

## Job Seeker behavior towards E-recruitment

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To broaden the research on online consumer behavior, w.r.t. online employment search sources viz. commercial job web sites (job portals), this paper investigates the influence (relation) of identified factors on job seekers, interacting / transacting with Monster.com., as an online job seeking avenue. The Web has created a global marketplace for e-Commerce as well as for talent. Online employment marketplaces provide an effective channel to facilitate the matching between job seekers and hirers. The advent of Web technology over the last decade has resulted in its rapidly growing use for both recruitment purposes and job search. The rapid growth and use of the Internet over the last several years has changed the way companies" conduct of business activities, including the activities of human resource management. Objective is to find the determinate associated with use of social network site for E-recruiting and to examine the relationship between behavioral Intension and perceived usefulness, perceived ease of use, perceived Enjoyment and social influence of the job seekers. Primary data was collected from different persons. The respondents were on going college student, Government and Private persons who already on job. A data of 200 were collected from surrounding area of Chandigarh. It is seen that significant relation found with Behavioural intension and Perceived of Usefulness, Perceived Ease of Use, Perceived Enjoyment and Social Influence. B's coefficient found to be positive and significant at 0.01 level of significance

**Keywords:** e-recruiting, Internet job, Internet job site, Job seeker behavior , market online recruiting.

### LINTRODUCTION

E-recruitment has proved to be a boon for the job seekers over the past ten years. The internet is a medium which connects the job seeker and the employer for the recruitment purpose virtually. E-recruitment takes care of the entire recruitment process, from placing the job advertisements, receiving the resumes and selecting the right candidate for the right job in a simplified and cost effective manner. Online E-Recruitment is also referred as Online Recruitment, Internet-based recruitment. [1]

The widespread usage of Information System (IS) has also meant that there is a need to understand the reason for the IS acceptance. A number of theories of information systems have been developed by researchers worldwide. One of the prominent of these is Technology acceptance model proposed by Davis in 1986. The study uses this model to analyse and understand the reasons behind the acceptance of E-recruitment systems. [2] Source of recruitment are of are two types of resource i.e internal and external. Internals sources are Transfers, Promotions, Upgrading, Demotion, Retired employees, Retrenched employees, dependent and relatives of

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deceased employees whereas external sources are Press advertisements, Educational institute, Placement agencies/out sources, Employment exchanges, Labourer contractors, employment referrals.

Main factors affecting Recruitment are Internal Factors are Recruitment policy, Human resources planning, Cost of recruitment and Growth & expansion whereas External Factors are supply and demand, Labour market, Image/Goodwill, Political-social-Legal environment & unemployment rate and Competitors.

Challenges of E-Recruitment are the hurdles of e-recruitment-It is still under its nascent stage and it will take time to penetrate. For lack of computer proficiency also create problem for those people who wish to apply through the internet. Due to this employers tend to lose employees. Some people are not able to provide their accurate information as they are not computer savvy. They tend to commit mistakes like filling their name wrongly, their native place wrongly, their qualifications etc.

According to the Internet World Stats (2010) approximately 1.85 million people are using the internet in Pakistan which is 10.4% of the total population; certainly, young generation ratio is highest in usage of internet. From the dawn of internet, reported in 1995 (Khan et al., 2011)[3], it has been widely penetrated in social, education, economics and business setting. Hence businesses adopted internet in their business to have an edge in the industry. Particularly, since 2005 firms operating in Pakistan also started to use internet as recruitment source, on the contrary, job seekers also focusing extensively on online job sources to avail the employment opportunities (Khan et al., 2011; Khan, 2011). Hence, due to the easy access of job portals and websites get success to build their image as online job market and substantially substitute the traditional newspaper based job market (Khan, 2011)[4].

As Frost (1997) suggested that internet has potential to bring swift changes in recruiting processes and make it easier for employer[5]. Moreover, e-recruitment plays a critical role in enhancing organizational survival and success (Parbudyal and Dale, 2003). A study conducted by Khan et al[6]. (2011) in Pakistan found that time saving; browsing wide area of employment and global employment pool are the determinants which motivates job seekers for online searching of employment. E-recruitment has been adopted at global level, to date 94% of Global 500 companies are using E-recruitment, as compared to just 29% in 1998 (Greenspan, 2003). As Bush and Gilbert (2002) claimed that the adoption of the Web as a medium by organizations has been faster than any other medium in history[7].

The job seeker is the person who desires for a job. There are two kinds of job seekers a) Active Job Seekers: The candidates who frequently search for a job because of one reason other, viz; better opportunity for growth, personal reasons to change and professional reasons etc. Commercial job boards/portals have truly complimented with their needs. b) Passive Job Seekers: Passive candidates are those workers who are not currently planning to change their jobs but still they regularly surf the internet for any one of million reasons during their normal routine. Such candidates may come across new job opportunities and simply drop their resumes on internet.

## II.OBJECTIVE OF RESEARCH

1. To find the determinate associated with use of social network site for E-recruiting.
2. To examine the relationship between behavioral Intension and perceived usefulness, perceived ease of use, perceived Enjoyment and social influence of the job seekers.

### Hypothesis

Drawing on the existing conceptual and empirical framework, the present study attempts an empirical examination of the comparative analysis of E-recruitment practices. The Hypotheses of the study are :

- H01: behavioral intension has a significant relation with the perceived usefulness of the E-recruitment.
- H02: behavioral intension has a significant relation with Perceived ease of use using e-recruitment.
- H03: behavioral intension has a significant relationship on perceived enjoyment using e-recruitment.
- H04: behavioral intension has significant relation with Social influence.
- H05: All predictors showed significance difference in terms of the perceptions of respondent towards E-recruitment.

## III.RESEARCH METHODOLOGY

This section discusses the research design and the methodology adopted in the present study. It also outlines the development of tools while standardizing them scientifically establishing validity and reliability. Quantitative analysis of data was done using statistical tools wherever applicable. This section further elaborates on the research design used in the present study including details of sample, development of research tools, instruments, and extraction of variables, data collection procedure and the statistical techniques employed for data analysis.

## IV.DATA AND SAMPLE

The research is analytical and empirical in nature and makes use of primary data. Primary data was collected from different persons. The respondents were on going college student, Government and Private persons who already on job.

### Sample:

The sample were collected through mail as well as personal interviews of the persons. Soft copy of questionnaires were send through mail to respondents as well personal interviews where they tick appropriate answer according to their perception and return back to me. Samples of 200 were collected from students and Government as well as Private respondents who is doing job.

### Sampling criteria:

A combination of stratified random, convenience, and snowball sampling methods were employed in this study because this approach allows for precise, detailed information and represents an inexpensive way to gather data. First, the respondents were stratified based on their nature of jobs type before a convenient selection was made. A total of 250 questionnaires were e-mailed to students and services persons who doing private as well

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government job in Chandigarh. In addition, the students were also asked to disseminate the questionnaire to their friends. The duration of the survey was 1 month, in which 250 students responded to the survey. However, only 200 completed questionnaires were usable for further analysis.

## Statistical Analysis tool

In order to evaluate the objective as well as hypothesis, further data was analysis using different statistical tools like independent descriptive statistics, chi square test, Correlation. Chi-square test was used to see association between demographic and different E-recruitment site ever visited by the respondent whereas finally correlation was used to see relationship between 1different dimensions of E-recruitment.

## V.RESULT

Majority of 60.0% respondent were male and 40.0% were females who gave responses on perception of job seeking on E-recruiting .Age of the respondents as 39.5% majorities of the respondent were age of 25-30years whereas 20% were respondent with age of 30-35years, 17.5% 20-25 years, 13.0% 35-40years and very few on 10.0% less than 20 years. Qualifications of respondents are 46.0% post graduates, 29.5% respondents have qualification up to graduation, 10.5% Phd and above, 9.0% below graduation and very few were 5.0% Businessmen. Responses on duration of using the E-recruitment sites by the respondents were 54.05% of using since 0-1years, 21.0% of since 2-3years, 13.5% of since 1-2years and whereas 11.5% respondent have more than 3 years. Majority of 45.5% respondent spend time daily on E-recruitment sites followed by 20.0% once a daily,15.5% monthly, 13.0% 2-3 hours and 5.5% Fortnight. Majorities of ever web site visit by the respondent. Majority of 49.0% respondents visited Naukri, followed by LinkedIn (17.4%), Monster (15.5%),8.0% Placementindia.com (8.0%), Jobseeker.com(4.0%),Shine.com(4.0%) where as 2.5% respondent visited careerbuilder.com site for job search. Search Engine (43.5%) were the main source of search visited site followed by Advertisement in newspapers (17.5%), Radio/cable TV (12.5%), Link (12.0%), and Friend (9.5%) respectively.(Table 1)

**Table 1: Demographic profiles of the respondent who gave responses on E-recruitment**

		Frequency	Percent
Gender	Male	120	60
	Female	80	40
Age(Years)	Less than 20 years	20	10
	20-25year	35	17.5
	25-30year	79	39.5
	30-35year	40	20
	35-40year	26	13
Qualification	Below graduation	18	9
	Upto graduation	59	29.5
	Post-Graduation	92	46

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	Phd and Above	21	10.5
	Business	10	5
Duration of used site	0-1year	108	54
	1-2year	27	13.5
	2-3year	42	21
	3 or above year	23	11.5
Time spend on site	2-3 hours	26	13
	Daily	91	45.5
	once a week	41	20.5
	Fortnightly	11	5.5
	Monthly	31	15.5
Ever visited site	LinkedIn	34	17
	Naukri.com	98	49
	Monsterindia.com	31	15.5
	Jobseeker.com	8	4
	Placementindia.com	16	8
	Careerbulider.com	5	2.5
	Shine.com	8	4
Awareness of method to search visited site	Search Engine	87	43.5
	Friend	19	9.5
	Advertisement in newspapers	35	17.5
	Radio/cable TV	35	17.5
	Any job link	24	12

Maximum mean was found for Social Influence (Mean=21.02, SD=3.76) followed by Perceived of Usefulness (Mean=15.37,SD=3.14), Perceived Ease of Use (Mean=12.60,SD=2.17), Perceived Enjoyment (Mean=8.93, SD=2.10) and Behavioural Intention(Mean=14.03,SD=3.14). Skewness vary from -0.15 to -0.73 and whereas Kurtosis vary from -0.25 to 0.47. All variables have negative skewness and have value within limit of normality  $\pm 1$  where as leptokurtic curve were found for Perceived Ease of Use,Social Influence and Behavioural Intention and platykurtic curve was found for Perceived of Usefulness & Perceived Enjoyment.(Table 2)

**Table 2: Mean, Median, SD, Skewness, Kurtosis, Minimum and Maximum of dimension**

	Mean	SD	Skewness	Kurtosis	Minimum	Maximum
Perceived of Usefulness	15.37	2.40	-0.15	-0.82	10	20
Perceived Ease of Use	12.60	2.71	-0.45	0.28	5	19
Perceived Enjoyment	8.93	2.10	-0.46	-0.25	3	14
Social Influence	21.02	3.76	-0.58	0.37	10	29
Behavioural Intention	14.03	3.14	-0.73	0.47	5	20

There exist no significant difference between E-Recruitment site visited between male and female at 0.05 level of significance. Male gives response as LinkedIn (17.5%), Naukri.com (50.8%), Mosterindia.com (15.0%), Jobseeker.com (4.2%), Placementindia.com (6.7%), Careebuilder.com (1.7%) and Shine.com (4.2%) whereas female give response as LinkedIn (16.5%), Naukri.com (46.3%), Mosterindia.com (16.3%), Jobseeker.com (3.8%), Placementindia.com (10.0%), Careebuilder.com (3.8%) and Shine.com (3.8%) respectively (Table 3)

**Table 3: Association of E-Recruitment site visited between male and female**

	Male N(%)	Female N(%)	Chi square value	P value
LinkedIn	21(17.5)	13(16.3)	1.84	0.93
Naukri.com	61(50.8)	37(46.3)		
Monsterindia.com	18(15.0)	13(16.3)		
Jobseeker.com	5 (4.2)	3(3.8)		
Placementindia.com	8(6.7)	8 (10.0)		
Careerbulider.com	2(1.7)	3(3.8)		
Shine.com	5(4.2)	3(3.8)		
Total	120(100.0)	80(100.0)		

There exist no significant difference (Chi square value = 26.4, p value) between E-Recruitment site visited and qualification of the respondent at 0.05 level of significance. Below graduate respondent gives response as LinkedIn (16.7%), Naukri.com (33.3%), Mosterindia.com (22.2%), Jobseeker.com (5.6%), Placementindia.com (5.6%), and Shine.com (4.2%), Graduate respondent give responses as LinkedIn (22.0%), Naukri.com (50.8%), Mosterindia.com (16.3%), Jobseeker.com (1.7%), Placementindia.com (8.5%), Careebuilder.com (1.7%) and Shine.com (1.7%), Post Graduate respondent give responses as LinkedIn (15.2%), Naukri.com (51.1%), Mosterindia.com (16.3%), Jobseeker.com (3.3%), Placementindia.com (7.6%), Careebuilder.com (4.3%) and Shine.com (2.2%), Phd respondent give responses as LinkedIn (19.0%), Naukri.com (47.9%), Mosterindia.com

(9.5%), Jobseeker.com (4.8%), Placementindia.com (14.3%), and Shine.com (4.8%), Businessmen respondent give responses as Naukri.com (50.0%), Mosterindia.com (20.0%), Jobseeker.com (20.0%) and Shine.com (10.0%) respectively. (Table 4)

**Table 4 : Association of E-Recruitment site visited among qualification of the respondent**

	Below Graduation N (%)	Graduation N (%)	Post Graduate N (%)	Phd N (%)	Businessmen N (%)
LinkedIn	3(16.7)	13(22.0)	14(15.2)	4(19.0)	0(0.0)
Naukri.com	6(33.3)	30(50.8)	47(51.1)	10(47.9)	5(50.0)
Monsterindia.com	4(22.2)	8(16.3)	15(16.3)	2(9.5)	2(20.0)
Jobseeker.com	1 (5.6)	1(1.7)	3(3.3)	1(4.8)	2(20.0)
Placementindia.com	1(5.6)	5 (8.5)	7(7.6)	3(14.3)	0(0.0)
Careerbulider.com	2(1.7)	1(1.7)	4(4.3)	0(0.0)	0(0.0)
Shine.com	5(4.2)	1(1.7)	2(2.2)	1(4.8)	1(10.0)
Total	18(100)	59(100.0)	92(100.0)	21(100.0)	10(100.0)

Chi square value = 26.4, p value=0.31(NS)

The significant difference found (Chi square value = 53.9,  $p < 0.01$ ) between E-Recruitment site visited and age of the respondent at 0.05 level of significance. Respondent with a age less than 20 years gives response as LinkedIn (25.0%), Naukri.com (30.0%), Mosterindia.com (25.0%), and Shine.com (20.0%), Respondent with age 20-25 years give responses as LinkedIn (11.4%), Naukri.com (42.9%), Mosterindia.com (22.9%), Placementindia.com (5.7%), Careebuilder.com (8.6%) and Shine.com (8.6%), Respondent with age 25-30 years give responses as LinkedIn (21.5%), Naukri.com (54.4%), Mosterindia.com (6.3%), Jobseeker.com (5.1%), Placementindia.com (10.1%), Careebuilder.com (1.3%) and Shine.com (1.3%), Respondent with a age 30-35 years gives response as LinkedIn (5.0%), Naukri.com (45.0%), Mosterindia.com (27.5%), Jobseeker.com (7.5%), Placementindia.com (12.5%) and Careebuilder.com (2.5%) and Respondent with a age 35-40 years gives response as LinkedIn (23.1%), Naukri.com (61.5%), Mosterindia.com (7.7%), Jobseeker.com (3.8%), Placementindia.com (3.8%) respectively.(Table 5)

**Table 5: Association of E-Recruitment site visited among age of the respondent**

	Less than 20yrs N (%)	20-25 yrs N (%)	25-30yrs N (%)	30-35yrs N (%)	35-40yrs N (%)
LinkedIn	5(25.0)	4(11.4)	17(21.5)	2(5.0)	6(23.1)
Naukri.com	6(30.0)	15(42.9)	43(54.4)	18(45.0)	16(61.5)
Monsterindia.com	5(25.0)	8(22.9)	5(6.3)	11(27.5)	2(7.7%)
Jobseeker.com	0(0.0)	0(0.0)	4(5.1)	3(7.5)	1(3.8)
Placementindia.com	0(0.0)	2 (5.7)	8(10.1)	5(12.5)	1(3.8)

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Careerbulider.com	0(0.0)	3(8.6)	1(1.3)	1(2.5)	0(0.0)
Shine.com	4(20.0)	3(8.6)	1(1.3)	0(0.0)	0(0.0)
Total	20(100)	35(100.0)	79(100.0)	40(100.0)	26(100.0)

Chi square value = 53.9, p value=0.00(Significant)

The significant difference found (Chi square value = 99.1,  $p < 0.01$ ) between E-Recruitment site visited and duration of the respondent at 0.05 level of significance. Respondent with 0-1years gives response as LinkedIn (22.2%), Naukri.com (38.9%), Mosterindia.com (12.0%), Jobseeker.com (5.6%), Placementindia.com (14.8%), Careebuilder.com (1.9%) and Shine.com (5.6%), Respondent with 1-2year years used Naukri.com (100.0%), Respondent with age 2-3 years give responses as LinkedIn (23.8%), Naukri.com (21.4%), Mosterindia.com (42.9%), Careebuilder.com (7.1%) and Shine.com (4.8%), Respondent with more than 3 years gives response as Naukri.com (87.0%), Jobseeker.com (13.0%) respectively. (Table 6)

**Table 6: Association of duration of E-Recruitment site visited by the respondent**

	0-1yrs N (%)	1-2yrs N (%)	2-3yrs N (%)	More than 3 yrs N (%)	Chi square value	p value
LinkedIn	24(22.2)	0(0.0)	10(23.8)	0(0.0)	99.1	0.00**
Naukri.com	42(38.9)	27(100.0)	9(21.4)	20(87.0)		
Monsterindia.com	13(12.0)	0(0.0)	18(42.9)	0(0.0)		
Jobseeker.com	5 (5.6)	0(0.0)	0(0.0)	3(13.0)		
Placementindia.com	16(14.8)	0(0.0)	0(0.0)	0(0.0)		
Careerbulider.com	2(1.9)	0(0.0)	3(7.1)	0(0.0)		
Shine.com	6(5.6)	0(0.0)	2(4.8)	0(0.0)		
Total	108(100)	27(100.0)	42(100.0)	23(100.0)		

\*\*Significant at 0.01 level

The significant difference (Chi square value = 52.1,  $p < 0.01$ ) found between E-Recruitment site visited and time spend by the respondent at 0.01 level of significance. Respondent with 2-3hours gives response as LinkedIn (34.9%), Naukri.com (34.9%), Mosterindia.com (19.2%), and Shine.com (11.5%), Respondent who spend daily time showed responses as LinkedIn (16.5%), Naukri.com (41.8%), Mosterindia.com (19.8%), Jobseeker.com (4.4%), Placementindia.com (8.8%), Careebuilder.com (3.3%) and Shine.com (5.5%), Respondent who spend once a week time showed responses as LinkedIn (19.5%), Naukri.com (46.3%), Mosterindia.com (12.2%), Jobseeker.com (9.8%), Placementindia.com (7.3%), Careebuilder.com (4.9%), Respondent who spend fortnightly time showed responses as LinkedIn (18.2%), Naukri.com (36.4%), Mosterindia.com (18.2%), Placementindia.com (27.3%) and whereas monthly user showed responses as Naukri.com (90.3%), Mosterindia.com (3.2%), Placementindia.com (6.5%). It was seen that mostly respondent spend time on Naukri.com. (Table 7)

**Table 7: Association of time spend on E-Recruitment site ever visited by the respondent**

	2-3 hours N(%)	Daily N(%)	once a week N(%)	Forthnightly N(%)	Monthly N(%)
LinkedIn	9(34.6)	15(16.5)	8(19.5)	2(18.2)	0(0.0)
Naukri.com	9(34.6)	38(41.8)	19(46.3)	4(36.4)	28(90.3)
Monsterindia.com	5(19.2)	18(19.8)	5(12.2)	2(18.2)	1(3.2)
Jobseeker.com	0(0.0)	4(4.4)	4(9.8)	0(0.0)	0(0.0)
Placementindia.com	0(0.0)	8 (8.8)	3(7.3)	3(27.3)	2(6.5)
Careerbulider.com	0(0.0)	3(3.3)	2(4.9)	0(0.0)	0(0.0)
Shine.com	3(11.5)	5(5.5)	0(0.0)	0(0.0)	0(0.0)
Total	26(100)	91(100.0)	41(100.0)	41(100.0)	31(100.0)

Chi square value = 52.1, p value=0.00

Behavioural intension and Perceived of Usefulness: Significant correlation ( $r=0.16, p<0.01$ ) was observed between Behavioural intension and Perceived of Usefulness at 0.01 level of significance. Therefore, hypothesisH01 that behavioral intension has a significant relation with the perceived usefulness of the E-recruitment is accepted

Behavioural intension and Perceive Ease of Use: Significant correlation ( $r=0.70, p<0.01$ ) was observed between Behavioural intension and Perceived of Ease of Use at 0.01 level of significance. Therefore, hypothesisH02 that behavioral intension as a significant relation with the perceived Ease of Use of the E-recruitment is accepted.

Behavioural intension and Perceived Enjoyment: Significant correlation ( $r=0.29, p<0.01$ ) was observed between Behavioural intension and Perceived of Ease of Use at 0.01 level of significance. Therefore, hypothesisH03 that behavioral intension as a significant relation with the Perceived Enjoyment of the E-recruitment is accepted.

Behavioural intension and Social Influence: Significant correlation ( $r=0.62, p<0.01$ ) was observed between Behavioural intension and Social Influence at 0.01 level of significance. Therefore, hypothesisH05 that behavioral intension as a significant relation with the Social Influence of the E-recruitment is accepted. Over all we can say behavioral intension of the respondent increased with increased of Perceived of Usefulness, Perceived Ease of Use, Perceived Enjoyment and Social Influence of the respondent for using E-Recruitment for finding jobs. (Table 8)

**Table8: Correlation between Behavioural intension and Perceived of Usefulness, Perceived Ease of Use, Perceived Enjoyment and Social Influence**

	Behavioural Intention	Perceived of Usefulness	Perceived Ease of Use	Perceived Enjoyment	Social Influence
Behavioural Intention	1	0.16*	0.70**	0.29**	0.62**

Perceived of Usefulness	0.16*	1	0.02	0.02	0.04
Perceived Ease of Use	0.70**	0.02	1	0.41**	0.56**
Perceived Enjoyment	0.29**	0.02	0.41**	1	0.31**
Social Influence	0.62**	0.04	0.56**	0.31**	1

R = 0.76; R<sup>2</sup> = 0.58; and F = (67.9 <0.01) found to be significant and this shows linear relation between independent and dependent values. The multiple regression results between the independent and dependent variables. All of the variables are significantly positively correlated with the perceptions of respondents with regard to E-recruitment. B's coefficient found to be positive and significant at 0.01 level of significance. The Variation Inflation Factor (VIF) values for all the variables are less than 10; multicollinearity is therefore not an issue. With an R-square value of 58.0%, all of the variables are significantly associated with the perception of respondents towards E-recruitment. Hence, hypothesis H05 that all predictors showed significance difference in terms of the perceptions of respondent towards E- recruitment was accepted. (Table 9).

**Table 9: Results of multiple linear regression coefficients between the independent and dependent variables**

Independent Variables	Unstandardized Coefficients		t value	p value	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
Constant	1.84	1.29	2.429	0.02		
Perceived of Usefulness	0.18	0.06	3.031	0.0**	1.00	1.00
Perceived Ease of Use	0.61	0.07	8.922	0.00**	0.62	1.60
Perceived Enjoyment	0.42	0.08	2.301	0.02*	0.83	1.21
Social Influence	0.27	0.05	5.695	0.00**	0.68	1.48

\*\*Significant at 0.01 level of significance.

## VI.DISCUSSION

The overall mean perception of respondent towards E- recruitment is higher than the mid-point, suggesting that respondents across different levels that E-recruitment services are very useful for them, which they view as positive. The findings appear to support the earlier argument that E- recruitment is gaining prevalence even amongst the respondents developing country such as Malaysia. This phenomenon might explain why JobStreet.com, in addition to other job portals, remains a popular means for employers and job seekers to search for talent and employment, respectively. Regarding the independent variables, all four variables (Perceived of Usefulness, Perceived Ease of Use, Perceived Enjoyment and Social Influence) were found to be significantly associated with the perception of the respondents towards E- recruitment, with high R-square values. This finding is consistent with the mean scores for the four variables, all of which are above the mid-point on a six-

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point scale. Amongst the five variables, Social Influence had the highest mean score, followed by Corroborating prior studies, the user-friendliness of recruitment websites appears to be one of the significant factors influencing the perception of university students towards Internet recruitment (Cober et al., 2003; Williamson et al. 2003)[8-9]. In fact, this component is found to score the highest mean amongst all the variables. Sylva and Mol (2009) found that user friendliness is a significant factor predicting the satisfaction of applicants [10]. The more user friendly a webpage is, the more job seekers would be willing to return to that particular webpage. As with any other online job applicants, students are technology-savvy and prefer a system that is easy to use and that allows them to obtain information about specific vacancies and complete applications with the least effort and time (Childers et al., 2001)[11]. Resumes can be sent online or stored in job portals so that applicants do not need to reproduce their vitae every time they apply for a job. In fact, many job portals have embedded this feature. Similarly, the provision of information has been found to be significantly associated with the perception of university students towards Internet recruitment. In fact, information provision has been found to be the strongest predictor in this study, with a reasonably high r-value. Derous et al. (2004) suggest that information provision is an important factor for the career aspirations of any applicant [12].

## VIII.CONCLUSION

This study has achieved its objectives of identifying the factors that influence the perceptions of respondents towards E-recruitment. Today's employers cannot afford not to adopt Internet recruitment given that new generations, particularly university students, have positive attitudes towards this recruitment method (Parry & Wilson, 2008)[13]. Furthermore, many job seekers today are seeking employment through the Internet, and many firms advertise their openings on their portals; therefore, employers have no alternative but to follow this practice if they want to recruit high quality human resources (Pin et al., 2001)[14], including recent graduates for management trainee positions. This study only purports to investigate four independent variables. Although the R-squared values are high, future studies should include other variables, such as the confidentiality of personal information or privacy risks (Tong, 2009)[15], hiring decisions (Sylva & Mol, 2009)[10] and the reputation of the company (Mohamed Othman & Musa, 2007)[16-17]. This approach would enable the findings to be generalised to a larger population.

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### Competing interests

The authors declare that they have no competing interests.

### Consent for publication

Not applicable.

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