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The Impact of Content Source on Application Intention: A Comparative Study of FGC and EGC
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ABSTRACT
THE IMPACT OF CONTENT SOURCE ON APPLICATION INTENTION: A COMPARATIVE STUDY OF FGC AND EGC

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This study aims to examine how social media recruitment communication influences Generation Z jobseekers' application intentions. Specifically, it investigates the effects of content source–employee-generated content (EGC) versus firm-generated content (FGC)–on perceived authenticity, employer image, person-organization (P–O) fit, and application intention. As organizations increasingly rely on employer branding to compete in a global talent shortage, understanding how different content sources shape jobseekers' perception is critical.

Adopting a quantitative experimental design using LinkedIn-style posts as stimuli to test causal relationships, with data collected through an online questionnaire targeting Generation Z respondents reveals that employee-generated content does not significantly enhance employer image, while firm-generated content positively influences employer image. In turn, a stronger employer image improves perceived person–organization fit, which subsequently increases Generation Z's intention to apply for the organization. These findings challenge the common assumption that employee-authored content is always perceived as more authentic or persuasive in recruitment contexts.

The study offers insights for organizations seeking to attract Generation Z talent through social media recruitment strategies. While employee advocacy remains valuable, firms should not underestimate the impact of strategically crafted firm-generated content in shaping employer image and influencing application intentions. Organizations should therefore integrate both content types in their employer branding strategies to communicate values such as authenticity, purpose, and cultural alignment effectively.

Keywords - Employer branding; Generation Z; Employee-generated content; Firm-generated content; Perceived authenticity; Person–organization fit; Application intention; Social media recruitment.