



Influencing factors of Job Seekers' Perception towards E- Recruitment Portal.

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ABSTRACT

E-recruitment is an umbrella term for any electronic-based recruiting and recruitment management activity. Where education makes them ready to be recruited in the industry, technology eases the process of recruitment through E-Recruitment. With technological development, the modern way of E-recruitment is used in majority of the corporate and the present generation with the strong inclination towards technology are dominating the work sphere and increasing efficiency and effectiveness at workplace. E-Recruitment is the latest trend and has been adopted by many large and small corporations. . The quantitative research has been chosen in order to meet the purpose of the research and to test those relationships empirically; the data is collected from structured questionnaire. Sample size is 115 and also Descriptive research study is used as a research design and followed simple random sampling method. The sample was selected from various jobseekers being in Chennai. The purpose of this study is to examine the impact of factors on perception of Job Seekers and their perception towards E-Recruitment portal. In the conclusion, this study will enable one to understand that there is a significant effect of perception of job seekers on intention towards e-recruitment portal.

Keywords: *factors of jobseekers, expectancy, attractiveness, social influence, performance expectancy and E-recruitment portal.*

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INTRODUCTION:

Electronic Recruitment (E-Recruitment) is referred to online recruitment or internet recruitment. It is the processes in which use of electronic resources, such as the Internet is use to achieve and improve the normal outcomes of recruitment by the organization. It allows Corporate Human Resource Managers to automate the tasks and processes, leading to more efficient and productive hiring processes. The world of recruitment is undergoing rapid transformation (Thompson et.al, 2008).

Mass adoption of new tool and technologies has made the talent acquisition process at a rich and workflow friendly. We are

a part of the millennial generation, who cannot imagine life without computers or smart phones. Recruiters understand the need to be millennial friendly as that is where the raw talent lies. Considering the same, more organizations are now shifting their recruitment strategy to digital domain. On the basis of uses E-recruitment can be divided into two types: for recruitment - corporate web site and for posting job advertisements - commercial jobs boards (such as monster.com). Corporate websites are company's own website with a link for job posting/career options (Dhamija, 201). The companies would be adopting commercial job boards for recruitment if the company advertises its vacant positions on other website



that specialize in recruitment such as – naukri.com, monster.com, quicker, OLX etc.

Players in the Recruitment Market:

Job Seeker: The job seeker is that person who desires for a job and searching for a job. There are two kinds of job seekers.

a) Active Job Seekers:

The candidates who actively or regularly search for a job due to one reason or Other like better opportunity for growth, personal reasons to change and professional reasons etc. For active job seekers commercial job boards/portals are the most preferred destination which truly complimented with their needs.

b) Passive Job Seekers:

Passive candidates are those workers who are not planning to change their jobs at present but still they surf the internet during their normal routine. This kind of job seekers may come across new job opportunities and simply drop their resumes on internet. For passive job seekers corporate websites are the most preferred destination.

Recruitment Market:

The recruitment market can be explained in three i.e. the traditional way which consist all the traditional methods of recruiting the candidates with the help of newspaper ads, head hunters and temporary recruitment agencies etc. The next way is the modified or new look of the traditional way like online newspapers ads, online head-hunters and online temporary recruitment agencies. This concept is like old wine in new bottle The third and the most used way is the e-way. It includes purely online methods of recruiting talent like commercial job boards/portals, corporate websites and e-mails.

Potential Employers (Firms/Companies):

The final destination of every job seeker is to reach the potential employer i.e. who hire the job seekers on the idea of their capabilities and job requirements.

Millennial are starting to dominate the work sphere and one characteristic of millennial

is that they love technology and tend to favor their personal needs more than that of the organization they work for (Sylva et al, 2009). The challenge for the recruiters is that Millennial have the tendency to do job searching and shifting job that increases the workload of recruiters. Recruiters have to search for candidates for the same positions more frequently.

The study focuses on college postgraduate students, who are important for organisational change because they bring new and updated knowledge into organisation. Moreover, the job vacancies within a company and placed on online job portals were found to be the most visited web pages on the net (Barber, 2006). This implies that companies should be concerned more about the attributes of online recruitment that would influence the perception of job applicants. For example, most job applicants are attracted by the features of web pages that show the job vacancies available. Therefore Job Seekers' perception towards the E-Recruitment is an important factor in the progress of using E- Recruitment effectively.

In this study the researcher tried to explore the factors which affect the job seekers' perception to use E- Recruitment. The researcher targeted the jobseekers for his study to know their perspective towards E- Recruitment.

REVIEW OF LITERATURE

Wadhawan and Sinha (2018) published an article about various factors which influence the job seekers perception towards the job portals. The study is descriptive in nature. Primary and secondary both type of data was used. The primary data was collected through convenient sampling method with the help of questionnaire distributed among 150 students of University of Delhi. It showed that providing the information to job seeker about the opening is not only factor which influence the job seeker. There are other factors also such as

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extended services, prospective career opportunity, system quality, perceived trustworthiness, perceived ease of use and perceived usefulness which influence the job seekers' perception.

Hafeez et. al. (2018) investigated the effectiveness of E-recruitment system and the impacts among job seekers. Primary data was collected through sampling method and data was collected from 302 respondents in Lahore with the help of questionnaire. Regression analysis was performed to analyze the data. It was found that quality of e-recruitment websites that can increase or decrease the effectiveness of e-recruitment.

Rathee and Bhuntel (2018) investigated the perception and attitude of employees regarding e-recruitment. The study also analyzed the impact of e-recruitment on organizations and also explored the benefits of E-Recruitment. The research design was mainly exploratory cum descriptive in nature. Primary and secondary data was used. Primary data collected through structured questionnaire based on Five point- likert scale. Secondary data collected through various online articles, research papers, journals etc.

Sajjid et.al. (2016) studied the impact of E-Recruitment on the attitude of graduate job seekers. The study applied both descriptive and analytical research to derive the substantial information and draw inference on the subject of interest. Judgment Sampling technique was used. A structured questionnaire was prepared to collect the quantitative data from 227 respondents. It was found that placement of advertisement has a significant impact on the effectiveness of online recruitments.

Alsultanny and Alotaibi (2015) examined the factors affecting on intention to use of e-recruitment. Primary data was used. Data was collected from 356 job seekers, who are e-recruitment actual users, with the help of questionnaire. Descriptive statistics and advanced technique were used. The result showed that enjoyment, ease of use

and usefulness correlate with the attitude of job seeker and attitude strongly correlate with their intention to use E-recruitment methods.

Kumar and Priyanka (2014) studied the intention of student to use the e-recruitment. Descriptive design was adopted. Convenient sampling method was used and the data was collected through questionnaire distributed among the final year university student from the kingdom of Bahrain. Primary data was collected by 400 respondents. The technology acceptance model was used. This was found by the researcher that perceived ease of use and perceived usefulness are the dominant factors which make a person use E-Recruitment services.

Rakholiya and Gupta (2013) examined the applicant's perception towards the usefulness of online recruitment websites, cost of online recruitment, time and specific factors while selecting a job. The study was descriptive in nature. Primary data was collected through sampling technique. The data was collected from 100 respondents with the help of questionnaire. It was found that online recruitment needs to deliver valuable information, easy and enjoyable web-based recruitment to job seekers.

Falaigka et.al (2013) explained that use of internet helps in performance advance, faster decision making and saves cost. The internet helps in displaying vacancy on the website. The internet also helps in finding the precise employee for the job from the pool of information obtainable in the data base. Therefore, we can form the research objectives and hypothesis as follows:

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OBJECTIVES OF THE STUDY

- To analyze factors of jobseekers and its relationship with E-recruitment portal.
- To assess the influence of factors of jobseekers on E-recruitment portal.
- To offer suggestions to improve factors of jobseekers this leads to the E-recruitment portal.



HYPOTHESES OF THE STUDY

H₀₁: There is no significant relationship between factors of jobseekers and E-recruitment portal.

H₁: There is significant relationship between factors of jobseekers and E-recruitment portal.

H₀₂: There are no significant influences of factors of jobseekers on E-recruitment.

H₂: There are significant influences of factors of jobseekers on E-recruitment portal.

RESEARCH METHODOLOGY

Research Methodology

The research design for this study is descriptive in nature and quantitative research methodologies are used. A structured questionnaire was used for quantitative research. A structured questionnaire was designed and was pre-tested before using as a final instrument for collecting the data, and analyzes these to make a critical evaluation of the performance.

Primary data:

The primary data were collected from the jobseekers in Chennai, questionnaire prepared exclusively for this purpose; this questionnaire contains direct questions in the Likert scale.

Secondary data:

Websites, magazines, articles were used widely as support to primary data as a secondary data source.

Sampling Design and Size:

Researchers targeted all the jobseekers in Chennai, a detailed study comprising of all jobseekers is an arduous task for an individual researcher. Therefore, to keep the study within

the reliable and manageable limits, **SIMPLE RANDOM SAMPLING** was adopted. 150 questionnaires were distributed in the samples, in that 121 respondents were return back, and among that 115 questionnaires were found suitable for the study.

Pre-Testing Procedures (Pilot Study)

Before the survey questionnaire was administered to the respondents, a pre-test of the questionnaire was conducted to test the validity of the questionnaire used for data collection 50 Questionnaires were distributed personally to the respondents, Some minor wording modifications to the questionnaire and certain changes were made which enabled the researches to plan the survey effectively and to accomplish the objectives of the study and made as a result of this process.

Reliability:

The internal consistency reliability method was used in this study to determine the reliability of the scale questions by determining the co-efficient alpha. Cronbach's co-efficient alpha is a measure of the internal consistency of measurement.

Overall reliability of the study is .764

ANALYSIS AND INTERPRETATION

Correlation Analysis between Interpersonal factors of jobseekers and E-recruitment Portal.

H₀₁: There is no significant relationship between factors of jobseekers and E-recruitment portal.

H₁: There is significant relationship between factors of jobseekers and E-recruitment portal.

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Table: 1

Factors of Jobseekers		E-recruitment Portal
Performance Expectancy	Pearson Correlation Significance(2-tailed)	0.628 0.001*
Effort Expectancy	Pearson Correlation Significance(2-tailed)	0.813 0.001*
Attractiveness	Pearson Correlation Significance(2-tailed)	0.781 0.001*



Social Influence	Pearson Correlation Significance(2-tailed)	0.732 0.001*
	N	115

Source: Primary data; *significant at one percent level.

In order to test the relationship, Pearson correlation was applied. From the result it is observed that there is positive correlation between independent variable and E-recruitment portal. The factors of jobseekers i.e. effort expectancy have the r value of (r=0.813), attractiveness (r=0.781), social influence (r=0.732) and performance expectancy (r=0.628) from the p value in the correlation matrix, it is observed that the level of independent variables relationship was significant at 0.01 level. Hence the null

hypothesis is rejected and alternative hypothesis is accepted. So, it is concluded that there is significant strong relationship between factors of jobseekers and E-recruitment portal.

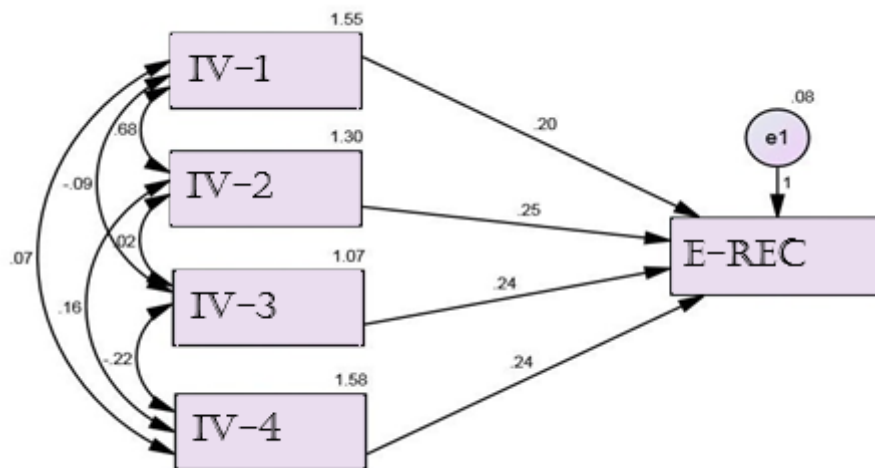
Multiple Regression Analysis of Interpersonal Emotion Regulation and Organizational Culture on Job Performance

H₀₂: There are no significant influences of factors of jobseekers on E-recruitment.

H₂: There are significant influences of factors of jobseekers on E-recruitment portal.

Figure- 1.: Multiple Regression Path Analysis

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Abbreviation of Variables

Abbreviation	Variables
IV-1	Performance Expectancy
IV-2	Effort Expectancy
IV-3	Attractiveness
IV-4	Social Influence
E-rec	E-recruitment Portal

Table- 2- (a): Model Fit Summary



Model	R	R-Square	Adjusted Square	R-	Std. Error of the Estimate
Factors of jobseekers	0.908	0.824	0.823		0.27941

The model summary table interprets the *R*, *R*², Adjusted *R*², Standard error of the estimate and model fits. Multiple Correlation coefficients 0.908 is good level of predication. The coefficient of determination as

performance expectancy (IV-1), effort expectancy (IV-2), attractiveness (IV-3) and social influence (IV-4) are 82% dependent in E-recruitment portal.

Table- 2- (b): Regression Weights of factors of jobseekers on E-recruitment portal.

Regression Weights	Estimate	S.E.	C.R.	P
E-rec <--- IV-1 (Performance Expectancy)	.202	.011	19.041	** *
E-rec <--- IV-2 (Effort Expectancy)	.251	.012	21.604	** *
E-rec <--- IV-3 (Attractiveness)	.237	.011	20.833	** *
E-rec <--- IV-4 (Social Influence)	.245	.009	26.057	** *

Note: *** is 1% α -significant level

The path diagram represents the factors of jobseekers are like performance expectancy (IV-1), effort expectancy (IV-2), attractiveness (IV-3) and social influence (IV-4). Here multiple regression analysis employed on all four reasons; all are highly significant with the E-recruitment portal.

The squared multiple correlation estimate score is 0.824, though the first and foremost lead the effort expectancy (IV-2) the estimate value is 0.251. The next lead the social influence (IV-4) the estimate value is 0.245. The next preference is attractiveness (IV-3) the estimate value is 0.237. It has concluded from the analysis, most of the jobseekers perceived effort expectancy in the E-recruitment portal.

Hence the null hypothesis is rejected and alternative hypothesis is accepted. From the regression equation, it is inferred factors of jobseekers is positively influencing the E-recruitment portal.

SUGGESTIONS AND IMPLICATIONS

Because of recruitment is a key for organizations to maintain competitiveness and high productivity, it is important to use cost effective and efficient recruitment methods like e-recruitment. Furthermore, having sound understanding about job seekers' perception and the factors drive their intention to use E-recruitment, leads to obtain more benefits for organizations. As well as the number of internet users are increasing day by day. People can gain numerous benefits by using internet such as reduce time, effortlessness, reduce cost, access to the wide range of information. Since the use of internet has become more impacted things in human activities, the use of internet as a job searching tool has also increased. Accordingly, it is important to understand the factors drives job seekers perception to use E-recruitment. Several previous studies revealed some important factors which should be considered when carrying out E-recruitment. Therefore, the career section of organizations' website and



job portals should be designed so that it is easy to use for jobseekers and it is useful to job seekers. Moreover, online job providers need to provide useful, easy web-based recruitment to job seekers and through the use of it, can encourage job seekers to apply for jobs via E-recruitment portal. Furthermore, this study provides insight for e-recruitment service providers to rethink about their current practices and revise their practices so that it will be more productive. And also this provides variety of information related to this context for who are interested.

RECOMMENDATIONS:

The study has managerial implications by giving insight to managers in HR departments to employ the talented and appropriate significant pool of job applicants. A successful e-recruitment website meets clearly defined goals and provides complete information that draws job seekers, to the site again and again (Seldon, 2011). In addition, the site should be easy to use and designed attractively. On this basis, online recruitment portals should be a main reference for college postgraduates who are looking for jobs by hiring managers and HR expert personnel to focus on core recruitment activities while minimizing costs, improving quality-per-hire, and reducing administrative processing.

CONCLUSION

Having considered all the factors enumerated in this study, it can be concluded that there is a significant positive moderate relationship between perceived usefulness and job seekers' intention to use e-recruitment. And further, it was found that strong positive relationship between perceived ease of use and job seeker's intention to use e-recruitment. In addition to that it was found that, there is no significant relationship between perceived trust and job seekers' intention to use e-recruitment. The focus of this study is on generating applicants that is the first stage. The generating

of talented applicants is one of the most important phases of human resource practice for an organisations. With the help of EFA it is found that the factors which influencing the job seekers' perception towards E-Recruitment portal is accepted.

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