

## Switch before you start? What causes students to switch employers before they start working?



The importance of understanding what may cause consumers to switch from one brand to another is evident. However, when considering a future employer, do similar principles apply?

Keorapetse Moloabi, a Master's student in the Department of Marketing Management, conducted a study to investigate factors that influence audit students' switching intention of future employers. While many researchers have studied the causes of switching intention in terms of brands, products and service providers, studies are yet to be conducted to determine what factors may lead to individuals making a change in their choice of future employer, when evaluating their employment opportunities. This study investigated the influence of consumer perceived ethicality (CPE), brand identity and peer influence on switching intentions.

Responses from accounting students who have auditing as a major module, were analysed. The results indicated that the higher the CPE, the lower the students' switching intention. Similarly, the closer the student identified with the organisation's brand, the lower their switching intention. Brand identity had a stronger influence than CPE. Surprisingly, peer influence did not influence switching intention.

It is important for companies to possess the necessary knowledge regarding the crucial factors that may cause potential employees to choose a competing employer

firm. Such information assists employers to position themselves as the preferred choice.

While future research in this regard is still needed, in order to generalise the findings to a broader population and context, the findings of this study make a significant contribution towards determining the factors that play a role in the inclination to switch future employers.

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