



The **T**alentist

Employer Brand Perception

Results of Employer Brand Perception Research Kazakhstan, 2023

Key drivers for choosing an employer
Job change
Intangible motivation
Employer attractiveness

What is The **T**alentist?



Employer brand perception research is based on the opinions of many people and accumulating the results of successful employer brand studies

Independent survey on a sample, the socio-demographic characteristics of which accurately illustrate the working-age population of the country.

Estimation of employer brand attractiveness of major companies known to at least 10% of the population.

Valuable insights that help companies build their employer brand

About the research

3 368 people

According to socio-demographic characteristics, the sample reflects the working-age population of Kazakhstan.



People aged 16 to 63 years old participate in the online survey

100 companies from 12
отраслей

Evaluating the brands of large employers (with headcount of 1000 employees and more).



The survey is anonymous and takes 15 minutes, on average.
The survey was conducted from July 11th to July 28th, 2023.

Researched industries and segments

Automotive

- Auto manufacturers
- Auto dealers

Agriculture

- Agriculture

Mining and processing

- Mining
- Chemical industry

IT and communications

- Telecom services
- Mass media, media companies

Machine building

- Railway engineering
- Machinery and instrument engineering

Retail

- Home appliances and consumer electronics
- Non-food retail
- Food retail
- Fashion and beauty retail
- Pharmacy

Construction and real estate

- Industrial construction
- Construction materials production
- Construction and development

Consumer goods

- Distributors
- Manufacturers

Transportation

- Freight and passenger transportation
- Postal services, delivery
- Logistics operators
- Aviation

Fuel and energy

- Oil and gas
- Coal mining
- Energy

Financial services

- Banking and financial services
- Investments

Methodology

Key Drivers to Choose an Employer

1. Work-life balance
2. Career progression
3. Good training
4. Job security
5. Flexible working conditions
6. Interesting job content
7. Latest technologies
8. High quality goods / services
9. Diversity & inclusion
10. Pleasant work atmosphere
11. Strong management
12. ESG-focus
13. Convenient location
14. Financial health
15. Competitive salary and benefits
16. Very good reputation

Key Questions to Rate an Employer

The answer to the question

'Do you know this company as an employer?'

determines *awareness*

For each company a respondent knows, the answer to the question

'Would you like to work for this company?'

determines *attractiveness*

For each company a respondent knows, rating on a set of drivers:

determine

reason for attractiveness

Rating Mechanics

A respondent is randomly shown **30** employer brands.

Each company is evaluated only by respondents who are aware of that particular brand.

The method assures dependable insights for both well-known and lesser-known employer brands.

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

Key conclusions-2023

Key Drivers for Choosing an Employer

- Attractive salary, financial health and long-term job security are the most important criteria when choosing an employer.
- Evaluating the current employer, employees point out diversity & inclusion, good reputation and financial health.
- Evaluating Kazakh employers, respondents more often indicated that companies are financially healthy, use latest technologies, have strong management and good reputation.
- The 4th and 5th places in the ranking are pleasant atmosphere and quality products/services. In terms of the quality of products/services, employers are generally rated at a good level, and in terms of a pleasant atmosphere - average or below average.

Job Changes and Preferences

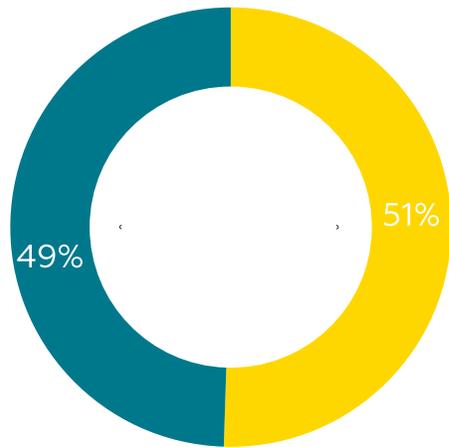
- Every fourth employee changed their job last year, and every fifth plans to change their job in the next 12 months.
- The main reasons for changing jobs are low salary, job dissatisfaction, and lack of career progression.
- In the past six months, respondents pointed out an increase in workload. Salary, work schedule, and location - factors that have mostly improved.
- More than a third of respondents would prefer to have their own business, and every sixth person would like to be self-employed. International employers are preferred over Kazakh ones.

Attitude to Benefits

- Employers most often provide medical insurance, additional days off, and financial assistance in difficult life situations. These benefits are also considered the most attractive.
- Young people (16-24 years old) are motivated by travel insurance, employees aged 25-34 prefer compensation for sports activities, and people aged 45+ choose medical insurance.
- Two-thirds of respondents say they need their employer's support in a crisis economy.
- Employees most often want to choose a convenient work schedule, get assistance in buying/renting housing, and access to medical services.

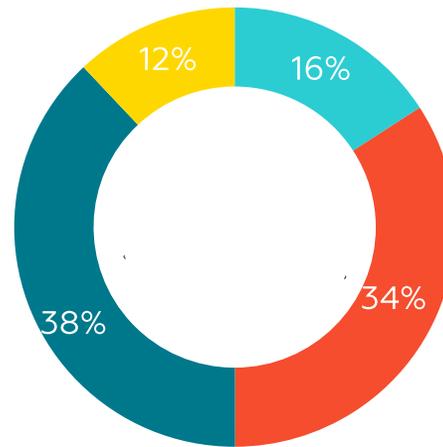
Sample: socio-demographic profile

Gender



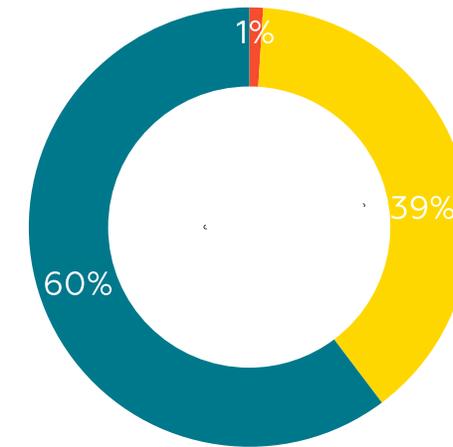
● Female Base 1667
● Male Base 1701

Age



● 16-24 Base 534
● 25-34 Base 1149
● 35-44 Base 1280
● 45-63 Base 405

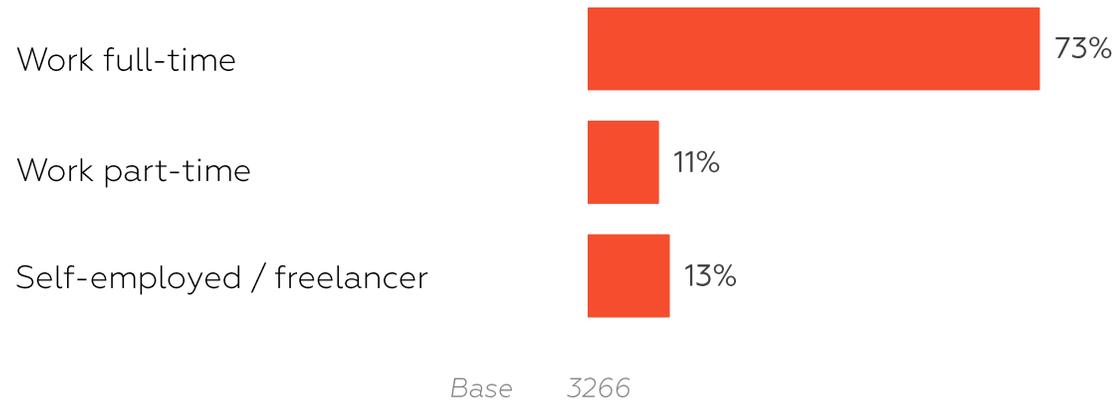
Education



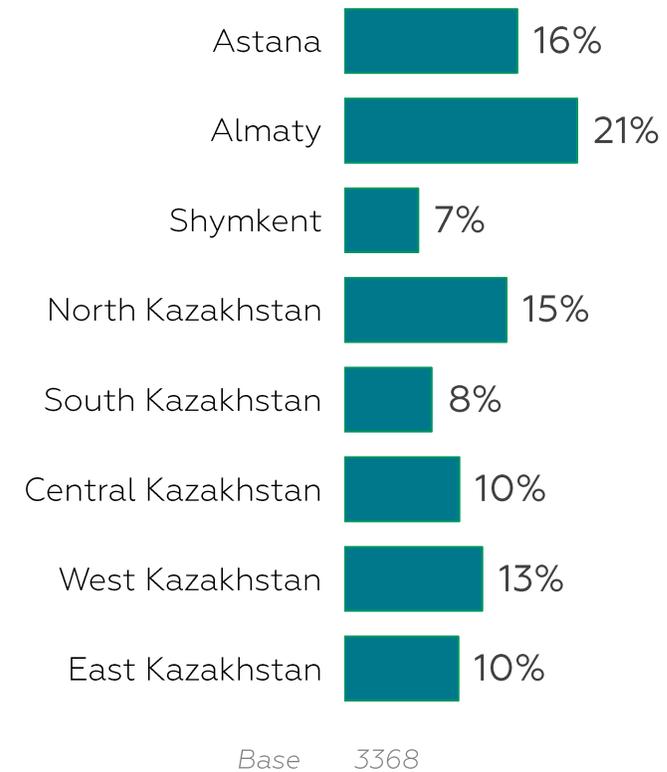
● higher Base 2030
● secondary Base 1304
● less than secondary Base 34

Sample: region, employment status

Employment*



Region



* A question for people over 18

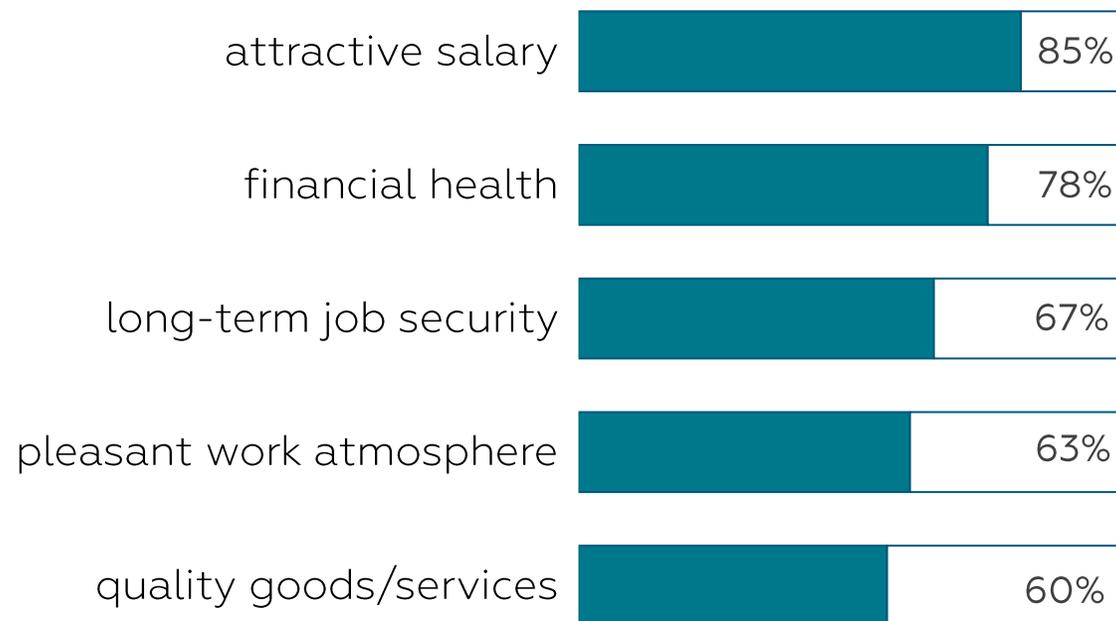
S4_1. Describe your personal employment. S3_1. What federal district do you live in?

Key drivers to choose an employer



TOP-5 most important criteria when choosing an employer

Top-5 most important criteria



Attractive salary, financial health, and long-term job security are the main criteria when choosing an employer.

These factors mostly appear among people aged 35 and older.

Work-life balance, career progression, and good training are factors that are more valuable for people aged 25 to 34.

Long term job security are most significant for older individuals (45 and older).

Freelancers, more than other workers, value job interest and flexible schedule.

A1. *Imagine a perfect employer. Please rate how important these factors are to you when choosing an employer company.*

Base 3368

The most important criteria when choosing an employer



A1. *Imagine a perfect employer. Please rate how important these factors are to you when choosing an employer company.*

Base 3368

Gap zone according to employer selection criteria

Understanding the gap in the employer's offer and its perception among potential employees judging by key selection factors allows targeted development of the employer brand.

Current employer's offer		Employers' offer		Perfect employer's offer	
1	diversity & inclusion 73%	financial health 67%	attractive salary 85%		
2	very good reputation 73%	uses latest technologies 65%	financial health 78%		
3	financial health 72%	strong management 61%	long-term job security 67%		
4	quality goods/services 72%	very good reputation 61%	pleasant work atmosphere 63%		
5	long-term job security 67%	quality goods/services 60%	quality goods/services 60%		
6	interesting job content 66%	diversity & inclusion 57%	diversity & inclusion 60%		
7	pleasant work atmosphere 65%	long-term job security 53%	interesting job content 59%		
8	location 65%	good training 51%	strong management 56%		
9	strong management 64%	career progression 50%	work-life balance 56%		
10	work-life balance 60%	attractive salary 49%	career progression 54%		
11	uses latest technologies 58%	interesting job content 46%	very good reputation 54%		
12	attractive salary 54%	pleasant work atmosphere 45%	uses latest technologies 48%		
13	flexible working conditions 50%	location 40%	good training 39%		
14	good training 49%	work-life balance 39%	location 39%		
15	career progression 47%	social responsibility 32%	flexible working conditions 35%		
16	social responsibility 43%	flexible working conditions 28%	social responsibility 24%		

A1. . Imagine a perfect employer. Please rate how important these factors are to you when choosing an employer company.

A2. How would you rate your employer by each of the following criteria.

A5. You will now see several statements. Please rate each of the following companies on the following parameters:

Job change



Tendencies for job and employer change



Every fourth employee changed their employer

26% of respondents changed their employer last year, and 19% plan to change their job in the next 12 months.

Employees who stayed in their organization value financial health and long-term job security more than those who changed jobs in the last 12 months.

Job boards are the number one channel for finding a new employer

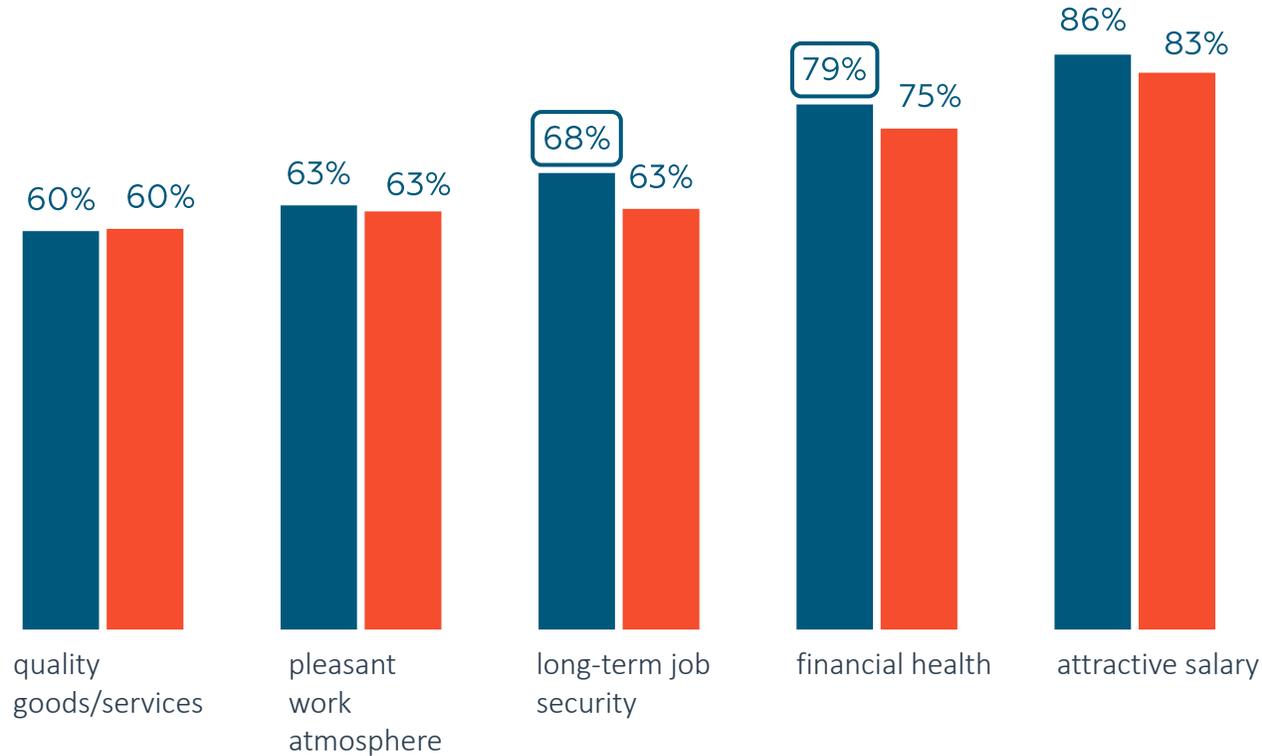
60% of respondents prefer to search for jobs on specialized job boards and advertisements. HeadHunter is the most popular service for job searching, especially among candidates with higher education. Olx follows it and is more popular among people under 24 years old.

Personal connections rank second in the channels for job searching (44%), this channel is particularly popular among people aged 35 and above.

Young people more often than other age groups search for jobs online using social networks and messengers.

2023 Job change statistics

Key drivers to choose an employer



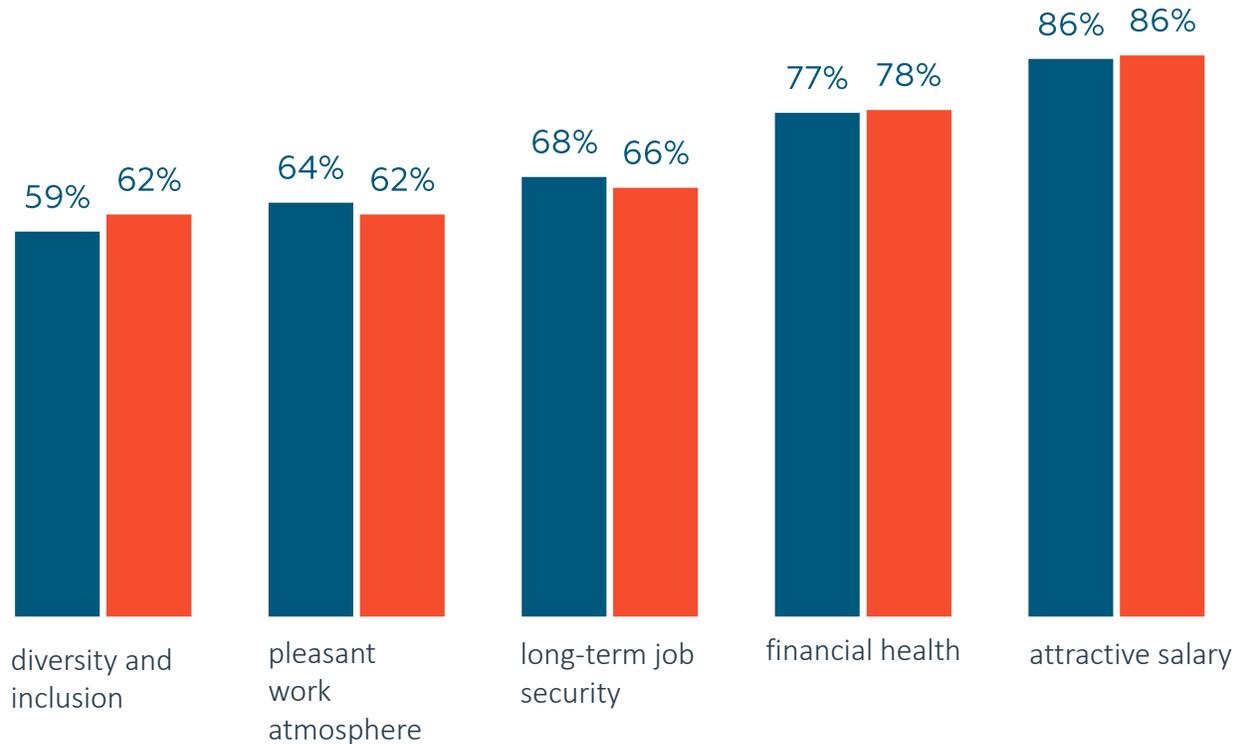
26% changed job in the past 12 months

74% remained with their employer for the past 12 months

- changed job Base 839
- remained with their employer Base 2427
- Significant difference between groups

2023 Job change plans

Key drivers to choose an employer



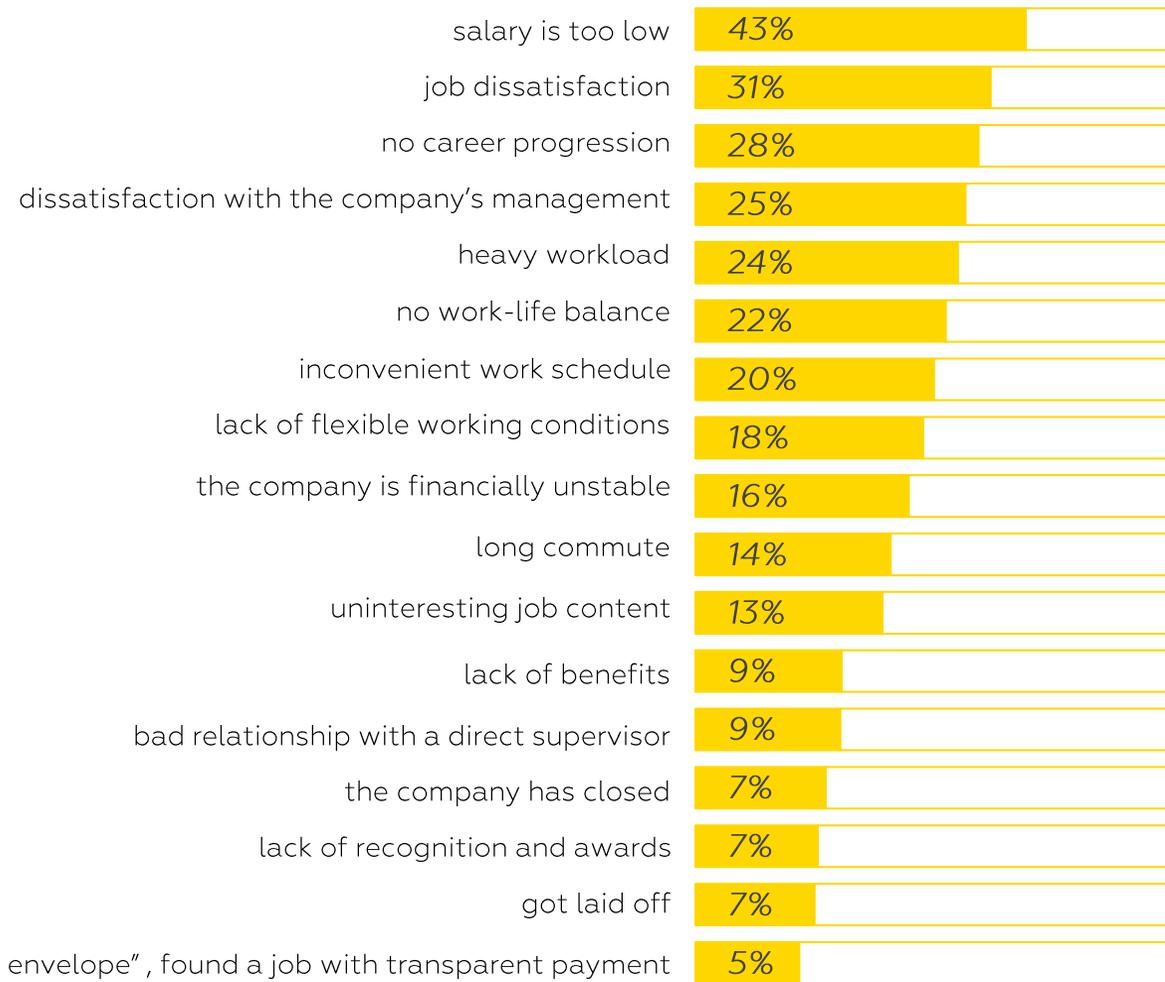
19% plan to change job in the next 12 months

51% do not plan to change job in the next 12 months

30% found it difficult to answer

- Plan to change job Base 610
- Do not plan to change job Base 1677
- Find it difficult to answer Base 979
- Significant difference between groups

Reasons for job change



The main reasons for changing jobs are low salary, job dissatisfaction, and lack of career progression

Young people aged 16 to 24 are more likely to change jobs due to an unsuitable schedule, while employees aged 45+ do so due to dissatisfaction with company management.

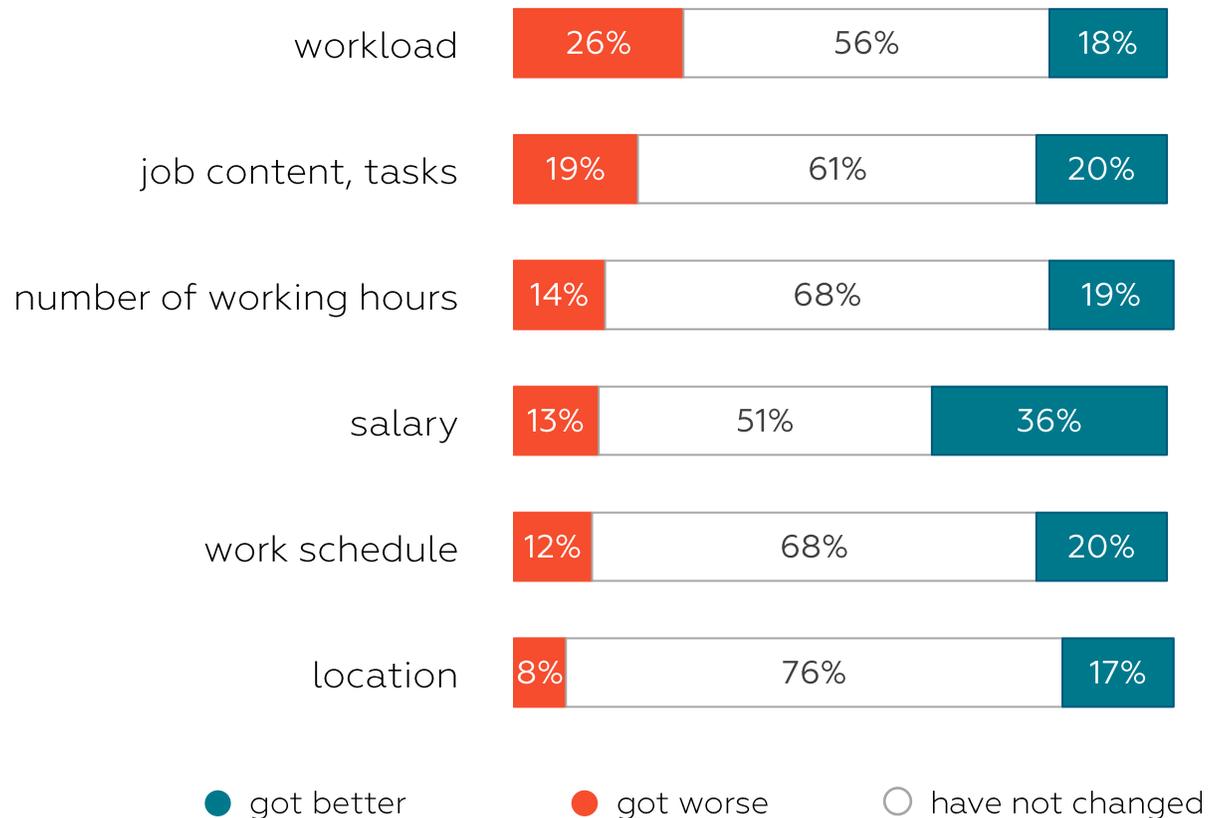
Employees in commercial organizations were more likely to make the decision to change jobs due to lack of career progression, financial instability, and an unsuitable work schedule.

People working on a temporary basis are more likely to change jobs due to a long commute, while self-employed individuals do so due to heavy workload.

A9. You've mentioned changing jobs. Specify the reasons of leaving your previous job.

Base 839

Change of working conditions



The majority of employees noted that the working conditions have not changed. Those employees who mentioned changes more often stated that the workload has increased.

At the same time, according to respondents, the salary, work schedule, and location have improved.

Young people aged 16 to 24 more often reported improvement in the job content, schedule, workload, and number of working hours.

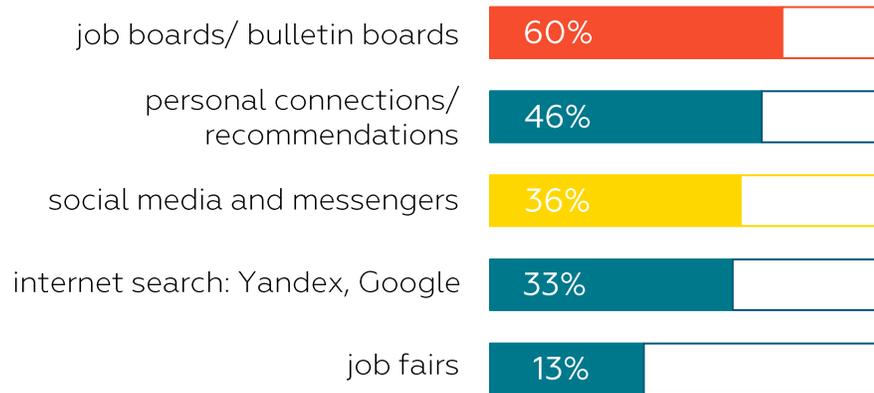
Employees over the age of 35 more often than others pointed out that there have been no changes in the working conditions.

Respondents in Almaty more often mentioned improvements in job content and tasks.

Channels for job search

Top 5 channels for job search

Base 3368



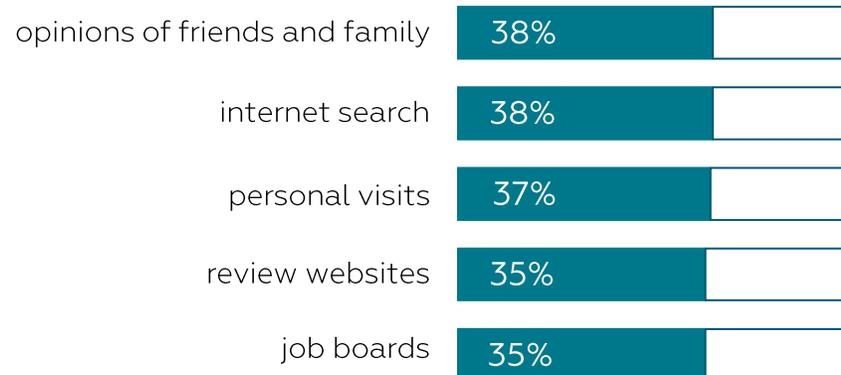
Top 3 popular job boards

Base 2013



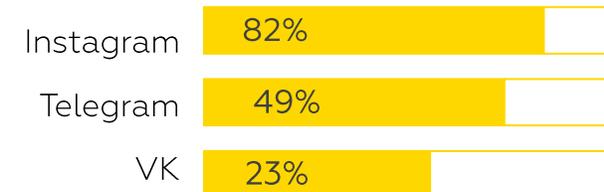
Top 5 channels for checking employer reputation

Base 3368



Popular social media platforms

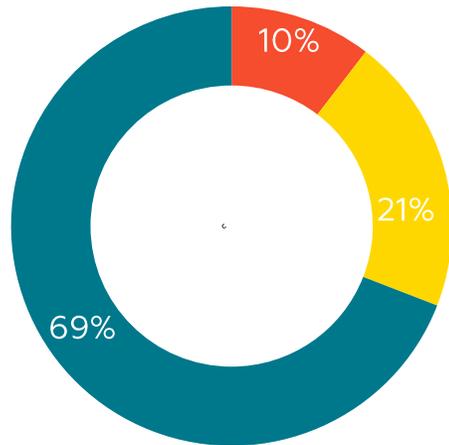
Base 1219



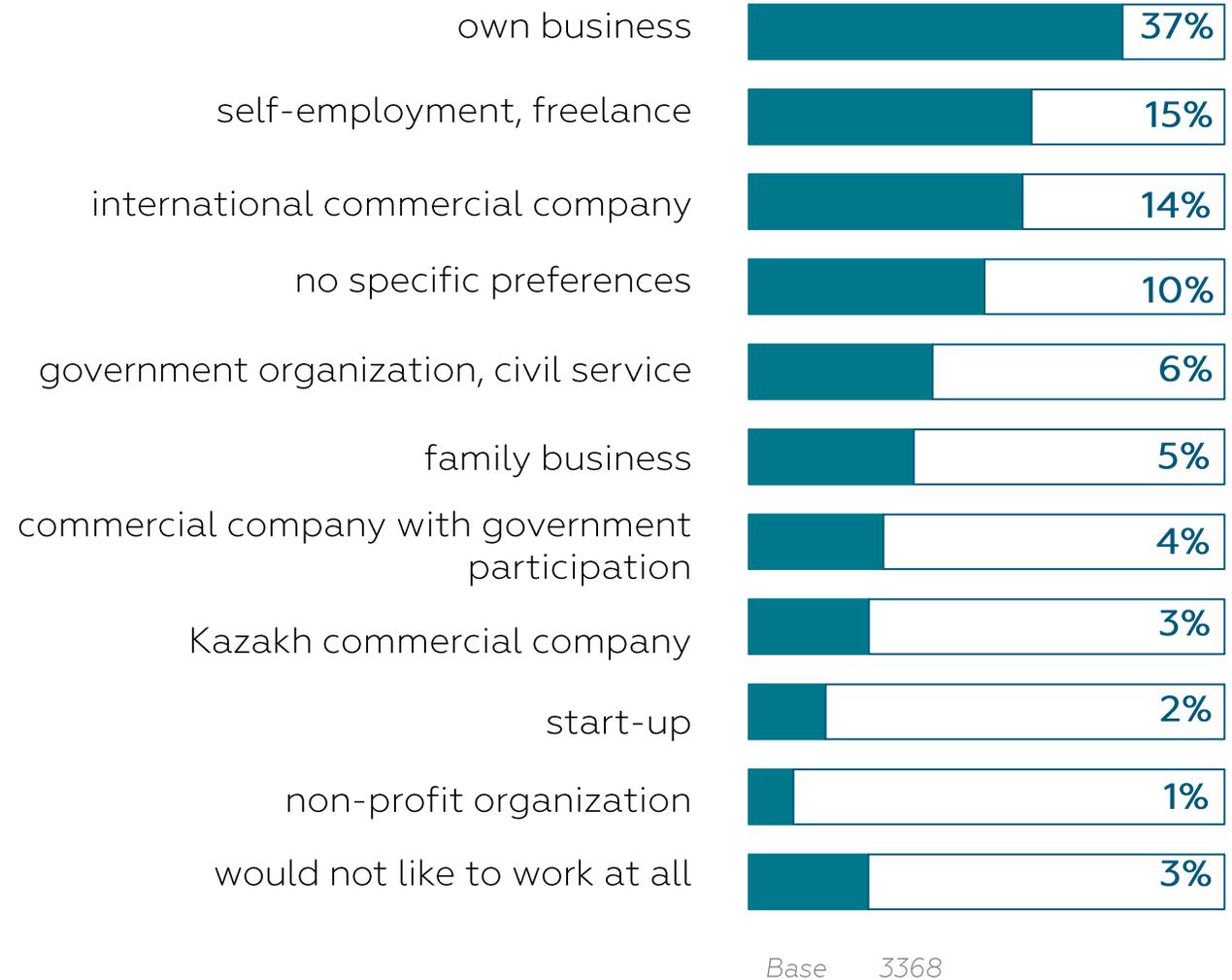
A8. Which channels do you usually use for job search?
 A10. Which channels do you usually use to check the reputation of employers you would like to work for?

A8_1. Please specify which job boards / bulletin boards you use for job search.
 A8_3. Please specify which social media platforms you use for job search.

Number of employers and preferred work

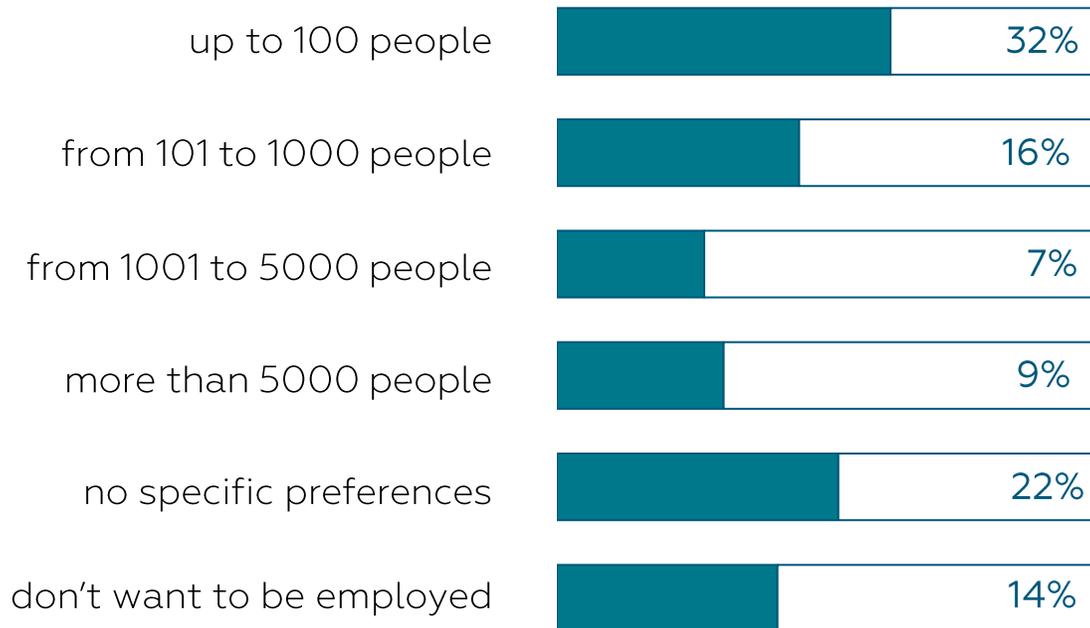


● 1 employer	Base	2257
● 2 and more employers	Base	669
● self-employment	Base	340



A21. How many employers do you have?
A11. If you had a choice, where would you prefer to work?

Headcount of an ideal employer company



Women more often than men do not want to work as employees.

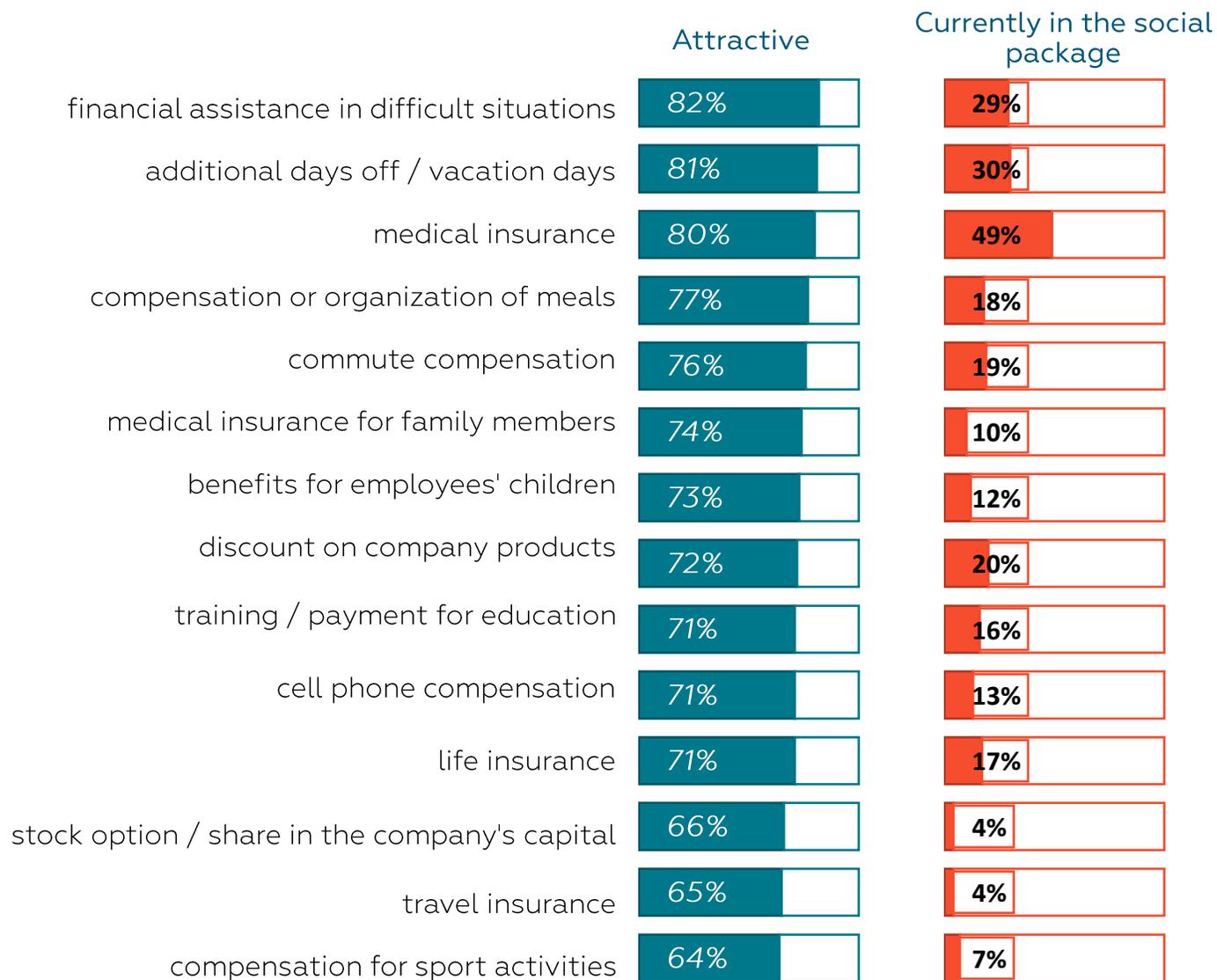
Young people under the age of 24 would like to work in large companies (over 5000 employees), while older individuals (45+) prefer smaller companies (up to 100 employees).

Residents of the Northern and Western regions more often expressed a desire to work in small companies (up to 100 people), while residents of the Eastern region preferred medium-sized organizations (from 1,001 to 5,000 people).

Attitude to benefits



Benefits



Financial assistance, additional days off, and medical insurance are the most attractive benefits.

According to respondents, employers also provide these benefits, especially in budget organizations.

Women show more interest in receiving benefits compared to men.

Young people under the age of 24 find travel insurance attractive.

People aged 25 to 34 are more interested in compensation for sport activities than others.

Employees with higher education are more interested in training or compensation for additional education.

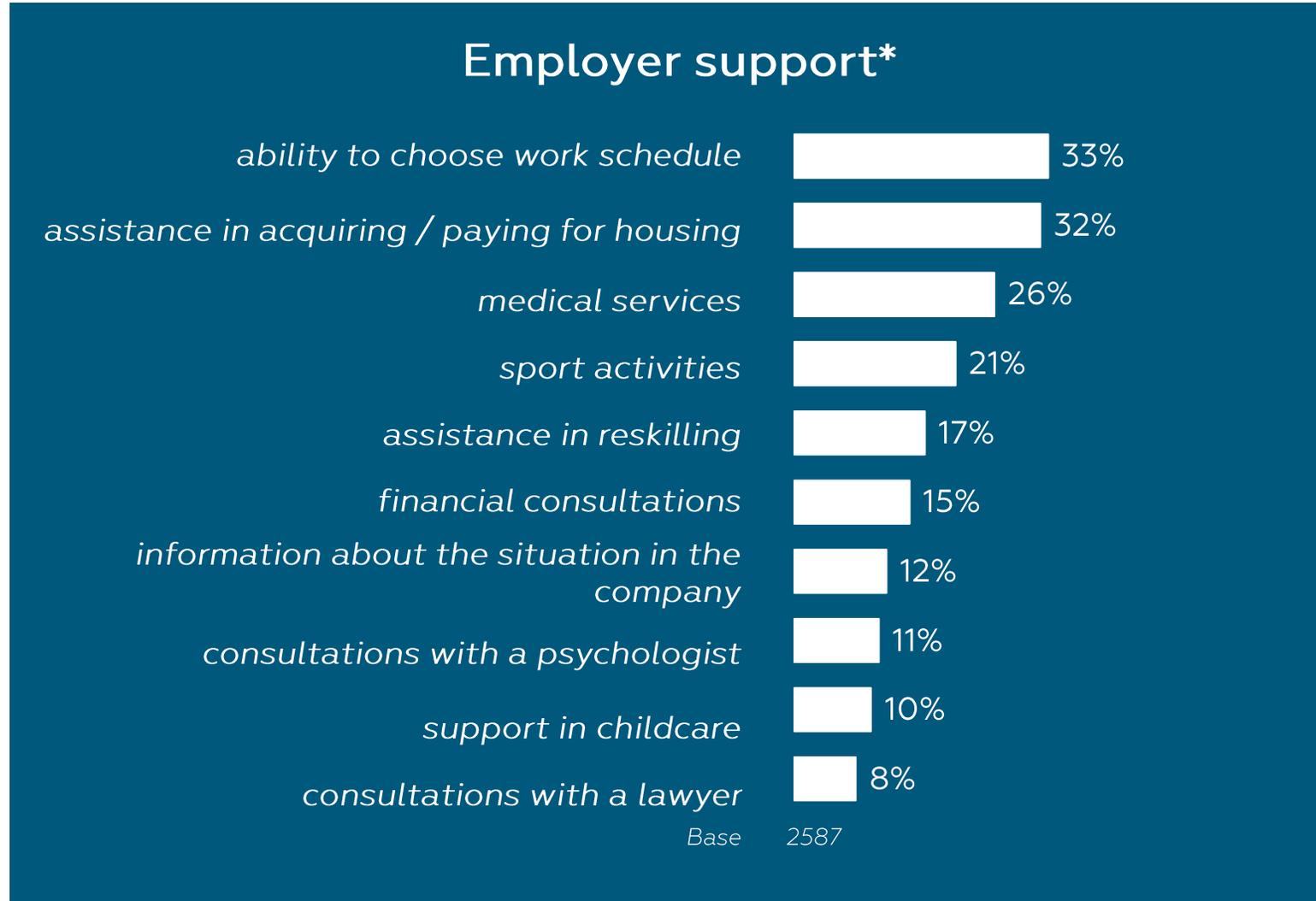
A19. How attractive are the following benefits to you?
A20. Mark which benefits are provided by your employer.

Base 3368 / 3266

Significance of employer support

62% need employer support

21% do not need employer support



*The data is based on those who need support from their employer

A16. Do you currently need support from your employer? If you do, then what kind?

Employer attractiveness



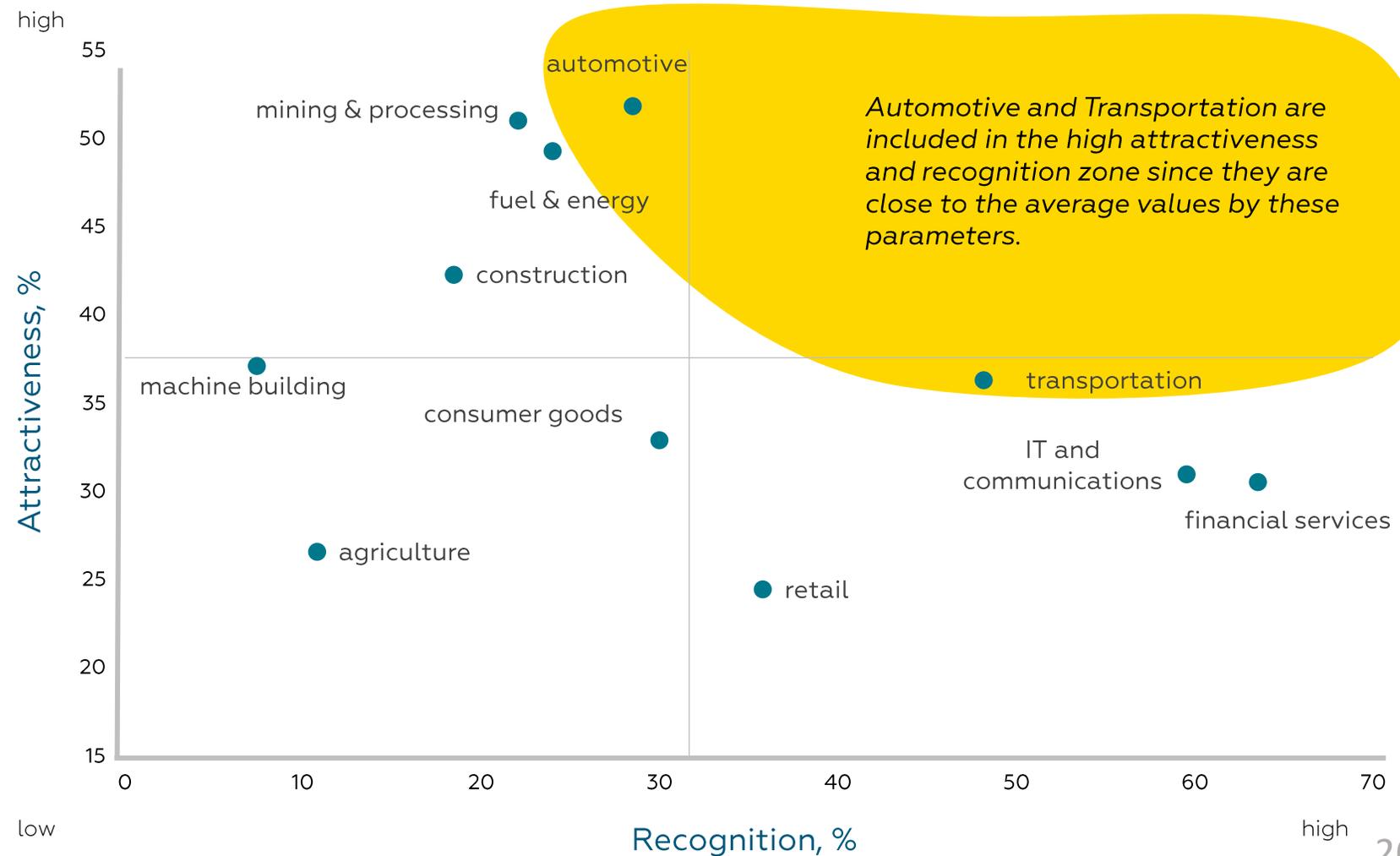
Rating of industries by job attractiveness

High attractiveness

means that the majority of employers in this industry are attractive.

High recognition

means that the majority of employers in this industry are known.



Top-3 key industry images

Significance of criteria	1	2	3
Automotive	financial health	uses latest technologies	quality goods/services
Mining and processing	financial health	very good reputation	strong management
Fuel and energy	financial health	uses latest technologies	very good reputation
Construction	financial health	uses latest technologies	strong management
Machine building	strong management	uses latest technologies	financial health
Transportation	financial health	uses latest technologies	strong management
Consumer goods	quality goods/services	financial health	very good reputation
IT and communications	uses latest technologies	financial health	diversity & equality
Financial services	uses latest technologies	strong management	financial health
Agriculture	quality goods/services	strong management	very good reputation
Retail	uses latest technologies	financial health	quality goods/services

Top-3 attractive employers in Kazakhstan



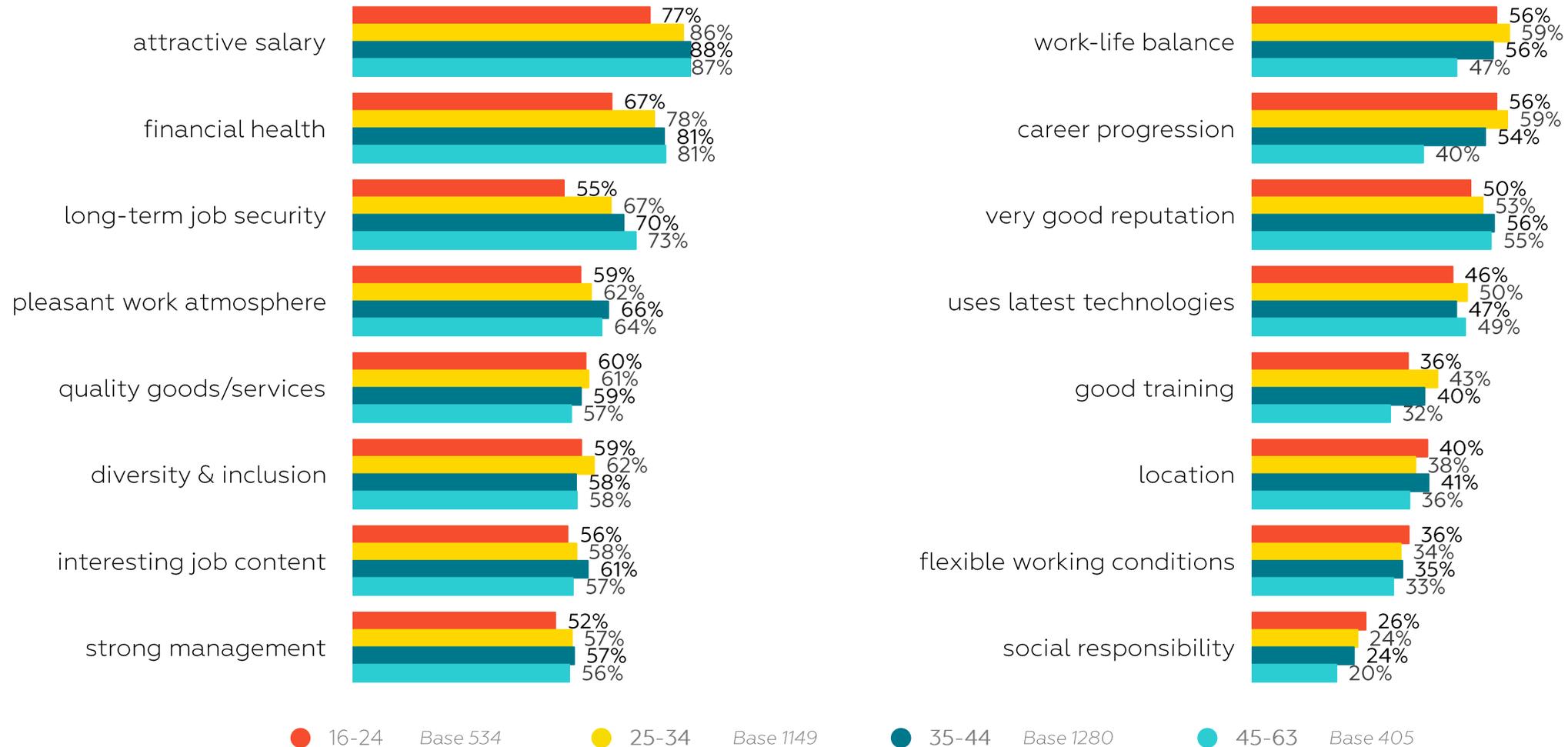
The most attractive employers by industries

Automotive	Astana Motors	Orbis Auto	Silver
Mining and processing	KAZ Minerals	Altynalmas	Kazatomprom
Fuel and energy	TCO	KPO	KMG
Construction	BI Group	Bazis-A	RAMS
Machine building	Alageum Electric	Kamkor Lokomotiv	EPK Stepnogorsk
Transportation	Air Astana	SCAT	Kazakhstan Temir Zholy
Consumer goods	Megapolis-Kazakhstan	Apple City Corps	RG Brands
IT and communications	Transtelecom	Beeline	Kcell
Financial services	Kaspi.kz	Freedom	Halyk Bank
Retail	Meloman	EVRIKA	Technodom

Appendix: key criteria for choosing an employer in detail

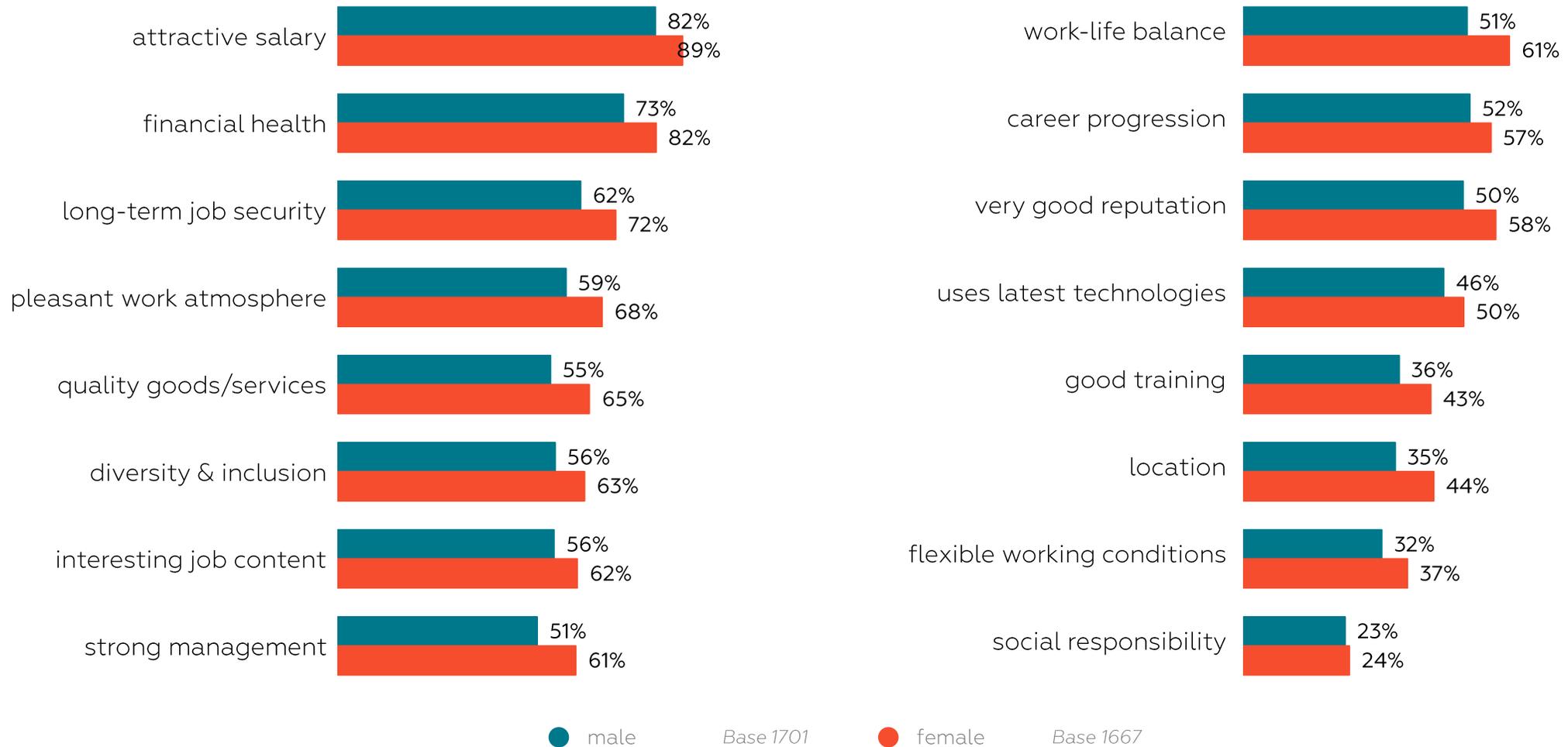


The importance of key drivers for different age groups



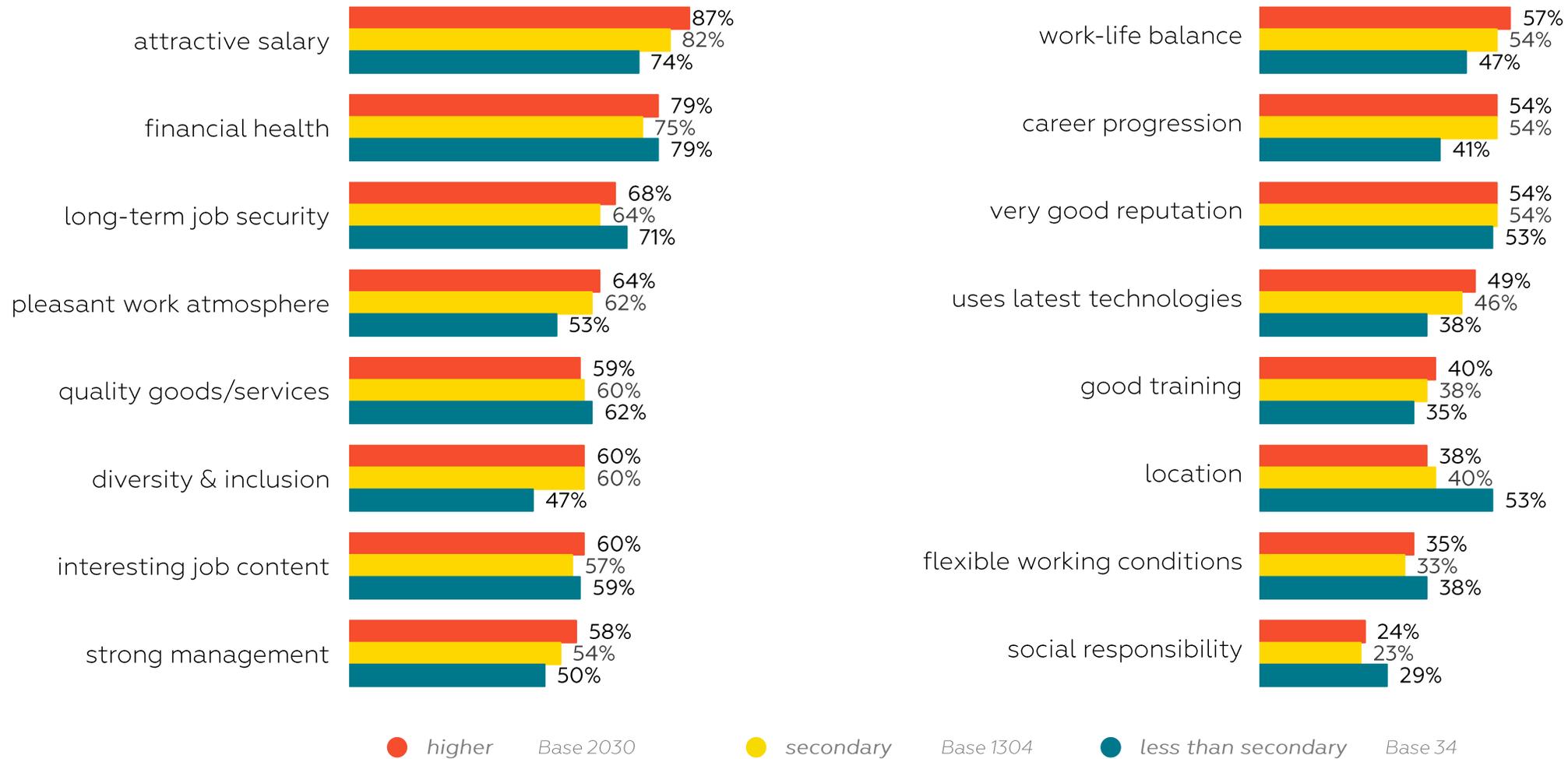
A1. *Imagine a perfect employer. Please rate how important these factors are to you when choosing an employer company. Top-1 – “extremely important”*

The importance of key drivers for male and female respondents



A1. *Imagine a perfect employer. Please rate how important these factors are to you when choosing an employer company. Top-1 – “extremely important”*

The importance of key drivers for respondents of different education levels



A1. *Imagine a perfect employer. Please rate how important these factors are to you when choosing an employer company. Top-1 – “extremely important”*

The **T**alentist

Employer Brand Perception

Organizer:

ancor

ANCOR Staffing company has been operating in Central Asia since 2007. We offer our clients a variety of solutions in temporary staffing, outstaffing, business processes outsourcing (BPO), recruitment and consulting, provide digital products and solutions for HR.

Info-partner:

HUMAN
CAPITAL DAYS

An organizer of business and industry events and projects in Kazakhstan and Uzbekistan, including large annual HR forum Human Capital Days. This forum serves as a platform for exchanging best practices and experiences in the field of personnel management and organizational development.



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