



Perception of jobseekers toward social media Recruitment with respect to Nashik City.

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Abstract: *The Internet has become a driving force for changes in our life. Its benefits motivated Corporate World to adopt online practices. Social media has become a buzz world today. It is not used only for social networking but also for business functions like recruitment. Recruiters are posting job vacancies on various social media sites. Job seekers can grab these opportunities. In this way, social media is solving a significant problem of unemployment in Society. Covid-19 has not only impacted our life but also impacted business functions. Due to the pandemic, the issue of unemployment increased. But at the same time use of the internet and social media sites has increased. Recruiters are making more & more use of social media sites. To make Recruitment & selection successful, jobseekers must respond to recruiters. Therefore, it is a need to understand the perception of Jobseekers on Social media Recruitment. This research paper focused on the perception of Jobseekers on Social Media Recruitment. For this purpose, the data is collected from 110 jobseekers using a convenient sampling method. Data were analyzed using the statistical software SPSS. The study finds out perceived usefulness. This study also finds out the most preferred social media site for recruitment by jobseekers*

Key Words: *Corporate World, Social media Recruitment, Indian Economy, Jobseekers.*

1. INTRODUCTION:

Today, unemployment is a major problem in society. As per the Centre for Monitoring the Indian Economy (CMIE), the unemployment rate in India is 6.43%. Considering the population of India, It is a large figure. To solve this problem, employment is necessary. Recruitment and Selection which is an important function of Human Resource Management provides help for the hiring process.

Recruitment means finding eligible candidates and stimulating them to apply for the job.

There are 2 types of Recruitment methods 1) Internal Recruitment: Recruitment in which the HR manager explores the talent pool within the organization. 2) External Recruitment: The HR manager search for potential and eligible candidate outside the organization using the following 2 methods : 1) Traditional Methods 2) Modern Methods.

Traditional Recruitment Methods includes Newspaper Advertisement, Job Fair, Advertising in magazines, job board or bulletin boards of job advertisement postings, Campus interview, etc,

Advancement in information technology and the internet has influenced our lives in various ways. Similarly, it has impacted business functions. Because of this Recruitment became e-Recruitment. It is popularly known as Online Recruitment. **e-Recruitment / Online Recruitment** means Recruitment by using Internet technology.

For Online Recruitment /e-Recruitment various tools are used as follows:

1) Company Website 2) Social Media 3) Job Portals 4) Mobile Apps 5) Search Engine etc.

This research paper focused on the perception of Jobseekers on Social Media Recruitment.

Social Media are websites or applications with a focus on communication, content sharing, interaction, collaboration, etc. People use social media sites to be in touch with their friends, relatives, colleagues, etc. People can have their networks using social media.



Social media is also used for various business functions marketing products, feedback from customers, etc. Social media is also used as a tool for recruitment. Even if recruiters are using this tool for recruitment an effective process it is necessary to find the perception of the job seekers. It is the need to know the perception of jobseekers towards social media Recruitment. i.e. Does the jobseeker think that Social Media is useful for recruitment?

The objective of the Study:

- 1) To study the Perception of Jobseeker on Social Media Recruitment.
- 2) To understand Jobseeker's most preferred social media for recruitment.

2. HYPOTHESIS:

H0: There is no significant relationship between Jobseeker's age group and the perceived usefulness of social media Recruitment.

H1: There is a significant relationship between Jobseeker's age group and the Perceived usefulness of social media Recruitment.

3. LITERATURE REVIEW:

The study titled "E-recruitment: A Social Media Perspective" (Md. Sajjad Hosain¹*, 2020) revealed that the utilization of social media as another source is getting popular due to the inexpensive availability of information.

The research paper "THE USE OF SOCIAL NETWORKING SITES AS AN E-RECRUITMENT TOOL" (Rajain, 2020) revealed that information quality and popularity are the factors that influence the perception of the jobseeker on social media recruitment.

A research paper titled "Social media recruitment: the role of credibility and satisfaction" proved the mediating effect of credibility and satisfaction and suggests recruitment practitioners emphasize disseminating credibility.

Concept: Social Media :

The research paper "The Use of Social Media in the Recruitment Process" (Broughton, A., 2013) Communication through social media involves the use of an online platform or website (a social networking site) that enables people to communicate, usually for a social purpose, through a variety of services, most of which are web-based and offer opportunities for people to interact over the internet.

Perceived Usefulness concept:

Perceived usefulness (PU). – This was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance their job performance". (Davis, F. D., 1989).

4. METHODOLOGY :

For the evaluation of the Perceived usefulness of social media for recruitment the method used is a survey of job seekers in Nashik. This survey is an effort to evaluate the perception of jobseekers on social media recruitment. In this method, jobseekers were asked their opinion regarding social media recruitment. A questionnaire designed to explore jobseeker's perceptions of Social media recruitment, a questionnaire was designed. For Measuring the views of jobseekers indicated descriptive static analysis was used. The measurement scale consists of variables reflecting Perceived Usefulness. Answers provided by jobseekers are measured using the five-point Likert scale method. This is one of the instruments used for qualitative research. This scale ranges from 1 strongly disagree to 5 strongly agree. The questionnaire is helpful to understand the Perceived usefulness The study followed the descriptive research design. The study included 111 valid responses with the help of a convenient sampling method.

Factors of Perceived Usefulness :

5. Data Analysis:

This section deals with the respondents' demographic analysis with the opinions of job seekers on the various aspects of social media. While performing data analysis reliability was checked. Reliability is the extent to which a variable is consistent in what it is intended to measure. Cronbach's Alpha is the measure of the construct reliability used. An alpha value of more than 0.7 (Alpha > 0.7) is considered to be good (Hair et al., 2010). Reliability test was



carried out using SPSS software and the reliability of the items was measured.

Case Processing Summary

Cases	N	Percent
Valid	111	100.0%
Excluded	0	.0%
Total	111	100.0%

Reliability Statistics

Cronbach's Alpha	N of Items
.77	4

List-wise deletion based on variables in the procedure

The analysis shows that the reliability value is 0.77, so all the items are highly reliable.

The demographic analysis of the respondents was performed and found the following facts.

AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <=25	80	72.1%	72.1%	72.1%
>25 & <=35	6	5.4%	5.4%	77.5%
>35 & <=45	25	22.5%	22.5%	100.0%
Total	111	100.0%		

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	68	61.3%	61.3%	61.3%
Female	43	38.7%	38.7%	100.0%
Total	111	100.0%		

QUALIFICATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Diplome / HSC	24	21.6%	21.6%	21.6%
Graduate	36	32.4%	32.4%	54.1%
Post Graduate	42	37.8%	37.8%	91.9%
PhD	9	8.1%	8.1%	100.0%
Total	111	100.0%		

EXperience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <=5	25	22.5%	22.5%	22.5%
>5 & <=15	31	27.9%	27.9%	50.5%
>15 & <=25	12	10.8%	10.8%	61.3%
5.00	43	38.7%	38.7%	100.0%
Total	111	100.0%		



Out of 111 respondents, 61.3% were male and 38.7% were female which indicates that the selected sample was sufficiently representative of both genders. There were the majority of the respondents 72.1 % from less than 25 yrs. of age group, 5.4% from 26 yrs. - 35 yrs. of age group. There were 22.5 % respondents from 36 yrs. – 45 yrs. However, nobody of them was above 46 yrs. All the respondents were analysed on the basis of educational Qualification, it was found that 21.6 % of them have completed their education till diploma level or 12th std. the others in the category were 32.4 % graduate and 37.8% postgraduate and 8.1 PhD.

Testing of hypothesis

The hypotheses showing the relationship between age group and various factors regarding the perceived usefulness of Social media recruitment were tested by using one-way ANOVA as follows.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Time	Between Groups	4.97	2	2.49	4.47	.014
	Within Groups	60.11	108	.56		
	Total	65.08	110			
Cost	Between Groups	6.30	2	3.15	5.77	.004
	Within Groups	58.95	108	.55		
	Total	65.24	110			
Informationavailability	Between Groups	.30	2	.15	.41	.664
	Within Groups	39.45	108	.37		
	Total	39.75	110			
noofjonbs	Between Groups	2.92	2	1.46	6.45	.002
	Within Groups	24.45	108	.23		
	Total	27.37	110			

6. FINDINGS:

- 1) Time benefit: The ANOVA table shows that for the availability of job opportunities fast on social media, the p-value (denoted by "Sig.") is .014. As the null hypothesis gets rejected if $p(0.014) < \text{Alpha}(0.05)$ so it can be concluded that the time benefit which is one of the factors of Perceived Usefulness has a significant relationship with age group.
- 2) Cost Benefit: The ANOVA table shows that the Cost benefit required for the jobseeker on social media, the p-value (denoted by "Sig.") is .004. As the null hypothesis gets rejected if $p(0.004) < \text{Alpha}(0.05)$ therefore H_0 is rejected. Therefore it can be concluded that the cost-benefit parameter of perceived usefulness has a significant relationship with age group.
- 3) Whole Information Availability: As per the results of ANOVA, Whole Information Availability to the jobseeker on social media, the p-value (denoted by "Sig.") is .664. The null hypothesis gets accepted if $p(0.664) > \text{Alpha}(0.05)$ therefore H_0 is accepted. Therefore it can be concluded that the Whole Information Availability regarding vacancy does not affect the age group of the job seeker. Thus, the null hypothesis is accepted and it can be said that there is no significant relationship between the age of the job seeker and whole information availability.
- 4) A large number of job opportunities: The ANOVA table shows that there is a large number of job opportunities provided by Social Media, the p-value (denoted by "Sig.") is .002. As the null hypothesis gets rejected if $p(0.002) < \text{Alpha}(0.05)$ so it can be concluded that the large no of opportunities factor of perceived usefulness has a significant relationship with the age of the job seeker. Thus, the null hypothesis is rejected

7. CONCLUSION:

There was a large youth population who were searching for jobs on Social Media Site. The study cleared that jobseekers find Social media use as it provides job opportunities quickly. Jobseekers find it useful as it is free of cost & a large no of opportunities are available. But Jobseekers do not think that whole information regarding the job is available.



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