphere (Aiman-Smith et al., 2001; Pouliakas, 2010; Rozsa & Machova, 2020).

Attracting the best applicants is of great interest for most organizations. In a highly competitive marketplace, recruitment has emerged as a key indicator of organizational competitiveness. When looking at what attracts applicants, evidence

shows information about salary and benefits and information about work-life balance contribute to explaining the variance and the attractiveness of the employer.

Information about salary and benefits was the most crucial factor (Rozsa & Machova, 2020; Terjesen et al., 2007).

Research done by Aiman-Smith et al., (2001), shows that in terms of pursuing a job, pay emerged as the most important factor and as the strongest predictor. This shows that a specific compensation dimension has great power in determining whether potential candidates might intend to actually pursue a job with an organization. Later research, done by Rozsa & Machova, (2020), suggests that Millennial workers value work-life balance more than previous generations. It is therefore interesting to see what is most valued in our research sample.

Based on this research evidence we constructed our first two hypothesis:

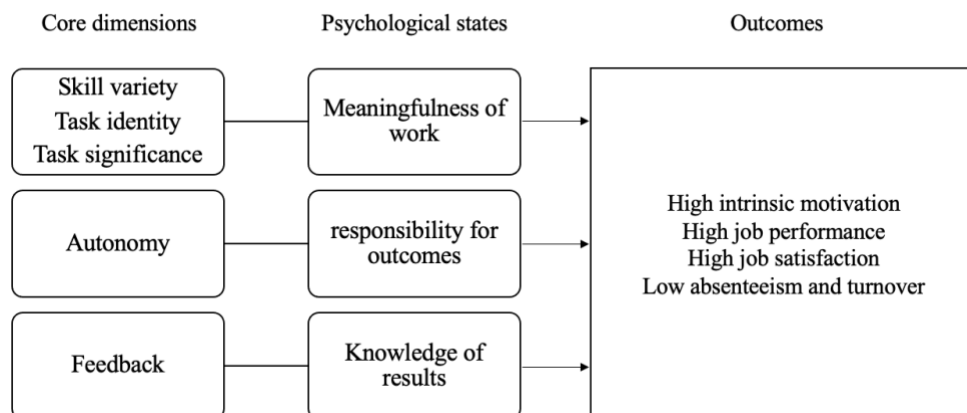
H1: *Higher salary increases job pursuit intentions*

H2: *Higher flexibility increases job pursuit intentions*

2.2 Financial Gain

Financial gain, including salary and benefits, has a critical influence on job satisfaction. Job Satisfaction Theory posits that several factors, including the nature of the work, working conditions, relationships with colleagues and superiors, and opportunities for professional growth, affect job satisfaction (Page MD, 2020).

Figure 1. *Theoretical model of Job satisfaction theory*



The theory by Edwin Locke, 1976, suggests that fair and competitive compensation reinforces the value of an employee's work and contribution to the organization, resulting in greater job satisfaction. Moreover, financial gain also provides a sense of stability and security that can enhance job satisfaction (Tietjen & Myers, 1998).

When analyzing this topic, it was clear that salary and benefits and financial gain are important to applicants (Hayman, 2005; Rozsa & Machova, 2020). However, evidence shows that salary does not enhance organizational attraction (Casper & Buffardi, 2004). Evidence also indicates that Millennials and Gen X job seekers tend to have higher perceptions of Person-Organization fit when evaluating organizations, making them more inclined to view these organizations as attractive prospective employers. A study by Rozsa and Machova (2020) suggests that organizations that emphasize work-life balance in addition to competitive pay are viewed more favorably by Millennials and Gen X job seekers. Based on this research evidence, we formulated our third hypothesis that aims to measure salary's effect on job pursuit intentions.

H3: The effect of salary on job pursuit intentions is due to the perceived financial gains of the position

2.3 Work-Life Problems and well-being

Work-life balance or as we will be calling this construct later “work-life problems” and well-being have always been topics of importance; however, this topic has gained increased attention. Work-Life Balance (WLB) is defined by Greenhaus et al., (2003) as:

“The extent to which an individual is engaged in and equally satisfied with his or her work role and family role consisting of three components of work-family balance: time balance (equal time devoted to work and family), involvement balance (equal involvement in work and family) and satisfaction balance (equal satisfaction with work and family)” (Greenhaus et al., 2003).

Looking at job pursuit intentions, work life balance is a key factor (Cotti et al., 2014). Research done by Greenhaus et al., (2012), found that family-supportive

supervision relates positively to employees' feelings of work–family balance. Those who report highly supportive spouses also experience less work life problems.

The pandemic forced a change of work locations from offices to home offices, and to some extent led to increased job-flexibility experience among employees. A recent survey reported that employees did not want to go back to full-time office work and preferred working from home regularly (Yang et al., 2021). This attitude change post-Covid may be related to the fact that working from home over this extended period has changed individuals' perception of new ways of work and the workplace (Andrews, 2021; Yang et al., 2021). To gain further understanding on the topic of work-life balance and well-being the Job-demands resources model by Bakker and Demerouti, (2001), offers useful insight.

2.3.1 Job-demands resources model

The Job Demands-Resources (JD-R) model by Demerouti et al., (2001) is a theoretical framework used to understand how job characteristics impact employee well-being and job performance. It proposes that job demands (e.g., workload, emotional demands) and job resources (e.g., social support, autonomy) are the two main categories of job characteristics that influence employee outcomes. According to the JD-R model, job demands require sustained physical and/or psychological effort from employees and can lead to strain and burnout if they exceed an individual's capacity to cope. Job resources, on the other hand, can reduce the negative impact of job demands by providing support, feedback, and a sense of control over one's work. The model suggests that high levels of job resources can lead to positive outcomes such as work engagement, job satisfaction, and organizational commitment, while high levels of job demands can lead to negative outcomes such as emotional exhaustion, job dissatisfaction, and turnover intentions (Sardeshmukh et al., 2012).

In summary, the Job Demands-Resources model emphasizes the importance of balancing job demands and resources to promote employee well-being and job performance. By identifying and addressing job demands and resources, organizations can create a more supportive work environment and improve employee outcomes. During the pandemic work-life balance improved, however the balance

and boundaries between the workplace and home decreased and blurred (Hayman, 2005; Yang et al., 2021). Employers frequently implement benefits to help employees balance work and family, this often with the goal of enhancing recruitment. Research done by Casper and Buffardi, (2003), found that work-life benefits increased satisfaction, higher organizational commitment, reduced turnover intentions, and enhanced productivity. In addition to this, individuals seem to be more attracted to organizations with flexible career paths, supporting the universal appeal of work-life benefits. Organizations with a greater concern for employee work life strategies find it easier to attract and retain valued employees, and schedule flexibility contributes to perceived organizational support and job pursuit intentions (Casper & Buffardi, 2004; Hayman, 2005)

Our fourth hypothesis is therefore, H4: *The effect of flexibility on job pursuit intentions is due to perceived work life balance of the position*

2.4 Organizational Support

As mentioned in the section above, organizations with greater concern for the employee find it easier to attract and retain valued employees (Casper & Buffardi, 2003; Hayman, 2005). Because of physical separation from the office, remote working has been associated with feelings of being ‘cut-off from others and increased isolation (Sardeshmukh et al., 2012).

Most employers have substantial influence over individuals’ gainful employment and quality of work life, employees are strongly motivated to make assumptions concerning their employer’s valuation of them and that employee’s psychological contract involves the belief that the employer considers the employee’s best interests (Eisenberger et al., 1986). Research done by Eisenberger et al., 1986, shows that perceived organizational support and job satisfaction were strongly related. Organizations that place little value on one’s contributions and well-being reduce employee’s perceived organizational support and lessen the employee’s perceived obligations to the employer. Employees perceiving their organization as less supportive, compared to other organizations, would decrease organizational

involvement by being absent more often and would be more likely to search for employment elsewhere or to take early retirement.

2.4.1 Social exchange theory

According to social exchange theory, by George Homans, social interactions involve an exchange of resources, such as support, information, and rewards, which should benefit both parties (Homans, 1958). In the context of work-life balance, this theory suggests that employers and employees engage in a reciprocal exchange of resources. Employees dedicate their time and effort to their work and expect to receive fair compensation, benefits, and opportunities for career advancement. In return, employers expect their employees to be productive and contribute to the organization's success (Enayat et al., 2022).

Social exchange theory can provide insights into how employees and employers negotiate and maintain a balance between work and personal life (Buchan et al., 2002). If employees perceive that they are not receiving adequate resources in exchange for their work, they may experience dissatisfaction and conflict between their work and personal life. However, if employers provide employees with the necessary resources to manage their work and personal life, job satisfaction and productivity may increase. Overall, social exchange theory can help identify factors that influence work-life balance and enable employers and employees to develop effective strategies to achieve a more optimal balance between work and personal life. Social exchange has long dominated scholarly writings about employment relationships, furnishing a prime explanation for how they shape workforce contributions and corporate performance (Coyle-Shapiro & Conway, 2005).

Our fifth hypothesis is therefore: H5: *The effect of flexibility on job pursuit intentions is due to perceived organizational support of the position*

In sum, we have defined five hypotheses, which will be analyzed and discussed in chapter 4.0 results and 5.0 discussion.

2.5 Exploratory research questions

To gain deeper insights into the relationship between job pursuit intentions, pay, flexibility, and perceived financial gains we have defined three overall exploratory research questions and a research model see Figure 2., in chapter 3.0.

Question 1: *What is the difference in job pursuit intentions between high pay/low flexibility and high flexibility/low pay?* By looking at this question it will allow us to explore the relative importance of pay and flexibility in influencing job pursuit intentions. By comparing the different scenarios, we can explore whether individuals prioritize higher pay or greater flexibility when considering employment opportunities.

Question 2: *Is the effect of flexibility on job pursuit intentions also due to the perceived financial gains of the position?* The aim of this question is to gain insights to which degree flexibility influences job pursuit intentions. We will look at whether the effect of flexibility on job pursuit intentions is driven primarily by the perceived financial gains with the position.

Question 3: *What is the relative magnitude of the indirect effects of flexibility on job pursuit intentions?* Our final exploratory research question aims to look at the indirect effects of flexibility on job pursuit intentions and determine their relative significance. By looking at the indirect effects, we will be able to understand the mediating factors through which flexibility impacts the individuals' job pursuit intention.

3.0 Structure and Research model

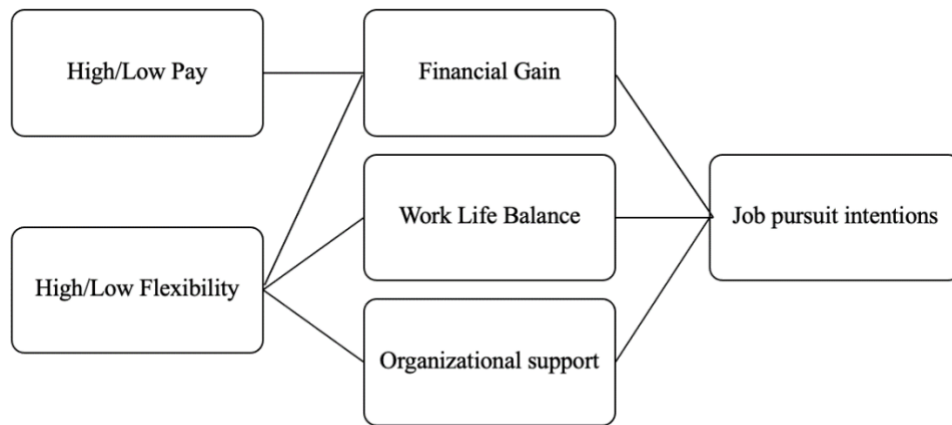
The aim of this study is to explore and analyze how prospective employees value flexibility and pay, and what mechanisms explain these preferences. We have designed a research model, see Figure 2, which serves as a visual representation of the relationships and variables under investigation.

Figure 2 illustrates the interconnectedness of the key components within our research model. It provides a framework for understanding the factors that influence

prospective employees' preferences for flexibility and pay, as well as the underlying mechanisms that may explain these preferences.

The research model serves as a guide for examining the relationships and mechanisms that influence prospective employees' preferences for flexibility and pay. Through data collection and analysis, we aim to gain insights into the factors that drive these preferences and better understand how organizations can attract and retain top talent by effectively addressing the needs and expectations of prospective employees.

Figure 2. Research Model.



4.0 Methodology

4.1 Research Design

To address our main research question and our three exploratory research questions, we used an anonymous experimental 2x2 factorial design conducted through the platform, Qualtrics. Our methodology draws on the framework of a quantitative vignette study, which comprises two key components: (a) a vignette experiment serving as the central element, and (b) a traditional survey for the simultaneous and supplementary assessment of additional respondent-specific characteristics. These characteristics are subsequently utilized as covariates in the analysis of vignette data. By adopting this approach, we aimed to comprehensively

capture and analyze the various aspects of participants' responses within a controlled research setting (Atzmüller & Steiner, 2010). In addition to this, the fact that this is an experiment is a strength as it allows insights into a sample of today's and the upcoming workforce.

4.2 Vignette

We designed four realistic vignettes with different scenarios or working conditions in a consultant firm who delivers marketing advice, which we then distributed on our personal channels. The different vignettes all included information about the fictive Company "Up2u marketing". The title in the job ad was *Consultant*, and the information provided about the company at Up2u marketing was: "We create user experiences that attract customers. We work with a wide variety of companies and industries and sell products and services in the new digital environment. We care about our employees. Our philosophy is that an employee with a good work life balance is a productive employee." The job description everyone received clarified how the tasks related to the position. These tasks revolved around further developing the section in line with the strategy, taking responsibility for employees in the section and participating in the management group for the department.

The possible scenarios are defined as follows. The participants received the same follow up questions after reading their scenario.

Scenario 1: High pay, low flexibility. Here the participant received the following information: Location: Office is located 50 minutes outside of the city center. Working hours: 09-15. *Salary: 650 000,- NOK / 59 892, -Euro.* Competitive retirement package and included health insurance.

Scenario 2: Low pay, low flexibility. Here the participant received the following information: Location: Office is located 50 minutes outside of the city center. Working hours: 09-15. *Salary: 600 000,- NOK / 55 276, -Euro.* Competitive retirement package and included health insurance.

Scenario 3: Low pay, high flexibility. Here the participant received the following information: Location: Office is located 50 minutes outside of the city

center, *but you have full flexibility to work from home*. Working hours: 09-15 (electronic log in). *Salary: 600 000,- NOK / 55 276, -Euro*. Competitive retirement package and included health insurance.

Scenario 4: High pay, high flexibility. Here the participant received the following information: Location: Office is located 50 minutes outside of city center, *but you have full flexibility to work from home*. Working hours: 09-15 (electronic log in). *Salary: 650 000,- NOK / 59 892, -Euro*. Competitive retirement package and included health insurance.

Each participant received one vignette, which was randomly distributed, and they then responded to items assessing perceptions of the organization from the received ad. The 2x2 factorial design intentions were to give the effect of salary as well as possibility for home office and interaction. We then asked how much the participant wanted the job, and how likely they would be to apply etc. This allowed us to get insight into how much home office is “worth” for employees. This way we would be able to get an idea of with the manipulation and variation of salary, based on the average costs of having an employee at an office vs at home.

4.3 Sample and Procedure

4.3.1 The Participants

We distributed a web-based questionnaire, Qualtrics, through our personal social media channels. In addition to these, 200 responses were gathered through Prolific, however most of these were not completed. We received a total of 518 responses, 200 removed based on unfinished responses. Of the remaining 318 respondents, 55% were female, and 45% were male. We did not have many limitations regarding respondents who could potentially answer the survey. We noted, however, that some of our respondents left without completing the whole survey, this may have to do with the respondent having time constraints, not being in a situation to answer the questions or our questions being similar to each other.

When it comes to our participants, we note that it is diverse and cross-cultural. We had respondents from Australia, Austria, Belgium, Brazil, Canada, Finland, France, Germany, Greece, Hungary, India, Ireland, Italy, Kenya, Malaysia, Mexico,

Netherlands, Nigeria, Norway, Poland, Portugal, Romania, Scotland, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States, Venezuela, Wales, and Zimbabwe. However, we note that most of our respondents were from the Nordics, United Kingdom, and the United States.

4.3.2 Measures

We worked towards finding established pre-existing items used in previous research for our concepts. They would therefore meet the criteria of reliability and validity. Further, all items were assessed using a 7-point Likert- scale, and the respondents were asked to rate statements from 1, “*strongly disagree*” to 7, “*strongly agree*”, with 4 being “*neither agree nor disagree*”.

Financial gain

Perceived financial gain was measured with six items designed for this specific study. They were designed to capture both the personal financial gain of the position as well as the overall desirability of the compensation. “*The jobs salary and other financial benefits fit nicely with the lifestyle I want*”, “*The jobs salary and other financial benefits are desirable to me*”, “*My personal financial situation would be satisfactory if I took this job*”, “*I perceive the financial incentives at this company as high*”, “*Accepting a job offer from this job advert would increase my personal financial flexibility*”, “*I stand to gain financially if I accepted a job offer from this job advert*”. The six items for this concept were assessed using a 7-point Likert-scale, and the respondents were asked to rate statements from 1 “*strongly disagree*” to 7 “*strongly agree*”.

Work life balance

The six items for the concept of work life balance originated from previous research from Caspar & Buffardi, (2003). They researched work-life benefits and job pursuit intentions. Prior to testing, coefficient alphas were calculated. Measures had satisfactory reliability, with alpha values ranging from .75 to .91. The different items were “*This job would make my personal life difficult*”, “*This job would make me miss personal activities because of work*”, “*This job would make it difficult to juggle work*

and non-work", "This job would make my personal life suffer", "This job would mean putting aspects of my personal life on hold" and "This job would give me plenty of time for non-work activities".

Our concept, work-life balance, was assessed using a 7-point Likert-scale, and the respondents were asked to rate statements from 1 *"strongly disagree"* to 7 *"strongly agree"*.

Our variable, "work-life balance" was reversed and is therefore referred to as "Work Life Problems". By reversing the variable, we are able to examine the presence or extent of work-life problems instead of focusing on work-life balance itself. This allows us to explore the challenges, difficulties, or negative aspects that individuals may face in managing their work and personal life. While work-life balance typically refers to harmonious integration of work and personal life, emphasizing work-life problems highlights the potential conflicts, stressors, or unsatisfactory conditions that individuals may encounter. Reversing the variable can provide a different perspective on the issues individuals may experience in balancing work and personal life commitments. It allows us to explore factors that contribute to work-life problems, investigate their impact on various outcomes and report the results and challenges.

Organization support

The researchers Eisenberger et al., (1997), researched perceived organizational support and job satisfaction. The items included: *"This company cares about its employees' opinions"*, *"This company cares about its employees' well-being"*, *"This company considers its employees' goals and values"*, *"This company helps its employees when they have a problem"*, *"This company would forgive me for an honest mistake on my part"*, *"If given the opportunity, this company would take advantage of me"*, *"This company would show very little concern for me"*, and *"This company is likely to help me if I need a special favor"*. The eight items for the concept of organizational support were based off this research and were assessed using a 7-point Likert-scale, and the respondents were asked to rate statements from 1

“*strongly disagree*” to 7 “*strongly agree*”. Cronbach's alpha found that for this case in the study was .90.

Job pursuit intentions

The final concept of Job pursuit intentions and its six items were researched and found in previous studies done by Aiman-Smith et al., (2001). They researched job recruits' attractions and job pursuit intentions. The items included “*I would accept a job offer from this job advert*”, “*I would request more information about this company, and the position*”, “*I would want to speak with a representative of the company to learn more about the position*”, “*I would attempt to gain an interview with this company*”, “*I would actively pursue in obtaining the position*”, and “*I would take steps, such as researching the company, to increase my chances of a successful job interview*”. All items used a seven-point rating scale. The reliability of the job pursuit intention measure was 0.91. Our concept, job pursuit intentions, was therefore assessed using a 7-point Likert-scale, and the respondents were asked to rate statements from 1 “*strongly disagree*” to 7 “*strongly agree*”.

4.3.3 Age

When it comes to the age split used in this research, we have based it on increments. Doing this helps to keep anonymity of the respondents, as well as make sure that the participants are grouped with those that are in a similar life situation, both in the present but also in the past. Because some have grown up and received similar educations and ways of life, which might affect their answers in this research. The increments that we decided are based on Dimock, (2019). These range from our 1-7 scale divided into brackets from *18-15*, *26-35*, *36-45*, *46-55*, *56-65*, *66-75*, *76+*. We also decided not to make the increments too big as this would affect the number of people that were grouped together, and it could result in participants being measured up against those in quite different life situations.

To make sure we covered as many aspects as possible we looked at a few different measures including financial gain, which included questions about how much anticipated economic freedom the respondent thought the job would give them if they ended up applying for the job. Organizational support included questions

about how much they thought the organization valued their employees' feelings, opinions etc. We also included questions about the perception of work life problems by them applying for this job. The questions we included here were for example “*this job would make my life more difficult*” and “*this job would make me miss personal activities*”. We also made sure to capture salary increments as it could influence the job pursuit intentions as well as have an effect on being positive or negative towards home-office.

4.3.4 A-Priori Power Analysis

Using power analysis is an essential tool for designing a robust research study, interpreting the results, and making conclusions about the population of interest. We calculated the a-priori power analysis, in the tool JAMOVI, based on an estimated amount of 300 participants, based on our prediction of the maximum sample size likely to be achieved with the practical and economic constraints of the study. The magnitude of the effect we would reliably be able to detect with 300 participants with 80% power and an alpha of 0.05 was a Cohen's D of 0.418. We set this as our minimal effect size of interest as lower values would not be feasible to detect with the resource constraints of our study.

By using a power analysis, we could determine the optimal sample size needed to increase the chances of detecting a statistically significant difference between groups or relationships between variables, given the effect size, alpha level, and power we were interested in. This helped us ensure that our study was properly designed to achieve its research objectives and that the findings are reliable and generalizable to the population of interest. Thus, using a power analysis helped us avoid false-negative results, which could occur when a significant effect exists but is not detected due to a small sample size or inadequate statistical power.

4.3.5 Control variables

Current Salary

We implemented salary brackets in our survey to control the influence of salary. This approach allowed us to examine the perceived gains of the position based on different salary ranges. By setting the salary threshold, 600.000 NOK – 650.000

NOK, we aimed to identify any potential negative effects on job pursuit intention. This could, for example, be individuals whose salary exceeded this range might be less likely to accept the job offer from the vignette due to salary considerations.

Age

In addition to this we used age brackets to control the influence of age on our study. This allowed us to explore preferences, such as the younger generation's inclination towards home office compared to other age groups. Further, analyzing generational differences allowed us to gain insights into variations in perceptions and beliefs.

Gender

Furthermore, gender was considered as a control variable to examine potential differences in flexibility and pay among the respondents. According to literature, all the variables are assumed to be associated with the outcome variable. Furthermore, literature within human resource management and organizational behavior has explored the relationship between pay and job pursuit intentions and found that pay emerged as the strongest predictor (Aiman-Smith et al., 2001). When it comes to age research says that millennials consider competitive salary as an important job attribute, also the younger generations has a stronger focus on getting their leisure and work life balance is therefore more important for the younger generations (Brink & Zondag, 2021). Our age brackets allow us to also investigate these contexts.

4.3.6 Statistical analyses

For our statistical analyses and to test our five hypotheses, we utilized the Jamovi software. The analysis process involved several distinct phases. Firstly, we conducted a reversal of one variable, specifically "work-life balance," transforming it into "work-life problems" as detailed below. Following that, descriptive statistics were performed, followed by the construction of a correlation matrix.

Prior to initiating the analyses, we carefully screened and cleaned the dataset. This meticulous process enabled us to identify and eliminate incomplete or incorrect data, ensuring the integrity and reliability of our results (Rahm & Hong hai, 2000).

By undertaking these preparatory steps, we aimed to establish a robust foundation for our subsequent statistical analyses, enabling us to accurately examine the relationships and patterns within the dataset.

To examine the causal effect of perceived flexibility and pay on job pursuit intentions, a general linear model using ANOVA with two groups was conducted. Two sets of binary dummy coded variables represented low and high pay and flexibility. To look further into the interplay of factors influencing the preferences, our study employs a research approach that incorporates both path analysis, for testing indirect effects, and two one-sided tests (equivalence testing) to investigate the null effects.

5.0 Results

5.1 Descriptive Statistics

Our sample of 318 participants indicated their level of job pursuit intentions, their perceived financial gain of the position, work life balance, organizational support, age, job status, and salary. When looking at the table 1 below we can see that younger participants are more interested in this job position. We can also see that job pursuit intentions correlate strongest with perceived financial gain.

Table 1. *Correlations for study variables showing mean and SD*

	Mean	SD	1	2	3	4	5	6	7
1. Job Pursuit Int.	5.20	1.36	-						
2. Perceived Fin. Gain	5.12	1.43	0.63**	-					
3. Perceived Work life problems	2.94	1.34	-0.27**	-0.23**	-				
4. Perceived Org. Support	4.95	.84	0.38**	0.28**	-0.36**	-			
5. Age	2.44	1.3	-0.11*	-0.14**	0.04	-0.08	-		
6. Job status	3.0	1.98	0.22**	0.16**	0.02	-0.04	-0.24*	-	
7. Salary	2.47	1.87	-0.43*	-0.70*	-0.04	-0.10	0.18**	-0.21*	-

*Note: * $p < .05$, ** $p < .01$.*

The results indicate a generally positive trend in job pursuit intentions, while the overall trend is positive, there is notable variability in intentions towards pursuing the job. The results suggest that participants, on average, hold a slightly positive perception of the financial gains associated with the positions under consideration. While the overall trend is slightly positive, there is some variability in participants' perceptions of financial gains. When looking at work-life problems, the results indicate that participants, on average, hold a slightly agreeable view. The results suggest that work-life balance is an area where participants perceive room for improvement. Understanding the factors influencing these perceptions can guide organizations in developing strategies and policies to enhance work-life balance and support the well-being of their employees. The results looking at organizational support indicate that participants, on average, hold a slightly neutral view towards organizational support. These results suggest a relatively neutral perception of organizational support among participants. On average the age range of participants falls within the 26-35 category, with an average score of 2.44 on a scale where 2 represents the age range. The standard deviation of 1.3 indicates a moderate amount of variability in the responses within this age group.

On average, participants are not currently looking for a job, with an average score of 3. The relatively high standard deviation of 1.98 indicates a significant degree of variability in the responses related to job status. The average score of 3 indicates that the participants are on average leaning towards disagreeing with actively seeking new job opportunities. However, it is worth pointing out that the wide standard deviation suggests that there is a considerable diversity of perspectives and experiences among participants regarding their job status. This variability might be influenced by factors such as individual career goals, job satisfaction levels, or external market conditions.

We were able to gain a better understanding of the salary levels of our participants. With an average score of 2.47 on a scale where 2 represents NOK 450

000 - 550 000, we can see that most of our participants fall within this category. The standard deviation of 1.87 suggests considerable variability in the responses related to salary among the participants. The high standard deviation of 1.87 suggests that participants' perceptions of salary vary widely, possibly influenced by factors such as individual financial circumstances, job market expectations, or salary norms. Overall, the average score and high standard deviation within the salary category indicate a range of perspectives and experiences among the participants.

Multiple regression results

Table 2. Regression Table

Regression Table

Variable	B	SE	95% CI lower	95% CI high	β	df	t	p
Intercept	5.20	0.07	5.05	5.35	0.00	316	69.01	<.001
Pay	-0.11	0.15	-0.41	0.18	-0.08	316	-0.75	0.45
Flexibility	0.39	0.15	0.09	0.68	0.28	316	2.58	0.01

In chapter 2 we defined five hypotheses. To test the first two hypotheses, which are formulated as follows: H1: *Higher salary increases job pursuit intentions* and H2: *Higher flexibility increases job pursuit intentions*. We performed a linear regression model with fixed parameter estimates.

The results of the multiple regression analysis are shown in Table 2. The results showed no significant effect on pay. The results showed no significant effect of pay on job pursuit intentions (B = -0.11, SE = 0.15), which implies that higher salary does not increase job pursuit intentions. We can therefore conclude that hypothesis 1 is not confirmed. Our third hypothesis, H3: *The effect of salary on job pursuit intentions is due to the perceived financial gains of the position*, which explored the effect of salary on job pursuit intentions on the perceived financial gains of the position is

therefore also not confirmed as hypothesis 1 was not confirmed. This resulted in there not being any significance within pay and financial gain in the model.

When it comes to hypothesis 2, the results showed a significant effect of flexibility on job pursuit intentions ($B = 0.39$, $SE = 0.15^{**}$), which implies that higher flexibility increases job pursuit intentions. We can therefore confirm hypothesis 2, based on the results from the regression model.

5.2 Mediation Analysis

Table 3. Indirect and Total Effects

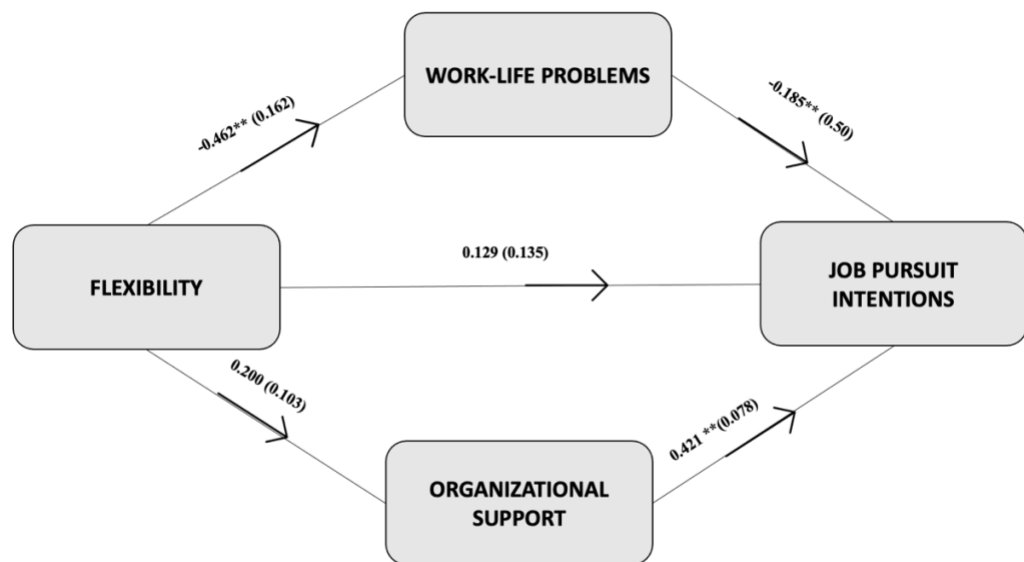
	Effect	B	SE	95% CI Low	95% C.I Upper	β	z	P
Indirect	Flex->wlproblems->jobpersuit	0.08	0.04	0.01	0.16	0.03	2.19	0.03
	Flex->orgsupport->jobpersuit	0.08	0.04	-0.01	0.17	0.03	1.80	0.07
	Jobstatus->wlproblems->jobpersuit	-0.00	0.01	-0.01	0.01	-0.00	-0.14	0.88
	Jobstatus->orgsupport->jobpersuit	-0.01	0.01	-0.03	0.01	-0.02	-1.13	0.25
	Salary->wlproblems->jobpersuit	0.01	0.01	-0.01	0.02	0.01	0.86	0.38
	Salary->orgsupport->jobpersuit	-0.02	0.01	-0.04	0.00	-0.03	-1.64	0.10
Direct	Flex->wlproblems	-0.46	0.16	-0.78	-0.14	-0.17	-2.84	0.00
	Wlproblems->jobpersuit	-0.18	0.05	-0.29	-0.07	-0.18	-3.44	<.001
	Flex->orgsupport	0.20	0.10	-0.00	0.40	0.11	1.93	0.05
	Orgsupport->jobpersuit	0.42	0.08	0.255	0.58	0.26	4.99	<.001
	Jobstatus->wlproblems	0.00	0.04	-0.07	0.08	0.01	0.14	0.88
	Jobstatus->orgsupport	-0.03	0.02	-0.08	0.02	-0.07	-1.16	0.24
	Salary->wlproblems	-0.04	0.04	-0.13	0.04	-0.05	-0.89	0.37

Salary->orgsupport	-0.05	0.02	-0.11	0.00	-0.10	-1.74	0.08
Flex->jobpersuit	0.13	0.13	-0.13	0.39	0.04	0.96	0.33
Jobstatus->jobpersuit	0.11	0.03	0.05	0.18	0.17	3.43	<.001
Salary->jobpersuit	-0.31	0.03	-0.39	-0.23	-0.40	-8.15	<.001
Flex->jobpersuit	0.29	0.15	-0.00	0.588	0.10	1.94	0.05
Jobstatus->jobpersuit	0.09	0.04	0.02	0.17	0.13	2.52	0.01
Salary->jobpersuit	-0.322	0.04	-0.41	-0.23	-0.40	-7.42	<.001

Note. Confidence intervals computed with method: Standard (Delta method)

Note. Betas are completely standardized effect sizes

Figure 3. Path analysis from Flexibility



Note: * $p < .05$, ** $p < .01$

When looking out our indirect effects on job pursuit intentions the results revealed a significant indirect effect, suggesting that flexibility had an indirect impact on job pursuit intentions through its influence on perceived work-life problems ($B = .08$, $SE = 0.4$, $p < .03^*$). We can therefore see that the effect of flexibility on job pursuit intentions is due to perceived work-life problems of the position, which confirms

hypothesis 4, which was H4: *The effect of flexibility on job pursuit intentions is due to perceived work life balance of the position.* However, we cannot see that there is flexibility on job pursuit intentions due to perceived organizational support of the position, and our fifth hypothesis is therefore not confirmed which was, H5: *The effect of flexibility on job pursuit intentions is due to perceived organizational support of the position.* Job status has a significant direct effect on job pursuit, but not through work-life problems or organizational support. Salary has a significant total effect on job pursuit, with both significant direct and indirect effects through both mediators. We can therefore conclude that there is no effect of flexibility on job pursuit intentions due to perceived work-life problems or organizational support of the position.

ANOVA

The initial model, which included both flexibility and pay as independent variables, explained a small proportion of the variance in job pursuit intentions, as indicated by the R-squared value of 0.02. The obtained R-squared value of 0.02 indicates that the flexibility and pay variables explain only a small proportion of the variance in job pursuit intentions. This suggests that other factors beyond flexibility and pay, such as job satisfaction, motivation, or organizational culture, may play more substantial roles in influencing job pursuit intentions.

Table 4. Model info

Info	
Estimate	Linear Model fit by OLS
Call	jobpersuit - 1 + pay + flex
R-squared	0.0224
Adj. R-squared	0.0162

Table 5. ANOVA Omnibus tests

	SS	df	F	P	η^2p
Model	13.11	2	3.617	0.028	0.022
Pay	1.02	1	0.561	0.454	0.002
Flex	12.11	1	6.685	0.010	0.021
Residuals	572.54	316			
Total	585.64	318			

Note: * $p < .05$, ** $p < .01$

The omnibus F-test for the overall model was found to be significant ($F = 3.617$, $p < .28^*$), suggesting that the model had a significant relationship with job pursuit intentions.

Further the analysis examined the individual effects of the two factors on job pursuit intentions. The ANOVA results revealed that the factor of pay did not reach statistical significance ($F = 0.561$, $p > 0.45$), while the factor of flexibility yielded a significant effect ($F = 6.685$, $p < .01^*$).

Regarding the omnibus F-test, the significant result ($F = 3.617$, $p < .05$) suggests that, collectively, flexibility and pay have a statistically significant relationship with job pursuit intentions. However, it is important to note that the R-squared value is low, indicating that the model's overall explanatory power is limited.

Digging deeper into the individual effects of the factors, the nonsignificant result for pay ($F = 0.561$, $p > .05$) suggests that pay alone does not significantly influence job pursuit intentions in this sample. On the other hand, the significant result for flexibility ($F = 6.685$, $p < .05$) implies that higher levels of flexibility are associated with stronger job pursuit intentions among the participants.

Overall, these findings provide initial insights into the relationship between flexibility, pay, and job pursuit intentions. However, additional research is necessary to explore other potential factors that may influence job pursuit intentions, thereby contributing to a more robust understanding of the topic. As a side note, a study by Eagly & Steffen, (1984) found that men placed greater importance on pay and benefits when evaluating job offers compared to women. We looked into this as well by isolating the responses from the male respondents and found similar results,

however they were not significant enough to show up with the combined responses (Appendix 1 p.1).

5.3 Equivalence testing – the absence of a medium or large effect of pay

Given the lack of a significant effect of pay on job pursuit intentions, in connection to our hypothesis 3, which was “The effect of salary on job pursuit intentions is due to the perceived financial gains of the position,” we wanted to rule out an effect size of equal to or larger than our minimally interesting effect size of interest. We used equivalence testing and set our upper equivalence bound to 0.4 and our lower bounds -0.4 .

The results from the TOST test with a lower bound test statistic of $t(316) = -4.31$ ($p < 0.001$) and an upper bound test statistic of $t(316) = -2.84$ ($p < 0.05$). and considering our lower equivalence bound of -0.4 and upper equivalence bound of 4.0 , we can interpret the results as follows:

Lower Bound Test: The lower bound test compares the observed effect size to the lower equivalence bound (-0.4 in your case) to determine if the effect size is not smaller than this threshold. With a test statistic of $t(316) = -4.31$ ($p < 0.001$), we can conclude that the observed effect size is significantly larger than the lower equivalence bound. In other words, the effect size is larger than -0.4 , indicating a meaningful and practically relevant effect.

Upper Bound Test: The upper bound test compares the observed effect size to the upper equivalence bound 4.0 , to determine if the effect size is not larger than this threshold. With a test statistic of $t(316) = -2.84$ ($p < 0.05$), we can conclude that the observed effect size is not significantly larger than the upper equivalence bound. In other words, the effect size does not exceed 4.0 , suggesting that the observed effect is within the desired range of practical equivalence. Overall, based on the results of both the lower and upper bound tests, we can infer that the observed effect size falls within the defined equivalence range of -0.4 to 4.0 . This indicates that the effect of pay on job pursuit intentions is not smaller than -0.4 and not larger than 4.0 , suggesting that

the difference in pay has a meaningful and practically relevant impact on these outcomes.

Figure 4. TOST upper and lower bounds.

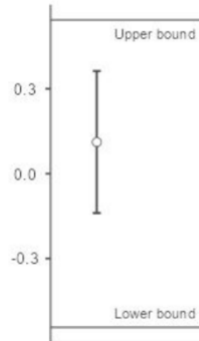


Table 6. TOST results

TOST Independent Samples T-Test

		t	df	p
Job pursuit	t-test	0.73	316.94	0.464
	TOST Upper	-2.84	316.94	0.002
	TOST Lower	4.31	316.94	<.001

This aligns with the earlier findings suggesting that pay does not have a substantial effect on job pursuit intentions. In practice, these results imply that, based on the analysis conducted, pay levels alone may not significantly influence job pursuit intentions. Other factors, such as job satisfaction, career development opportunities, and organizational culture, may have a more substantial impact on job pursuit intentions among individuals.

6.0 Discussion

Throughout this discussion, we will evaluate the strengths and limitations of our study and acknowledge any potential biases or constraints that may have influenced our results. We also address any unexpected or contradictory findings and

suggest areas for further research. In addition to this we look at and discuss practical implications of our research, considering how our findings can inform practitioners, professionals, or relevant industry policymakers. We will conclude this discussion section by summarizing the main contributions of our study, emphasizing its relevance. The aim of our study was to investigate:

How prospective employees value flexibility and pay, and what mechanisms explain these preferences?

6.1 Our findings

Overall, our research findings provide insights into the participants' perspectives on job pursuit intentions, financial gains, work-life balance, organizational support, age, job status, and salary.

The difference in job pursuit intentions between high pay/low flexibility and high flexibility/low pay can be looked at based on our first two hypotheses. H1 proposes that a higher salary increases job pursuit intentions. However, our results indicated no significant effect of pay on job pursuit intentions. H2, however, had results supporting this hypothesis, indicating a significant effect of flexibility on job pursuit intentions. Past research identified that there are several factors job seekers will look at when pursuing a job. Pay, benefits & bonus as well as the informativeness about salary and benefits were the most crucial factors (Aiman-Smith et al., 2001; Pouliakas, 2010; Rozsa & Machova, 2020; Terjesen et al., 2007). In contrast to our findings this study showed that pay emerged as the most important and the strongest predictor in terms of pursuing a job. Hypothesis 2, which explored the effect of flexibility on job pursuit intentions was supported by the results, indicating that higher flexibility increases job pursuit intentions. Research done by Rozsa & Machova, (2020), as well as Andrews, (2021), found that millennium workers value work-life balance more than previous generations. Our pattern of results is consistent with this previous literature. Overall, the findings suggest that factors other than pay play a more significant role in determining job pursuit intentions. Based on these findings, we can assume that individuals prioritize flexibility over high pay when it comes to their job pursuit intentions. Even if a job offers high pay but lacks flexibility, it does not increase the individual's inclination to pursue the position.

Contrarily, if a job provides high flexibility but has lower pay, individuals are more likely to show greater interest in pursuing such opportunities.

Our third hypothesis in this study looked at whether the effect of flexibility on job pursuit intentions could be attributed to the perceived financial gains of the position. We observed that an increase of 50,000NOK in salary did not register a significant effect on job pursuit intentions among our participants. This challenges the assumption that perceived financial gains play a significant role in driving individuals' desire to pursue a particular job. Job satisfaction theory considers salary as a key factor influencing an individual's overall job satisfaction. According to this theory, higher salaries are believed to contribute to increased job satisfaction by fulfilling individuals' financial needs and providing a sense of security (Hayman, 2005; Page, 2020; Rozsa & Machova, 2020). Later research has found that salary did not enhance organizational attraction and that job seekers were more favorable towards jobs that supplemented standard pay with work-life balance in their recruitment materials (Casper & Buffardi, 2004; Cotti et al., 2014; Rozsa & Machova, 2020). These results suggest that factors other than salary may have a stronger influence on job pursuit intentions. Job satisfaction theory emphasizes the importance of various factors in determining overall job satisfaction. Apart from salary, factors such as the nature of the work, opportunities for growth and advancement, work-life balance, and relationships with colleagues and supervisors are considered significant determinants (Page, 2020). It is plausible that these factors have a bigger impact on job pursuit intentions than salary alone.

Previous research found a strong relationship between job pursuit intentions and perceived financial gain (Hayman, 2005; Page, 2020, Rozsa & Machova, 2020). This suggests that individuals are motivated to pursue job opportunities that offer higher salaries, as it aligns with their financial aspirations and provides remuneration (Hayman, 2005). Consequently, one might assume that an increase of 50,000NOK in salary would have a noticeable impact on job pursuit intentions. However, our study's findings challenge this assumption, as the additional salary amount did not register as a significant increase in perceived financial gain among the participants. It is possible that individuals perceive this increase as marginal compared to their existing salary or financial expectations. This lack of registration could explain why the effect of salary

on job pursuit intentions appears small. The strong correlation between job pursuit intentions and perceived financial gain suggests that salary does hold significance. However, based on our results, the additional 50,000NOK was not perceived as an increase in salary by the participants, which may explain the lack of impact on job pursuit intentions. It is important to recognize that individuals may evaluate financial gain beyond traditional salary increases, considering factors such as benefits, bonuses, incentives, or other forms of compensation.

The results from our study suggest that flexibility has a significant indirect effect on job pursuit intentions through perceived work-life problems, but not through organizational support. As previously stated, this finding confirms hypothesis 4, which proposes that the effect of flexibility on job pursuit intentions is mediated by the perceived work-life balance of the position. Research has found that organizations with greater concern for employee work life strategies find it easier to attract and retain valued employees (Casper & Buffardi, 2003; Hayman, 2005). When looking at the concept work-life problems we used the Job Demands-Resources (JD-R) model as a framework, and we can use it to understand these findings. In the context of the JD-R model, flexibility can be seen as a job resource that enables individuals to have control over their work schedules and adapt their work arrangements to accommodate personal needs. The significant indirect effect of flexibility on job pursuit intentions through perceived work-life problems suggests that when individuals perceive that the position poses work-life challenges, such as difficulties in balancing work and personal life, the attractiveness of the job decreases. However, the lack of a significant indirect effect through organizational support suggests that the presence/absence of supportive resources within the organization does not impact the relationship between flexibility and job pursuit intentions.

The results indicate that hypothesis 5, which proposed that the effect of flexibility on job pursuit intentions is due to perceived organizational support of the position, is not confirmed. Research done by Eisenberger et al., (1997), found that employees perceiving that their organization was not supportive would decrease organizational involvement by being absent more often and would be more likely to search for employment elsewhere or to take early retirement. Our findings challenge the assumptions derived from social exchange theory regarding the role of perceived

organizational support in influencing the relationship between flexibility and job pursuit intentions. Social exchange theory considers that individuals engage in a mutual relationship with their organization, where they exchange efforts and contributions for support and resources provided by the organization. According to our fifth hypothesis, it was expected that higher flexibility would lead to increased job pursuit intentions through perceived organizational support. However, the results from our study contradicted this expectation showing no significant effect of perceived organizational support on the relationship between flexibility and job pursuit intentions.

6.2 Importance of acknowledging employee well-being

Being aware of the importance of work-life problems is crucial for both job seekers and organizations, this because it can impact attracting and retaining talent, enhancing job satisfaction and well-being, enhancing the loyalty and commitment of the employee, increasing engagement and productivity as well as the reputation of the organization. It is also evident, through our research as well as our results, that work-life problems play a vital role in promoting job satisfaction and overall well-being. By acknowledging the importance of work-life balance and creating a healthy balance between work and personal life, individuals are found to have reduced stress levels, improved mental health, and high job satisfaction (Allen et al., 2015; Gelfand et al., 2011; E. J. Hill et al., 2001; Kossek & Lambert, 2004).

In today's competitive job market, work-life problems has become a significant factor for job seekers when considering employment opportunities (Yang et al., 2021). Individuals often prioritize positions and organizations that demonstrate a commitment to supporting work-life problems (Caspar & Buffardi, 2003; Hayman, 2005). By being aware of this, organizations can attract and retain talent by offering flexible work arrangements, and a culture that values work-life problems (J. E. Hill et al., 2008). We can also argue that when individuals have less work-life problems, they will be more likely to be motivated, engaged as well as more productive in their roles. When organizations make it a priority to address work-life problems they get increased productivity and could impact to lower the cases of burnout (Caspar & Buffardi, 2003).

Being aware of work-life problems should be central to organizations as it is evident that this influences job seekers in the decision-making process. It influences employee satisfaction, productivity, and overall well-being. By focusing and allowing for flexibility organizations can create an attractive workplace that is beneficial for both the employees and the organizations.

6.3 Flexibility

In recent years, there has been growing recognition of the importance of flexibility in the workplace. Research conducted by Kaduk et al., (2019) has demonstrated a positive association between voluntary remote work and lower turnover intentions, decreased perceived stress, and reduced psychological distress among employees. This finding highlights the potential benefits of flexible work arrangements in promoting employee well-being and organizational outcomes (Casper & Buffardi, 2004; Hayman, 2005).

In the context of our study, we sought to investigate the significance of flexibility from the perspective of job seekers. We believe that flexibility has become a crucial factor in attracting and retaining top talent, as individuals increasingly value work-life balance and autonomy in managing their professional commitments. Furthermore, we assert that organizations recognize the desirability of flexibility and actively frame it as a sought-after attribute to meet the expectations of their employees.

By examining the importance of flexibility for job seekers, our study aims to contribute to the existing body of literature on this topic. We explored how job seekers perceive and prioritize flexibility in their job search process, recognizing it as a significant factor that may influence their decision-making and career choices. Our results indicate that flexibility is important for job seekers, but their perceived financial gain was not as important among our respondents. We, therefore, expect flexibility to play a significant role in future employment. In response to changing work dynamics, certain organizations have embraced hybrid solutions, incorporating a combination of remote work and physical office spaces. One approach involves renting office spaces in various locations, either within the city or globally, allowing employees greater flexibility while also reducing costs associated with permanent office spaces. Traditionally, office rent represents a significant expense for

companies. However, with the emergence of hybrid working models, where individuals have the flexibility to work remotely from home or local workspaces, with occasional visits to the main office, these costs can be significantly diminished.

This shift towards hybrid solutions reflects a growing trend that is expected to further traction in the future. Solutions such as flexible scheduling, remote work days, job sharing, flextime, part-time or freelance work and job rotation can be seen as examples. As organizations continue to adapt to evolving work patterns and prioritize cost optimization, the utilization of flexible office spaces presents an appealing option. By embracing this approach, companies can harness the benefits of remote work while also fostering collaboration and maintaining a physical presence when necessary.

7.0 Practical Implications

With these results, despite limitations, there are some practical implications based on the findings from this study. Overall, these findings are useful for organizations in recruitment planning processes. The insights from our study can assist organizations in customizing their recruitment strategies and job offers to effectively attract and retain high-quality talent.

By recognizing the significance of flexibility and pay to prospective employees, employers can highlight these aspects in job advertisements and provide attractive compensation packages that meet candidates' preferences. This can enhance the organization's ability to attract and secure highly qualified candidates. Not only can these results be used in the context of recruitment, but these insights can also be used to refine organizations' employee benefit packages. Recognizing the value placed on flexibility by prospective employees, employers can offer flexible work arrangements, such as remote work options or flexible scheduling, as part of their benefits. Additionally, organizations can evaluate and adjust their pay structures to ensure they are competitive and aligned with industry standards to attract and retain talented individuals. Employers can invest in initiatives that promote work-life balance, such as wellness programs, family-friendly policies, and support for personal development and growth. By fostering a positive work-life balance culture, organizations can enhance employee satisfaction, engagement, and retention.

7.1 Job pursuit intention

When it comes to job pursuit intentions our study suggests that in the trade-off between pay and flexibility, individuals value flexibility more strongly when making decisions about pursuing a job. Organizations should, according to our findings, consider incorporating flexible work arrangements to attract and retain their talent. This is because it appears to have a noticeable impact on job pursuit intentions compared to higher salary alone.

7.2 Financial gain

Considering the financial gains indicated by the findings, it is advantageous to delve further into the job satisfaction framework and examine additional variables. This approach would enable a more comprehensive understanding of the factors that influence individuals' intentions to pursue specific jobs. By considering a broader range of factors, organizations can tailor their recruitment and retention strategies to attract and retain top talent effectively. While salary is often regarded as a crucial aspect in job satisfaction theory, our study suggests that it may not be the sole driving force behind job pursuit intentions. Factors such as the nature of the work, opportunities for growth, work-life balance, and interpersonal relationships may have a significant impact on individuals' decisions to pursue a particular job. These findings underline the importance of a comprehensive approach to job satisfaction analysis and offer valuable insights for organizations seeking to optimize their recruitment and retention strategies.

7.3 Work-life problems

Our findings on work-life problems highlight the importance of considering work-life balance as a crucial factor when individuals are making a decision on whether to pursue a job or not. Organizations should be aware of the perceived work-life problems associated with flexible work arrangements and take measures to address those. By doing this, the desirability of positions that offer flexibility will be enhanced and can improve job pursuit intentions among potential candidates.

7.4 Organization Support

Our study finds that factors other than perceived organizational support may have a more significant impact on the relationship between flexibility and job pursuit intentions. Other variables, such as personal preferences for flexible work arrangements, work-life balance considerations, or the perceived autonomy and control associated with flexibility, might play a more influential role in driving job pursuit intentions, as can be indicated by our fourth hypothesis.

Overall, our study's insights can inform various aspects of human resource management, including recruitment strategies, job design, employee benefits, work-life balance initiatives, and training programs. By aligning organizational practices with the preferences and mechanisms identified in the study, employers can create a more attractive work environment and increase their chances of attracting and retaining top talent.

8.0 Limitations and Directions for Further Research

We designed a vignette experiment to address the trade-off between conducting non-experimental research, which maximizes internal validity but may lack clear causal relationship, and the need for high external validity. However, it is important to acknowledge that hypothetical scenarios may not fully reflect real-world decision-making processes. When participants are posed with similar choices in real-life situations their responses may differ to a hypothetical situation (Aguinis & Bradley, 2014).

Furthermore, the generalizability of our results may be limited due to the specific scenarios presented. These scenarios might not capture the full range of job characteristics and preferences that exist in the broader population. Additionally, the sample size and demographics of our participants could influence the generalizability of our findings. It is therefore important to keep these factors in mind when interpreting the results and applying them to larger populations.

Another limitation of our study is that the survey captured participants' preferences at a single point in time. Job preferences can often be dynamic, and factors influencing these decisions can change over time. Therefore, our study might

not fully capture the dynamic nature of our participants' choices and preferences. Future research should explore longitudinal designs to better understand how job preferences evolve over time.

Additionally, our study primarily focused on specific job aspects such as salary, location, working hours, and flexibility. Other important factors, such as job content, opportunities for skill development, and work-life balance, were not as extensively looked at. This limitation could result in an incomplete understanding of participants' overall job preferences and should be taken into consideration when interpreting the results and findings.

Lastly, it is worth noting that the inclusion of self-created items for the concept of financial gain represents a weakness in our study design. While efforts were made to ensure the meaningfulness and functionality of these items, they might introduce some degree of bias or measurement error. Further, our sample consisted of participants who were actively searching for a job as well as those who were not. This variation in job status can introduce increased variance or noise in the experiment, which may impact the reliability and the way the results can be interpreted.

Overall, while our study provides valuable insights, it is essential to recognize, acknowledge and consider these limitations when interpreting the findings and applying them to real-world contexts.

8.1 Directions for further research

To address the limitations, future studies can take several steps to enhance the robustness of the research findings. Firstly, incorporating real-life decision-making scenarios alongside hypothetical vignettes can provide a more realistic and comprehensive understanding of participants' job preferences and choices.

Expanding the range of job characteristics considered in further studies can help provide a more holistic view of participants' preferences. Factors such as job content, skill development opportunities, and work-life balance should be given equal attention, allowing for a more comprehensive understanding of job preferences.

A longitudinal design that tracks participants' preferences over time would also provide valuable insights into the dynamic nature of job decision-making. This

approach would enable researchers to capture changes in preferences and factors influencing decision-making as the individual moves through different career stages.

To enhance the generalizability of the findings, further studies could aim to include more diverse samples. This would involve collecting data from different demographics, cultural backgrounds, and job contexts. This would help in gaining a broader understanding of how job preferences vary across populations and can identify potential cultural influences.

The combination of different research methods, such as interviews or observational studies, could be beneficial in further research. Lastly, it could be an option to consider limiting responses from participants whose actual salaries exceed the ranges provided in the hypothetical scenarios. This would help ensure that the findings accurately reflect the preferences and decision-making processes of individuals within the specified salary ranges, and avoiding potential biases introduced by participants with significantly higher incomes.

9.0 Conclusion

The findings from our research sheds light on several aspects, including the effects of hybrid working. By exploring the factors that influence prospective employees' preferences on flexibility and remuneration, our research allows added insights for organizations, especially in the context of recruitment. The identification of mechanisms that explain these preferences can guide organizations in designing effective recruitment strategies, job offers, benefit packages, and work-life balance initiatives to attract and retain top talent.

Furthermore, our study emphasizes the importance of considering individual differences and personal values when addressing employees' preferences. The recognition of the significance placed on flexibility, career advancement, and continuous learning by prospective employees highlights the need for organizations to create an environment that supports work-life balance, offers opportunities for growth, and fosters a culture of learning and development.

Overall, the findings have practical implications for organizations seeking to enhance their recruitment practices, optimize employee satisfaction, and improve retention rates. By aligning their strategies and practices with the preferences and

mechanisms identified in this study, organizations may better attract, engage, and retain talented individuals, contributing to their long-term success and competitiveness in the job market.

However, it is important to acknowledge that more research is needed to deepen our understanding of these preferences and mechanisms and to explore potential differences across diverse demographic groups and industries. By continuing to explore these areas, future studies can provide additional insights to refine and enhance the strategies and practices employed by organizations in attracting and retaining top talent in an evolving and competitive job market.

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Appendix 1

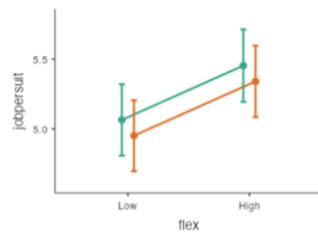
Male only explorative analysis

Variable	Estimate	SE	95% CI lower	95% CI high	β	df	t	p
Intercept	5.09	0.12	4.86	5.33	0.00	140	42.66	<.001
Pay	-0.02	0.24	-0.49	0.46	-0.01	140	-0.07	0.94
Flexibility	0.39	0.24	0.08	0.87	0.28	140	1.64	0.10

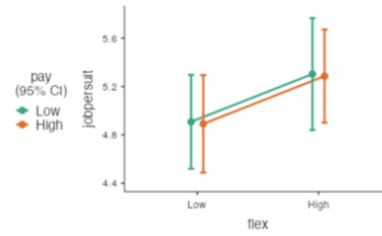
For the intercept term, the estimate is 5.097 with a standard error of 0.119. The 95% confidence interval ranges from 4.8609 to 5.333, and the t-statistic is 42.660 with a p-value of <0.001, indicating that the intercept term is significantly different from zero.

For the variable Pay, the estimate is -0.0168 with a standard error of 0.241. The 95% confidence interval ranges from -0.4935 to 0.460, and the t-statistic is -0.0697 with a p-value of 0.945, indicating that the effect of pay is not significantly different from zero, which implies that higher salary does not increase job pursuit intentions.

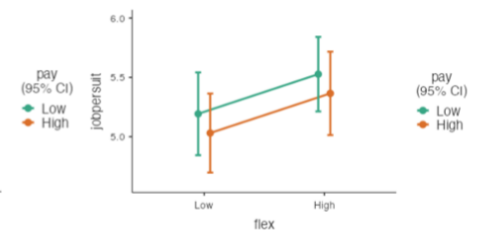
For the variable flexibility, the estimate is 0.395 with a standard error of 0.241. The 95% confidence interval ranges from 0.0808 to 0.871, and the t-statistic is 1.6413 with a p-value of 0.103, indicating that the effect of flexibility is not significantly different from zero.



combined



male only



women only

Appendix 2 Scenarios

Scenario 1 – High pay/ Low flexibility

Imagine that you are looking for a new job. You come across this job advert. Read through the ad and answer the follow-up questions.

Company Up2u marketing

Title: Consultant

About the company:

At Up2u marketing, we create user experiences that attracts customers. We work with a wide variety of companies and industries and sell products and services in the new digital environment. We care about our employees. Our philosophy is that an employee with a good work life balance is a productive employee

Job Description:

- Further develop section in line with the strategy
- Responsibility for employees in the section
- Participate in the management group for the department

Location: Office is located 50 minutes outside of city center

Working hours: 09-15

Salary: 650 000,- NOK / 59 892,- Euro

Competitive retirement package and included health insurance

Scenario 2 – Low pay/ Low flexibility

Imagine that you are looking for a new job. You come across this job advert. Read through the ad and answer the follow-up questions.

Company Up2u marketing

Title: Consultant

About the company:

At Up2u marketing, we create user experiences that attracts customers. We work with a wide variety of companies and industries and sell products and services in the new digital environment. We care about our employees. Our philosophy is that an employee with a good work life balance is a productive employee

Job Description:

- Further develop section in line with the strategy
- Responsibility for employees in the section
- Participate in the management group for the department

Location: Office is located 50 minutes outside of city center
Working hours: 09-15
Salary: 600 000,- NOK / 55 276, -Euro
Competitive retirement package and included health insurance

Scenario 3 – Low pay/ High flexibility

Imagine that you are looking for a new job. You come across this job advert. Read through the ad and answer the follow-up questions.

Company Up2u marketing

Title: Consultant

About the company:

At Up2u marketing, we create user experiences that attracts customers. We work with a wide variety of companies and industries and sell products and services in the new digital environment. We care about our employees. Our philosophy is that an employee with a good work life balance is a productive employee

Job Description:

- Further develop section in line with the strategy
- Responsibility for employees in the section
- Participate in the management group for the department

Location: Office is located 50 minutes outside of city center, but you have full flexibility to work from home
Working hours: 09-15 (electronic log in)
Salary: 600 000,- NOK / 55 276, -Euro
Competitive retirement package and included health insurance

Scenario 4 – High pay/ High flexibility

Imagine that you are looking for a new job. You come across this job advert. Read through the ad and answer the follow-up questions.

Company Up2u marketing

Title: Consultant

About the company:

At Up2u marketing, we create user experiences that attracts customers. We work with a wide variety of companies and industries and sell products and services in the new digital environment. We care about our employees. Our philosophy is that an employee with a good work life balance is a productive employee

Job Description:

- Further develop section in line with the strategy
- Responsibility for employees in the section
- Participate in the management group for the department

Location: Office is located 50 minutes outside of city center, but you have full flexibility to work from home

Working hours: 09-15 (electronic log in)

Salary: 650 000,- NOK / 59 892, -Euro

Competitive retirement package and included health insurance

Appendix 3 Questionnaire

Start of Block: Explanation of survey

Q6 Thank you for agreeing to participate in this questionnaire. All answers are anonymous and cannot be traced back to you.

I agree to participate in this questionnaire and that my information will be processed until the project is completed, approx. September 1, 2023

Yes (1)

No (2)

End of Block: Explanation of survey

Start of Block: Default Question Block

Q7 Gender

- Male (1)
- Female (2)
- Prefer not to say (3)

[-----]

Q9 Age

- 17-25 (1)
- 26-35 (2)
- 36-45 (3)
- 46-55 (4)
- 56-65 (5)
- 66-75 (6)
- 76+ (7)

[-----]

Q17 What country are you from?

[-----]

Q11 I am currently looking for a new job

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q12 How many minutes does it take you to get to work?

- 0-15 (1)
- 15-30 (2)
- 30-45 (3)
- 45-60 (4)
- 60+ (5)
- Not applicable (6)

Q13 Estimated salary per year

- 300 000NOK - 450 000NOK (28 000EUR - 42 000EUR) (1)
- 450 000NOK - 550 000NOK (42 000EUR - 53 000EUR) (2)
- 550 000NOK - 650 000NOK (53 000EUR - 63 000EUR) (3)
- 650 000NOK - 750 000NOK (63 000EUR - 73 000EUR) (4)
- 750 000NOK - 850 000NOK (73 000EUR - 83 000EUR) (5)
- 850 000NOK - 950 000NOK (83 000EUR - 93 000EUR) (6)
- 960 000NOK+ (94 000EUR+) (7)
- Not applicable (8)

Q14 I have a lot of flexibility, both when and where I work, at my current job

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q15 I have a healthy balance between my current work and home life

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

End of Block: Default Question Block

Start of Block: Scenario 1

Q2

Q27 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. The jobs salary and other financial benefits fit nicely with the lifestyle I want (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The jobs salary and other financial benefits are desirable to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My personal financial situation would be satisfactory if I took this job (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I perceive the financial incentives at this company as high (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.
Accepting
a job offer
from this
job advert
would
increase
my
personal
financial
flexibility
(5)

6. I stand
to gain
financially
if I
accepted a
job offer
from this
job advert
(6)

Q28 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I would accept a job offer from this job advert (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I would request more information about this company, and the position (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would want to speak with a representative of the company to learn more about the position (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would attempt to gain an interview with this company (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would actively pursue obtaining the position (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. I would take steps, such as researching the company, to increase my chances of a successful job interview.

(6)

[-----]

Q29 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This company cares about its employees' opinions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This company cares about its employees' well-being (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This company considers its employees' goals and values (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This company helps its employees' when they have a problem (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. This company would forgive me for an honest mistake on my part (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If given
the
opportunity
, this
company
would take
advantage
of me (6)

7. This
company
would
show very
little
concern for
me (7)

8. This
company is
likely to
help me if I
need a
special
favour (8)

[-----]

Q30 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This job would make my personal life difficult (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This job would make me miss personal activities because of work (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This job would make it difficult to juggle work and non-work (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This job would make my personal life suffer (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. This job would mean putting aspects of my personal life on hold (5)

6. This job would give me plenty of time for non-work activities (6)

End of Block: Scenario 1

Start of Block: Scenario 2

Q3

Q25 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. The jobs salary and other financial benefits fit nicely with the lifestyle I want (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The jobs salary and other financial benefits are desirable to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My personal financial situation would be satisfactory if I took this job (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I perceive the financial incentives at this company as high (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.
Accepting
a job offer
from this
job advert
would
increase
my
personal
financial
flexibility
(5)

6. I stand
to gain
financially
if I
accepted a
job offer
from this
job advert
(6)

[-----]

Q31 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I would accept a job offer from this job advert (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I would request more information about this company, and the position (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would want to speak with a representative of the company to learn more about the position (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would attempt to gain an interview with this company (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would actively pursue obtaining the position (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. I would take steps, such as researching the company, to increase my chances of a successful job interview.

(6)

[-----]

Q32 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This company cares about its employees' opinions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This company cares about its employees' well-being (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This company considers its employees' goals and values (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This company helps its employees' when they have a problem (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. This company would forgive me for an honest mistake on my part (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If given
the
opportunity
, this
company
would take
advantage
of me (6)

7. This
company
would
show very
little
concern for
me (7)

8. This
company is
likely to
help me if I
need a
special
favour (8)

Q33 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This job would make my personal life difficult (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This job would make me miss personal activities because of work (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This job would make it difficult to juggle work and non-work (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This job would make my personal life suffer (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. This job would mean putting aspects of my personal life on hold (5)

6. This job would give me plenty of time for non-work activities (6)

End of Block: Scenario 2

Start of Block: Scenario 3

Q4

Q34 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. The jobs salary and other financial benefits fit nicely with the lifestyle I want (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The jobs salary and other financial benefits are desirable to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My personal financial situation would be satisfactory if I took this job (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I perceive the financial incentives at this company as high (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.
Accepting
a job offer
from this
job advert
would
increase
my
personal
financial
flexibility
(5)

6. I stand
to gain
financially
if I
accepted a
job offer
from this
job advert
(6)

Q35 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I would accept a job offer from this job advert (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I would request more information about this company, and the position (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would want to speak with a representative of the company to learn more about the position (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would attempt to gain an interview with this company (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would actively pursue obtaining the position (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. I would take steps, such as researching the company, to increase my chances of a successful job interview.

(6)

[-----]

Q36 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This company cares about its employees' opinions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This company cares about its employees' well-being (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This company considers its employees' goals and values (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This company helps its employees' when they have a problem (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. This company would forgive me for an honest mistake on my part (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If given
the
opportunity
, this
company
would take
advantage
of me (6)

7. This
company
would
show very
little
concern for
me (7)

8. This
company is
likely to
help me if I
need a
special
favour (8)

[-----]

Q37 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This job would make my personal life difficult (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This job would make me miss personal activities because of work (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This job would make it difficult to juggle work and non-work (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This job would make my personal life suffer (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. This job would mean putting aspects of my personal life on hold (5)

6. This job would give me plenty of time for non-work activities (6)

End of Block: Scenario 3

Start of Block: Scenario 4

Q5

Q38 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. The jobs salary and other financial benefits fit nicely with the lifestyle I want (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The jobs salary and other financial benefits are desirable to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My personal financial situation would be satisfactory if I took this job (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I perceive the financial incentives at this company as high (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.
Accepting
a job offer
from this
job advert
would
increase
my
personal
financial
flexibility
(5)

6. I stand
to gain
financially
if I
accepted a
job offer
from this
job advert
(6)

Q39 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I would accept a job offer from this job advert (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I would request more information about this company, and the position (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would want to speak with a representative of the company to learn more about the position (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would attempt to gain an interview with this company (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would actively pursue obtaining the position (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. I would take steps, such as researching the company, to increase my chances of a successful job interview.

(6)

Q40 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This company cares about its employees' opinions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This company cares about its employees' well-being (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This company considers its employees' goals and values (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This company helps its employees' when they have a problem (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. This company would forgive me for an honest mistake on my part (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If given
the
opportunity
, this
company
would take
advantage
of me (6)

7. This
company
would
show very
little
concern for
me (7)

8. This
company is
likely to
help me if I
need a
special
favour (8)

Q41 The following questions asks about your attitudes to the company and the job in the job advert

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. This job would make my personal life difficult (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This job would make me miss personal activities because of work (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This job would make it difficult to juggle work and non-work (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This job would make my personal life suffer (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. This job would mean putting aspects of my personal life on hold (5)

6. This job would give me plenty of time for non-work activities (6)

End of Block: Scenario 4