
An Empirical Research on the Perception of Job Seekers towards the Use of E-recruitment in Chennai

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Abstract: Human resource department (HRD) have undergone many changes in the present scenario. There are various innovations happening in HRD. The sourcing of candidates is transformed into e-recruitment. The study is aimed at understanding the perception of job seeker's towards the effectiveness of E-recruitment. Descriptive research design was adopted as it explains the study and aims at finding the Perception of Job Seekers towards the Use of E-recruitment in Chennai. Primary data was collected from the 86 respondents by using Convenience sampling. The questionnaire is divided into various sections like demographic variables, independent variables includes attitude and dependent variables as intention to use. The collected data were classified tabulated and analyzed with statistical tools like frequency, mean analysis and Regression analysis. The results showed that the variables Comfort and Attitude are influencing the Intention to use.

Keywords: Innovations, E-Recruitment, Job seekers, Intention to use, Comfort, Attitude, Utility

INTRODUCTION

E-Recruitment started in 1980s in the form of independent job sites called bulletin board systems. The world-wide trend started in the US when Jeff Taylor launched Monster.com with 20 clients and 200 job openings in 1994. Today, more than 70% of the Fortune 500 companies use online recruiting to meet their human resource requirement. The process of E-Recruitment starts from building and maintaining a corporate career website that will attract the new job seekers. Once the job vacancies are posted in such sites, the candidates will start sending applications either through emails or as online applications. The next step is to screen the applications and shortlist the right ones from the pool of applications and notify them. Many companies prefer to conduct online tests while others prefer face to face interaction. If the candidates are from distant places, online webcam interviews are conducted to replicate personal interviews. All these alternatives have shortened the recruitment cycle and have made it much easier. The Covid-19 coronavirus has forced the general public to confine themselves to their homes which can cause trouble for businesses and institutions beyond all sectors. The threat of coronavirus does not convey that no one is hiring or that candidates aren't actively looking for placements. Chances are that the world is sourcing candidates online through social media, online job portals, or recruitment software. Our research idea is based on the rich knowledge acquired by our peer teams across the university. (Danda, S and Chinnaswami, 2009; Narayanan, Kannan and Sreekumar, 2009; Priya S et al., 2009; Danda and Ravi, 2011; Neelakantan et al., 2011, 2013; Prasanna, Subbarao and Gutmann, 2011; Narayanan et al., 2012; Venugopalan et al., 2014; Krishnan and Chary, 2015; Neelakantan and Sharma, 2015; Ramesh et al., 2016; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Dua et al., 2019; Ezhilarasan, Apoorva and Ashok Vardhan, 2019; Panchal, Jeevanandan and Subramanian, 2019; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan, Dhanalakshmi and Subramanian, 2019; A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar, 2020). Presently we are working on the e-recruitment.

The objective of the study is to understand the perception of job seeker's towards online recruitment by determining the impact of demographic profile and behavioural factors towards the effectiveness of E-recruitment.

REVIEW OF LITERATURE

(Hafeez et al., 2018) investigated the effectiveness of an online recruitment system and its impact on organizational attraction towards fresh graduate job seekers. The research showed applicants are more attracted towards E-Recruitment systems instead of traditional recruitment systems due to quality of websites.

(Khan et al., 2013) examined the relationship between the recruitment sources, job seekers' perception and intention to pursue the job. The findings of the study showed that the internet is the most preferred source to search the job among other recruitment sources.

(Hosain et al., 2016) determined to study the impact of e-recruitment on the attitude of graduate job seekers in Bangladesh. It shows that the effectiveness of e recruitment depends upon advertisement placement where perceived advantages and ease of use have a significant impact on candidates' intention to apply.

(Alsultanny and Alotaibi, 2015) determined to evaluate the factors that affect on the attitude and intention to use the e-recruitment. The results revealed that enjoyment, usefulness and ease of use significantly correlate with their attitude while their attitude strongly correlates with their intention to use.

(Brahmana and Brahmana, 2013) examined how users utilize e-recruitment to search for works. 385 just-graduated undergraduate students answered questions regarding their intention of using the e-recruitment. The results provide evidence that e-recruitment has to be user friendly and fun-to-use to attract job seekers' intentions.

(Wadhawan and Sinha, 2019) conducted a study to identify the factors affecting online job search among students of Delhi from state and private university. The results show that millennial job seekers are tech savvy and expect the job portal to be easy to use with low mental efforts to be required in job search and to enable them to become skillful in using it to build the perception of it.

(Karim et al., 2015) investigated the perceptions and behaviors of job-seekers concerning the use of the Internet as a recruiting source. The results showed that perceived usefulness and perceived enjoyment are positively and significantly related to the behavioral intention to use the Internet as a job search tool.

(Teoh et al., 2013) determined to study the factors that influence the perceptions of university students towards Internet recruitment. The results indicate that factors such as user friendliness, information provision, and website usability are significantly related to the perceptions of university students towards Internet recruitment.

(Banerjee et al., 2019) The objective of the study was to know the Impact of e-recruitment on perception of job seekers. The study established that e-recruitment is a successful mode for employers and job seekers consequently it is a key to sustain competitive edge in the job market as job seekers can submit an application for multiple jobs in less time with minimum cost and employers can get a great chance of potential candidates.

(Ekanayaka and Gamage, 2019) explored the impact of e-recruitment on candidates' intention to apply for the job openings. The findings of the study reveal that ease of use and perceived usefulness significantly influences job seekers' intention to use e-recruitment.

(Selvanathana et al., n.d.) determined the significant relationship of factors including: perceived ease of use, perceived usefulness and perceived credibility, towards intentions to use e-recruitment services. The findings showed there was a significant relationship between perceived ease of use and intentions to use e-recruitment services but perceived usefulness and perceived credibility were not significant towards intentions to use e-recruitment services.

(Jayabalan et al., 1880) studied the adoption E-recruitment Technology among Generation Z Job-Seekers. The results concluded that the strongest influential factor that positively affects the intention to use E-recruitment will be the innovativeness accompanied by the optimism factors that also reaches the second most influential factor towards the willingness to use E-recruitment.

RESEARCH METHODOLOGY

Descriptive research design was adopted as it explains the study and aims at finding the Perception of Job Seekers towards the Use of E-recruitment in Chennai. A questionnaire was employed to collect the primary data from 86 selected sample respondents in Chennai. The respondents were selected by using Convenience sampling. The questionnaire has been derived from the work of Alsultanny, Yas & Alotaibi, Mona. (2015). It consists of 16 items with 4 variables such as Comfort, Utility, Pleasure, and Attitude. . The independent variables in this study are Perception of E-recruitment. The dependent variable in this study is Intention to use. The collected data were classified, tabulated and analyzed with the statistical tools like frequency, mean analysis, and regression analysis.

TABLE NO.1 DEMOGRAPHIC PROFILE OF JOB SEEKERS

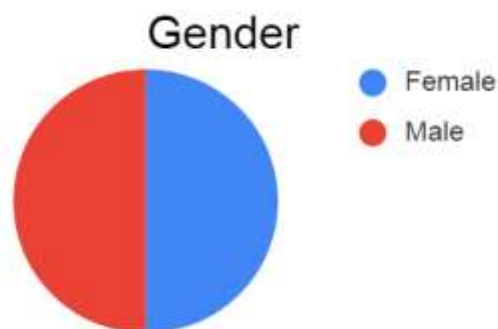


Fig.1: shows that the Gender of the respondents is equal i.e., Male (50%) and Female (50%).

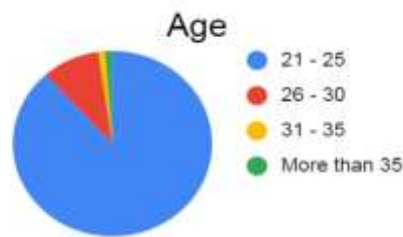


Fig.2: shows that majority of their Age lies between 21-25 (88.4%).

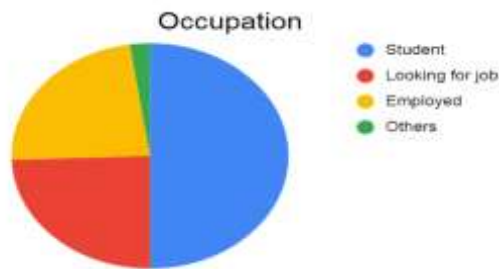


Fig.3: shows that majority of the respondents were Students (50%).

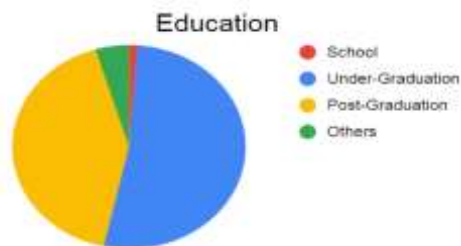


Fig.4: shows that majority of the respondents were Under Graduates (52.3%)



Fig.5: shows that majority have used E-recruitment sites for less than a year (64%).

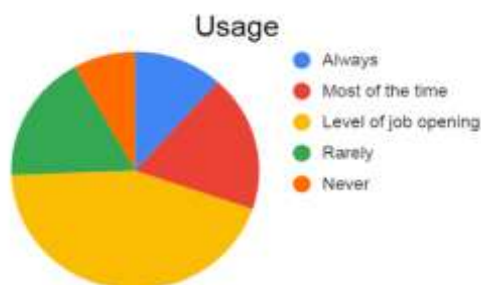


Fig.6: shows that the Usage of E-recruitment sites was depending on the level of job opening (44.2%).

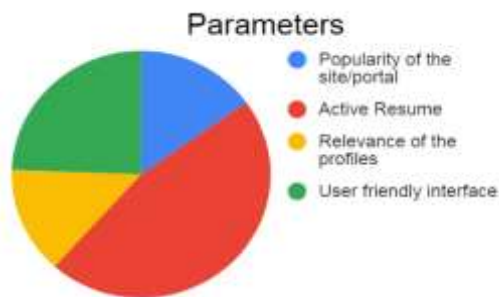


Fig.7: shows that majority feel Active Resume was the major parameter considered in selecting a Job site/portal (46.5%).

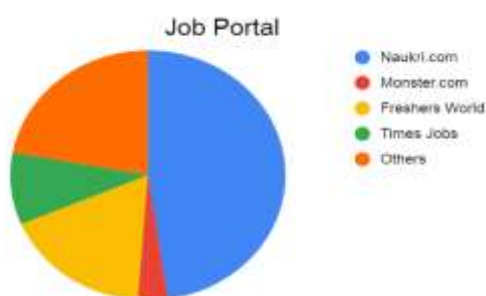


Fig.8: shows that majority of the respondents feel Naukri.com to be the best Job portal (47.7%).

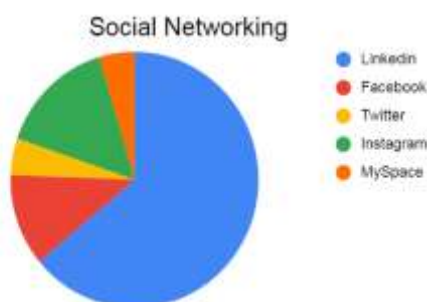


Fig.9: shows that majority of the respondents feel LinkedIn to be the best Social Networking site for recruitment (64%).

Table 1: MEAN ANALYSIS OF PERCEPTION OF E-RECRUITMENT AND INTENTION TO USE IT

S. No	Component	Mean	Rank
	Comfort		
1.	Interacting with online application process was clear and understandable (Understandable).	3.51	1
2.	E-recruitment sites and their application process did not require a lot of mental effort. (Minimal Effort).	3.47	2
3.	It was easy to become skillful using e- recruitment sites (Skillful).	3.44	3
4.	Using e- recruitment sites was easy for me. (Ease).	3.42	4
	Utility		
5.	Using e- recruitment sites saves me time to submit my resume compared to traditional method (Time-saving).	3.81	1
6.	The e-recruitment sites offer a variety of careers/jobs to apply for (Choice).	3.69	2
7.	The e-recruitment sites provide all the information required to apply for a job (Information).	3.63	3
8.	Using e-recruitment sites enable me to compare between different vacancies in my country and other countries (Comparison.)	3.48	4
9.	The e-recruitment sites provide information such as FAQs (Details).	3.36	5
10.	The e-recruitment sites provide feedback service (Feedback).	3.29	6
	Pleasure		

11.	I find using e-recruitment sites to be interesting (Interesting).	3.56	1
12.	The actual process of using e- recruitment sites is pleasant (Pleasant).	3.47	2
13.	I find using e-recruitment sites to be enjoyable (Enjoyable).	3.31	3
	Attitude		
14.	I would recommend e-recruitment technology to my friends (Suggest).	3.69	1
15.	I have a positive attitude towards using e- recruitment technology (Confidence).	3.66	2
16.	Compared with the traditional recruitment method, I consider e-recruitment technology is better (Superior).	3.63	3
	Intention to use		
17.	I'm willing to use e-recruitment for vacancy search (Willingness).	3.83	1
18.	The likelihood that I would use e-recruitment for job search is high (Likelihood).	3.74	2
19.	In the near future, I intend to use e-recruitment for vacancy search (Intent).	3.67	3

Table no.1 shows the Mean analysis of Perception of E-recruitment and Intention to use it. It shows variable “Understandable” with highest mean score of 3.51 with regard to Comfort, “Time-Saving” with highest mean score of 3.81 with regard to Utility, “Interesting” with highest mean score of 3.56 with regard to Pleasure, “Suggest” with highest mean score of 3.69 with regard to Attitude and “Willingness” with highest mean score of 3.83 with regard to Intention to Use.

Table 2: Analysis of Demographic Profile and Perception of E-recruitment

S.No	Component	Gender T-value	Age F-value	Education F-value	Occupation F-value	Time Period F-value
	Comfort					
1.	Ease	2.036**	.388	2.375	2.303	.188
2.	Understandable	2.530**	.363	1.952	2.172	1.774
3.	Minimal Effort	1.969	.195	3.742**	2.999**	1.409
4.	Skillful	1.519	.318	3.299	1.768	1.863
	Utility					
5.	Time-Saving	1.467	.044	4.389***	2.714	1.117
6.	Information	.466	.166	3.470**	1.156	1.596
7.	Choice	.574	.473	3.834**	1.758	1.940
8.	Details	2.626**	.243	.521	2.539	1.949
9.	Feedback	1.898	.351	2.913	4.912***	2.731**
10.	Comparison	1.030	.091	4.010***	2.011	2.093
	Pleasure					
11.	Interesting	1.665	.351	2.746	1.324	1.473
12.	Pleasant	1.879	.724	5.001	3.800**	3.385**
13.	Enjoyable	1.178	.285	3.301	1.378	3.981**
	Attitude					
14.	Confidence	1.481	.085	8.624	4.346***	2.358
15.	Suggest	.784	.086	2.624	3.832**	1.654
16.	Superior	.846	.495	8.014	2.892**	.972

From Table no.2, there is no significant difference between male and female with respect to perception of E-recruitment. There is no significant difference among the Age, occupation and Time period with respect to perception of E-recruitment. Also there is a significant difference among the Education with respect to perception of E-recruitment.

Table 3: Analysis of Usage of E-recruitment sites and Perception of E-recruitment

S.No	Component	Usage	Parameters	Social Networking Website	Best job portal
	Comfort				
1	Ease	3.211**	.474	3.155**	.303
2	Understandable	4.197***	.560	4.310***	2.149
3	Minimal Effort	2.619**	.690	1.957	.950
4	Skillful	3.929***	.732	2.493**	1.427
	Utility				
5	Time-Saving	2.528**	2.283	1.930	.336
6	Information	1.975	.053	2.123	1.691

7	Choice	3.046**	.573	2.557**	.333
8	Details	3.228**	1.559	2.296	2.226
9	Feedback	.750	.709	3.758***	1.034
10	Comparison	3.005**	1.338	3.469**	.457
Pleasure					
11	Interesting	3.426**	.926	1.515	1.319
12	Pleasant	2.731**	1.059	2.686**	1.341
13	Enjoyable	2.783**	.486	1.086	2.413
Attitude					
14	Confidence	6.393***	.535	2.321	1.422
15	Suggest	6.967***	.391	2.172	1.727
16	Superior	5.027*****	.378	2.125	2.554**

From the table no. 3 it is inferred that there is a significant difference among Usage with respect to perception of E-recruitment. Also there is no significant difference between the Parameters considered in selecting a Job Site/Portal, Best social networking website, Best job portal for recruiting with respect to perception of E-recruitment

REGRESSION ANALYSIS

Table 4.1: REGRESSION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.762	.751	.41953

Table 4.2: Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.406	.236		1.717	.090
Comfort	.238	.092	.225	2.578	.012**
Utility	.187	.112	.159	1.660	.101
Pleasure	-.126	.089	-.135	-1.412	.162
Attitude	.626	.091	.672	6.901	.000***

a. Dependent Variable: Intention

From Table no.6.2, R is the correlation, its value is .873 and R square is degree of determination, its value is .762. The degree of determination shows the extent to which Attitude, Comfort, Pleasure, Utility influences the Intention. Here the Intention is determined to an extent of 76.2% by Attitude, Comfort, Pleasure and Utility. Table shows the values of beta and the significant value. It is clear that variables such as Comfort and Attitude have the significant value of less than 0.05. It is inferred from the table that the Comfort and Attitude variables are influencing the Intention to use.

DISCUSSIONS & RESULTS

The study was instigated to analyze the perception of Job Seekers towards the effectiveness of E-recruitment. Based on the factors selected as independent variables (Attitude, Comfort, Pleasure and Utility) and dependent variable (Intention), the hypothesis proved that factors Comfort and Attitude have positive influence in the Intention to use. In the regression analysis, the factors Comfort and Attitude have the significance value less than 0.05, hence the factors strongly influences the Intention to use followed by Utility and Pleasure. The results of the study support the work of Alsultanny. et al., (2015) which revealed that the attitude of Job seekers strongly correlates with their intention to use.

CONCLUSION

E-recruitment can be made more efficient by creating and sharing relevant content. It can be accomplished using stories and testimonials from your current employees, publishing industry salary reports and posting industry news and updates. A messaging feature must be incorporated to allow engagement with different groups of candidates more productively by taking the time to identify who your ideal candidates are and using their attributes to fuel your copy. Cultivate a better understanding of your ideal applicants, by being aware of their online habits Interests general lifestyles, average expected income etc.. With this information one can create better informative pictures, infographics, or videos that explain and eventually convince potential talent to apply to work for you. Social media platforms are also tremendous places to develop your employer brand. It is ideal to have a solid social media recruiting strategy. As the study has indicated the comfort of using E recruitment sites to directly affect the

intention to utilise it, it is advised to design a digital candidate selection process that is easy to navigate and completely transparent so everyone can glide through the recruitment process. By setting the right job expectations for your candidate's right from the start, there's less likely to be confusion and misunderstanding later down the road.

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