

A Study on Behavioural Analysis of Jobseekers towards e-Recruitment

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ABSTRACT

Today's Web has fashioned a global market in to e-Commerce market due to incredible hasty development into users of the Internet. Technology has made a tremendous development in job market as evident online employment provides an effectual channel to aid the toning between job searchers and recruitment purposes. The progress of Web technology the last few decades has resulted in its rapidly amplified use for both hirer and job seekers. Over the last quite a few years has altered the way companies' conduct of business behavior, with the actions of human resource management. Objective is to find the behavioral intention of job seekers, to examine the demographic variables and challenges faced by jobseekers towards E-recruitment in Anantapur. The A data of 178 respondents for Dasari jobs consulting collected in Anantapur. The significant relation between perceived usefulness and job seeker intention to use E-recruitment process and also significant relation between perceived ease of use and perceived intention. Correlation and Regression Analysis are the tools used to determine behavioral intention, demographic variables and challenges faced by jobseekers.

How to cite this paper: N. Guru Sai Prasad | Dr. P. Basaiah "A Study on Behavioural Analysis of Jobseekers towards e-Recruitment" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-6, October 2022, pp.484-496, URL: www.ijtsrd.com/papers/ijtsrd51905.pdf



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INTRODUCTION

Today more than ever, college graduates are increasingly searching websites for e-recruitment opportunities, and websites are significant tools of the job search and recruitment process. The e-recruitment websites of internet-based companies use the best design and applications for their web pages to encourage college graduates to pursue their recruitment process in a competitive environment. Job is an identification of an Individual in the Society. Due to the rapid increase in population of the country, there is a short fall in giving jobs to all the citizens of the state. According to the statistics of Government of India, up to the September 2018 India had 31 Million unemployed people. As per the survey of National Statistical Office (NSO) in March 2019, India's unemployment rate in urban areas for all ages was 9.3% compared to 9.9% in the trailing three-month period. Hamed Azad Moghddam et al, states that today more than ever, college graduates are increasingly searching websites for e-recruitment opportunities and websites are significant tools of the job search and recruitment process. The e-recruitment

websites of internet-based companies use the best design and applications for their web pages to encourage college graduates to pursue their recruitment process in a competitive environment. Seema 9766 Published by: *The Mattingly Publishing Co., Inc* WadhawanSmrita Sinha (2018) mentioned that, technology has enabled the organizations to search most appropriate and right fit by placing the advertisements or job postings on job portals and social networking sites. These employment portals provide a platform to both job applicants to search for jobs in various organizations at a time and help organizations to find the most appropriate applicants. Dilusha Madushanka Liyanage & Bandula Lanka Galhena (2014) detailed that, many firms now use electronic recruitment (e-recruitment) rather than conventional method of employee recruitment. Moreover, potential job candidates are more interested in searching and applying for job openings through internet. For generating appropriate applicant pool, firms tend to develop attractive, content rich,

easy to use, and user-friendly recruitment through their own website or via job portals.

NEED OF THE STUDY

- At present Behavioral analysis is trending technique to know the behavior of the individual in their own Perspective.
- To analysis the behavior of jobseekers with respect with respect online job portal.

SCOPE OF THE STUDY

- The Study Is To Analyze Behavioral Of Jobseekers Towards E-recruitment.
- The Study Is Based On The Data Collected By Jobseekers Towards E- Recruitment With In DASARI JOBS PLACEMENTS & MAN POWER SUPPLY REGISTERED JOBSEEKES Only In Anantapur.

OBJECTIVES OF THE STUDY

- To examine the role of demographic factors in E-recruitment Process.
- To identify the most preferred job portal by job seekers.
- To observe the challenges faced by the jobseekers in E-recruitment process.
- To analyze the behavioral of jobseekers towards E-recruitment.

HYPOTHESIS

Where H_1, H_{1A} = Alternate Hypothesis

H_0, H_{0} = Null Hypothesis

H1: There is a significant difference among the respondents with different age groups in terms of the adoption (usage) of online recruitment (e-recruitment) portals.

H0: There is no significant difference among the respondents with different age groups in terms of the adoption (usage) of online recruitment (e-recruitment) portals.

H1: There is a significant difference among the respondents with different education in terms of the adoption (usage) of online recruitment (e-recruitment) portals.

H0: There is no significant difference among the respondents with different education in terms of the adoption (usage) of online recruitment (e-recruitment) portals.

H1A: There is a positive relationship between Perceived Usefulness and Job seeker's intention to use e-recruitment.

H10: There is a negative relationship between perceived usefulness and Job seeker's intention to use e-recruitment.

H2A: There is a positive relationship between perceived ease of use and job seeker's intention to use e-recruitment.

H20: There is a negative relationship between perceived ease of use and job seeker's intention to use e-recruitment.

SOURCE OF DATA

Primary Data

The Research Is Analytical And Empirical In Nature And Makes Use Of Primary Data. Primary Data Was Collected From Jobseekers Registered In DASARI JOBS PLACEMENTS & MAN POWER SUPPLY In Anantapur.

Secondary Data

Secondary Data Were Collected From Internet, Journals, and Books Etc.

Sample Size: 178

Sampling Technique: Non-probability Sampling Technique.

TOOLS AND TECHNIQUES

Tools and Techniques:

- Regression analysis
- Correlation

Software Tools:

- SPSS
- MS-EXCEL

LIMITATIONS OF THE STUDY

- The study is limited up to selected job websites in E-recruitment and also this study is limited only dasari jobs placements & manpower supply jobseekers in anantapur.

DATA ANALYSIS AND INTERPRETATION

1. Demographic Profile of the respondent who gave responses on-recruitment

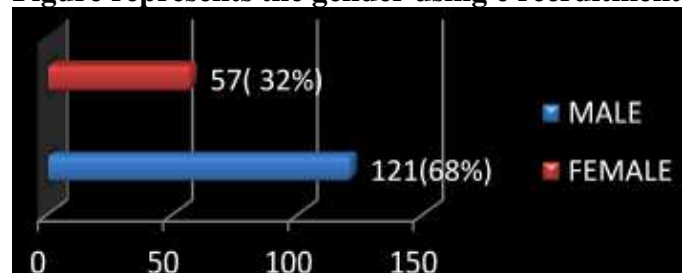
GENDER

Table Represents the gender using e recruitment

Gender	Frequency	Percentage (%)
Male	121	68%
Female	57	32%
Total	178	100%

Source: primary data collected by respondents

Figure represents the gender using e recruitment



Interpretation:

The above table representation shows that 178 respondents in that male 121(68%) and the rest of the 57(32%) were female

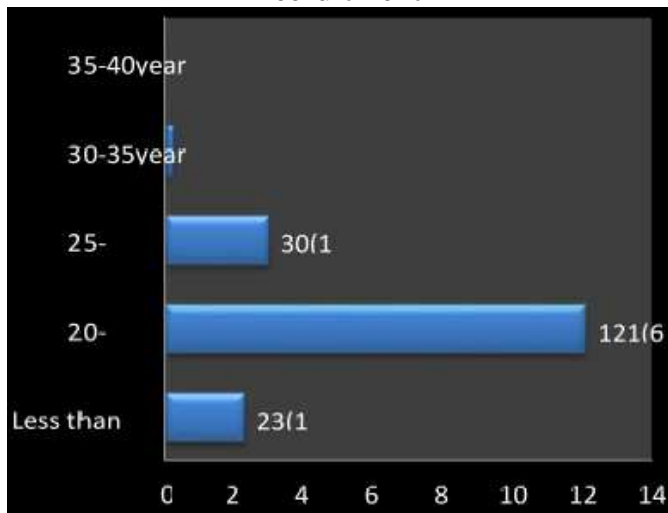
AGE

Table Represents the Age using e-recruitment

age	frequency	percentage
Less than 20 year	23	13%
20-25year	121	69%
25-30year	30	17%
30-35year	4	2%
35-40year	0	0%
total	178	100%

Source: primary data collected by respondents

Figure represents the age group using e recruitment



Interpretation:

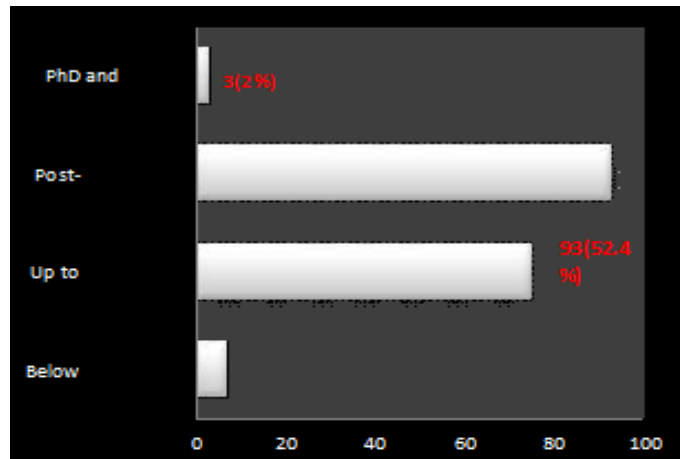
The above table representation shows that 178 respondents in that 23(13%) respondents are less than 20 years, 121(69%) respondents are 20-25 years, 30(17%) belong to 25-30 years of age, 2(1%) belongs to 30-35 years and 0(0%) belongs to 35-40 years.

Qualification

Table. Represents the which Qualification of jobseekers using e recruitment

Qualification	frequency	percentage
Below graduation	7	3%
Up to graduation	73	42.6%
Post-Graduation	93	52.4%
PhD and Above	3	2%
total	178	100%

Source: primary data collected by respondents



Interpretation:

The above table representation shows that 178 respondents in that 7(3%) belongs to below graduation, 73(42.6%) belongs to up to graduation, 93(52.4%) belongs to post graduation, 3(2%) belongs to PhD and above are using e recruitment

Online recruitment (e-recruitment) portal adoption (usage) by age and education

	Sum of square	df	Mean square	F	Sig
Between Groups (age)	104.83	5	20.966	40.319	.000
Within Groups	90.152	173	0.5216		
Total	194.982	178			
Between Groups (education)	82.231	3	27.410	48.172	.000
Within Groups	99.712	175	0.569		
Total	181.12	178			

ANOVA test at the level of significance at 0.01 levels.

Interpretation

Above table based on the significant value it is identified that there is a significant difference with the various age groups respondents in terms of online recruitment (e- recruitment) portal adoption (usage). Hence, the alternate hypothesis is accepted. It can be concluded that online recruitment (e-recruitment) portal adoption (usage) differs with age. Above table based on the significant value it is identified that there is a significant difference in the education level of the respondents versus online recruitment (e- recruitment) portal adoption (usage). Hence, the alternate hypothesis is accepted. It can be concluded that online recruitment (e-recruitment) portal adoption (usage) differs with education.

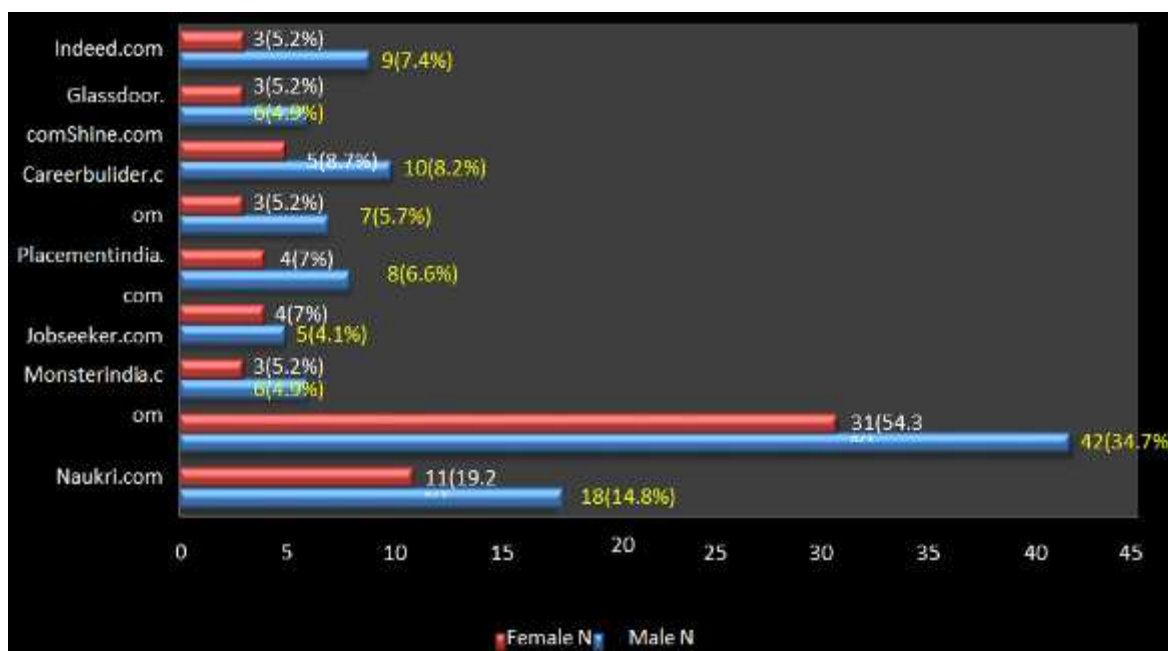
2. Objective: To identify the mostly preferred job portal by job seekers

Association of E-Recruitment site visited between male and female

Table Represents the association of E-Recruitment site visited between male and female

	Male N	Female N	Chi square value	P value
LinkedIn	18	11	1.67	0.89
Naukri.com	42	31		
Monsterindia.com	6	3		
Jobseeker.com	5	4		
Placementindia.com	8	4		
Careerbulider.com	7	3		
Shine.com	10	5		
Glassdoor.com	7	3		
Indeed.com	9	3		
Total	121	57		

Source: using primary data collected to jobseekers



Interpretation:

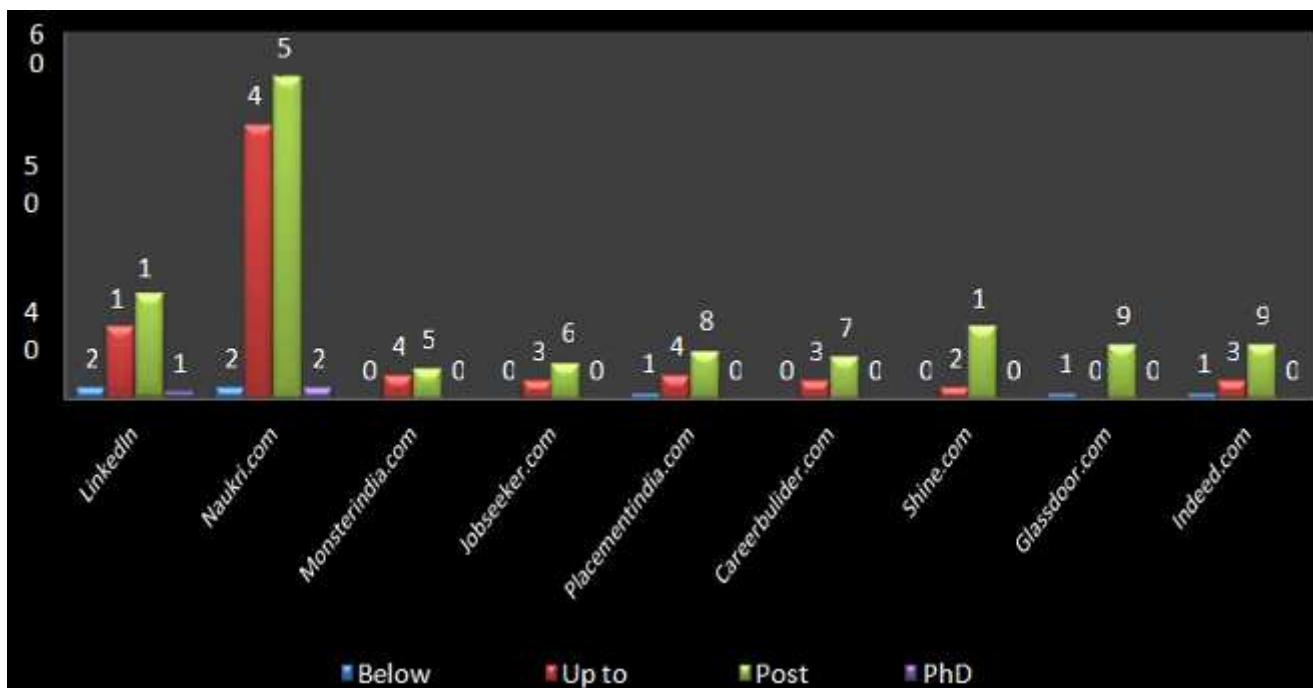
There exist no significant difference between E-Recruitment site visited between male and female at 0.05 Level of significance. Male gives response as LinkedIn (18), Naukri.com (42), Mosterindia.com (6), Jobseeker.com (5), Placementindia.com (8), Careebuilder.com (7) and Shine.com (10), Glassdoor.com (6), indeed (9). Whereas female give responses LinkedIn (11), Naukri.com (31), Mosterindia.com (3), Jobseeker.com (4), Placementindia.com (4), Careebuilder.com (3) and Shine.com (5), Glassdoor.com (3), indeed (3) respectively

Association of E-Recruitment site visited among qualification of the respondent

Table; represents the association Association of E-Recruitment site visited among qualification of the respondent

	Below Graduation N	Up to Graduation N	Post Graduate N	PhD N
LinkedIn	2	12	17	1
Naukri.com	2	45	53	2
Monsterindia.com	0	4	5	0
Jobseeker.com	0	3	6	0
Placementindia.com	1	4	5	0
Careerbulider.com	0	3	7	0
Shine.com	0	2	12	0
Glassdoor.com	1	0	9	0
Indeed.com	1	3	9	0
Total	7	75	93	3

Source: using primary data collected to jobseekers



Interpretation

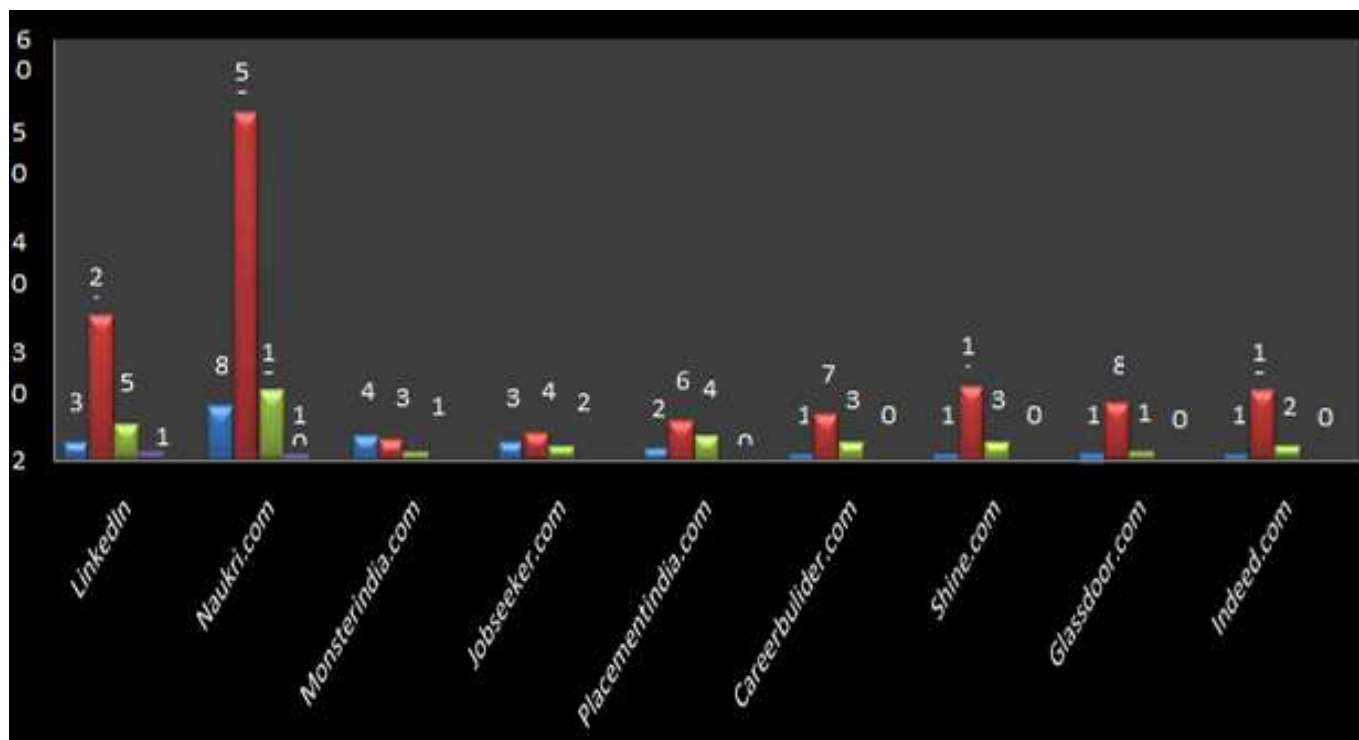
There exist no significant difference (Chi square value = 26. 2, p value=0. 32) between E- Recruitment site visited and qualification of the respondent at 0. 05 level of significance. Below graduate respondent gives response as LinkedIn (1), Naukri.com (1), Mosterindia.com (0), Jobseeker.com (1), Placementindia.com (0), andShine.com (1), glassdoor.com (0), indeed.com (1). Graduate respondent give responses as LinkedIn (12), Naukri.com (40), Mosterindia.com (4), Jobseeker.com (3), Placementindia.com (4), Careebuilder.com (3) andShine.com (3) glassdoor.com (3), indeed.com (3), Post Graduate respondent give responses as LinkedIn (17), Naukri.com (53), Mosterindia.com (5), Jobseeker.com (6), Placementindia.com (8), Careebuilder.com (7) and Shine.com (12) glassdoor.com (9), indeed.com (9), PhD respondent give responses as a Naukri.com (1), only

Association of E-Recruitment site visited among age of the respondent

Table: represents the 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	3	21	5	1	0
Naukri.com	8	50	10	1	0
Monsterindia.com	4	3	1	0	0
Jobseeker.com	3	4	2	0	0
Placementindia.com	2	6	4	0	0
Careerbulider.com	1	7	3	0	0
Shine.com	1	11	3	0	0
Glassdoor.com	0	8	1	0	0
Indeed.com	1	10	1	0	0
Total	23	120	30	2	0

Source: using primary data collected to jobseekers



Interpretation

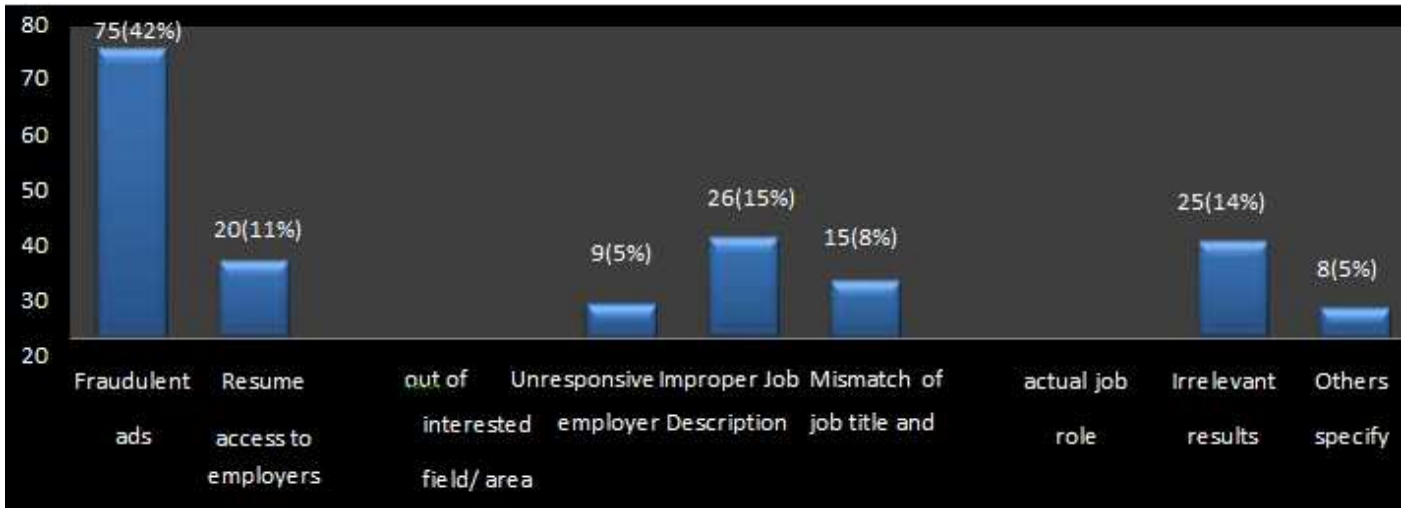
Chi square value = 53.9, p value=0.00(Significant)

The significant difference found (Chi square value = 51.4, 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 (3), Naukri.com (8), Mosterindia.com (4), and Shine.com (3), Respondent with age 20-25 years give responses as LinkedIn (21), Naukri.com (50), o t h e r Respondent with age 25-30 years give responses as LinkedIn(5), Naukri.com (10) And other Respondent with an age 30-35 years gives response as LinkedIn(1), Naukri.com (1), and other

- 3. **Objective:** To observe the challenges faced by the jobseekers in E-recruitment process at Anantapur region
Challenges faced by the jobseekers during process

Table: represents the challenges faced by the jobseekers during process

	Frequency	Percentage (%)
Fraudulent ads	75	42
Resume access to employers out of interested field/ area	20	11
Unresponsive employer	9	5
Improper Job Description	26	15
Mismatch of job title and actual job role	15	8
Irrelevant results	25	14
Others specify	8	5
	178	100



Interpretation:

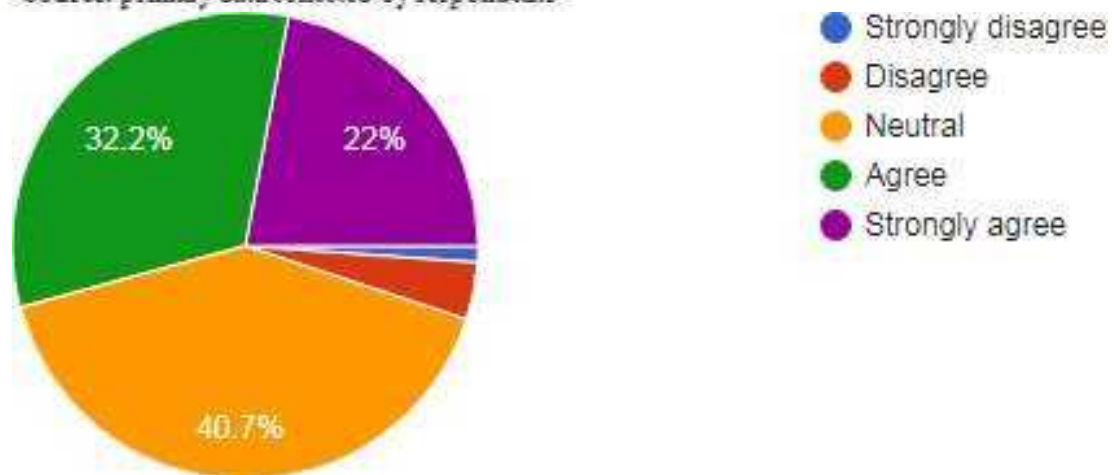
The above table represents the most of the challenges faced by jobseeker are fraudulent ads 75(42%), 20(11%) belongs to resume access to employers out of interested filed, 9(5%) belongs to unresponsive employer, 26(15%) belongs to improper job description, 15(8%) belongs to Mismatch of job title and actual jobrole, 25(14%) belongs to irrelevant results, remaining are other reasons.

4. Objective: To analyze the behavioural of jobseeker towards E-recruitment

Using e-recruitment sites helps to get Job updates

Using e-recruitment sites helps to get Job updates	Frequency percentage
Strongly disagree	0(0%)
Disagree	7(3.9%)
Neutral	71(39.8%)
Agree	57(32%)
Strongly agree	42(23.5%)
Total	178(100%)

Source: primary data collected by respondents



Interpretation:

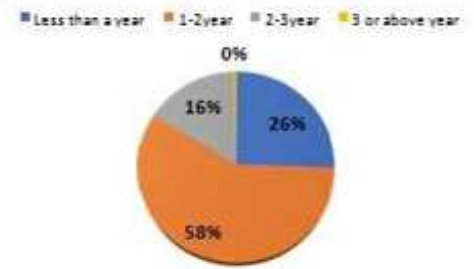
The above table representation shows that 178 respondents 57 belongs to agree, 71 belongs to neutral, 42 jobseekers are strongly agree, 7 belongs to disagree and there is no strongly disagree, finally maximum respondents are agree

Time period of using the E –Recruitment sites

Time period of using the e-recruitment sites	frequency	Percentage (%)
Less than a year	48	26
1-2year	107	58
2-3 year	29	16
3 or above year	0	0
total	178	100

Source: primary data collected by respondents

Time period of using the e-recruitment sites



Interpretation

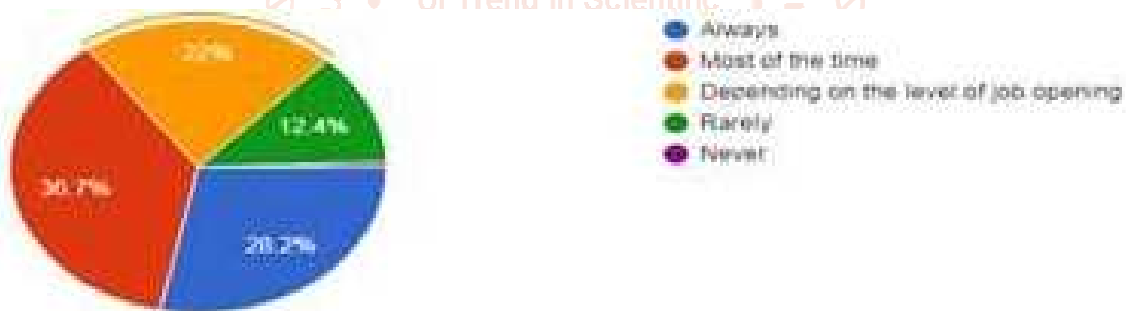
The above table representation shows that 178 respondents in that 48(26%) belongs to less than a year, 107(58%) belongs to 1-2 years, 29(16%) belongs to 2-3years and there is no using 3 or above.

Use of E – Recruitment

Table. Represents the usage of e recruitment

Usage of e recruitment	frequency
Always	50
Most of the time	64
Depending on the level of job opening	39
Rarely	24
Never	1
Total	178

Source: primary data collected by respondents



Interpretation:

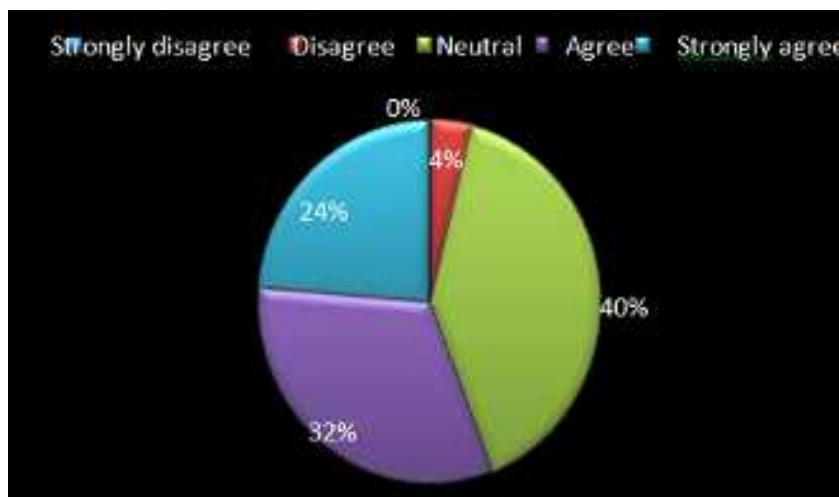
The above table represents the usage of jobseekers e recruitment portal are 36% of jobseekers are most of the time using, 28.2% jobseekers are always using, 12% belongs to rarely using, 22% jobseekers are depending on the level of job opening are using.

Using e-recruitment sites helps to get Job updates

Table. Represents the using e recruitment sites helps to get job updates

Using e-recruitment sites helps to get Job updates	Frequency
Strongly disagree	0
Disagree	7
Neutral	71
Agree	57
Strongly agree	42
Total	178

Source: primary data collected by respondents



Interpretation:

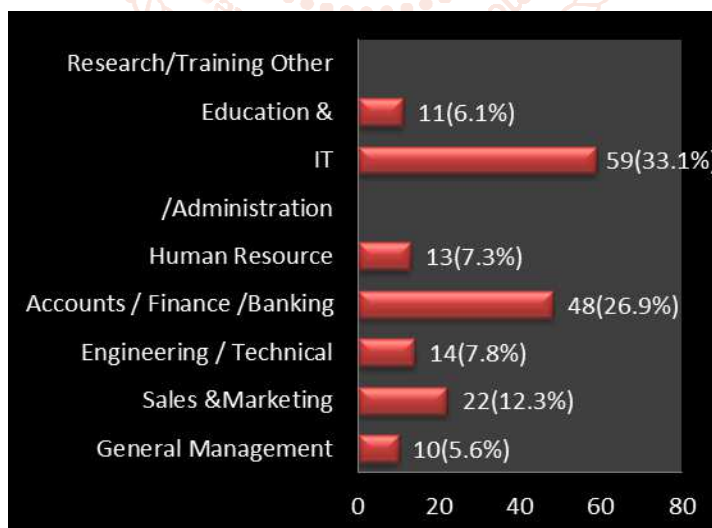
The above table representation shows that 178 respondents 57 belongs to agree, 71 belongs to neutral, 42 jobseekers are strongly agree, 7 belongs to disagree and there is no strongly disagree finally maximum respondents are agree.

Filed applied for

Table: represents the field applied most of jobseekers

	FREQUENCY
General Management	10
Sales &Marketing	22
Engineering / Technical	14
Accounts / Finance /Banking	48
Human Resource /Administration	13
IT	59
Education & Research/Training Other	11
others	1
	178

Source: primary data collected by respondents



Interpretation

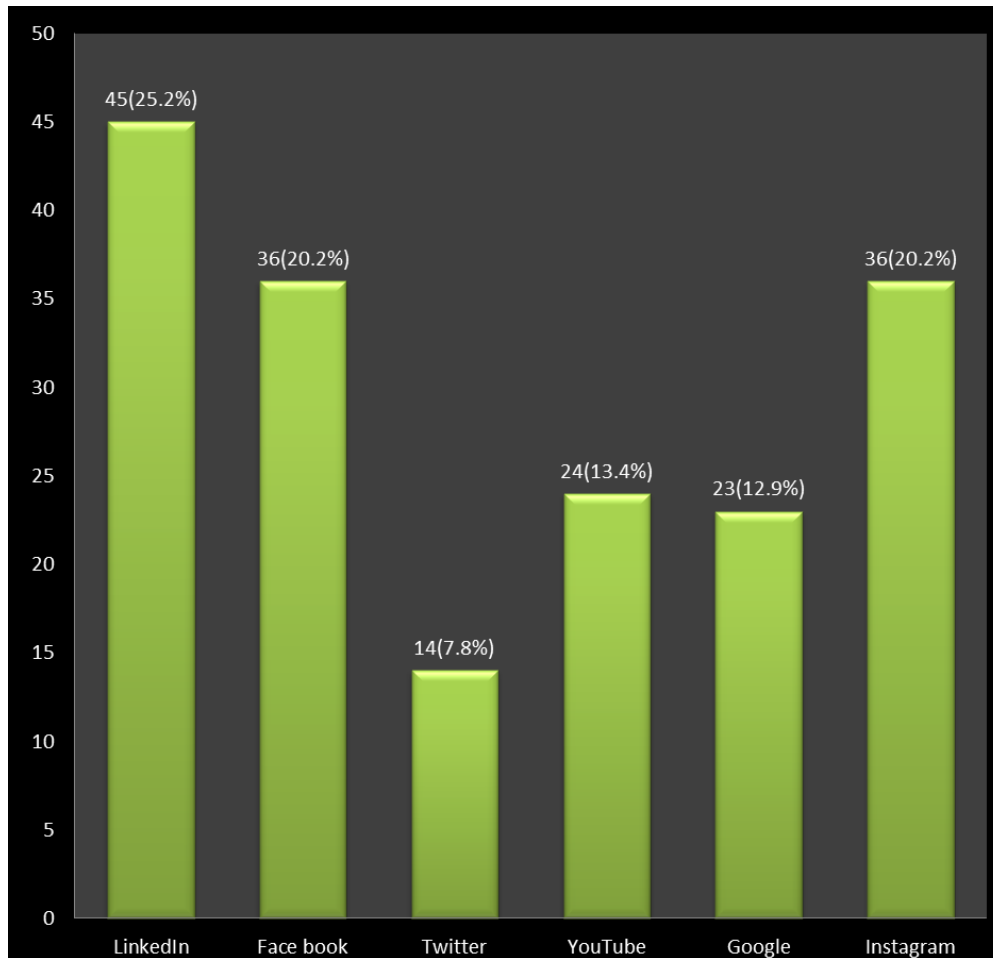
The above table represents the out of 178 response most of the jobseekers are applied for IT sector(59(33.1%)), followed by Accounts / Finance /Banking (48(26.9%)), and followed by Sales &Marketing, Human Resource /Administration, Engineering / Technical, Education & Research/Training Other, and General Management respectively.

Best social networking website to use for recruiting

Table: represents the best social networking website to use for e recruiting

	frequency
LinkedIn	45(25.2%)
Face book	36(20.2%)
Twitter	14(7.8%)
YouTube	24(13.4%)
Google	23(12.9%)
Instagram	36(20.2%)
total	178(100%)

Source: primary data collected by respondents



Interpretation

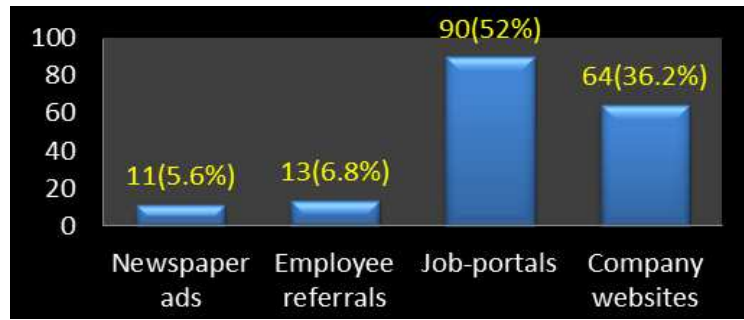
The Above Table Represents The Best Social Networking Website To Use E Recruitment Are Mostly LinkedIn.com Are Using And Second Site Is Face book, Third Site Is YouTube, Fourth Site Is Integra And Fifth Site Is Twitter.

Which of the following do you think is more reliable/ best method of recruitment?

Table: represents the more reliable/ best method of recruitment.

	frequency
Newspaper ads	11(5.6%)
Employee referrals	13(6.8%)
Job-portals	90(52%)
Company websites	64(36.2%)
	178(100%)

Source: primary data collected by respondents



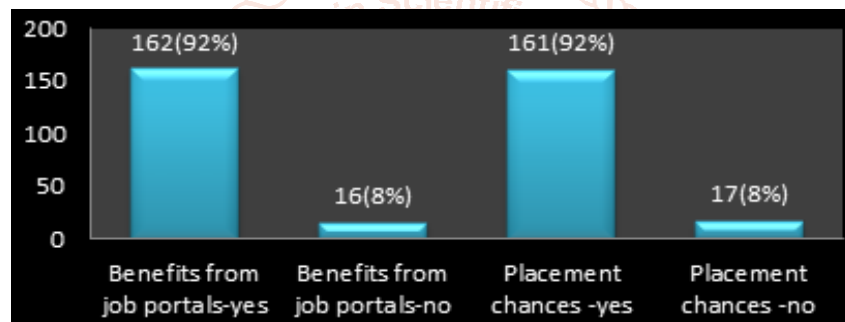
Interpretation

The above table represents the most of the jobseekers are prefer job portals, second most are company websites, and next are employee referrals and newspaper ads respectively.

BENEFITS FROM JOB PORTALS and PLACEMENTCHANCES

Table: represents the benefits and placement chances from job portals

BENEFITS FROM JOB PORTALS and PLACEMENT CHANCES	Frequency
Benefits from job portals-yes	162(92%)
Benefits from job portals-no	16(8%)
Placement chances -yes	161(92%)
Placement chances -no	17(8%)
	178(100%)



Interpretation

The above table represents the most of the jobseekers are benefited from job portals and also highly placed

Mean, Median, SD, Skewness, Kurtosis

Table: Mean, Median, SD, Skewness, Kurtosis

	Mean	SD	Skewness	Kurtosis
Perceived of Usefulness	14.23	2.34	-0.12	-0.80
Perceived Ease of Use	11.24	2.65	-0.41	0.26

Interpretation

Maximum mean was found for Perceived of Usefulness (Mean=14. 23, SD=2. 34) followed by Perceived Ease of Use (Mean=11. 24, SD=2. 65). Skewness vary from -0. 12 to -0. 41 and whereas Kurtosis vary from -0. 80 to 0. 26. All variables have negative skewness and have value within limit of normality±1.

Perceived Usefulness

Table: Correlation Statistics of Perceived Usefulness

		Intention to Use	Perceived Usefulness
Intention to Use	Pearson Correlation	1	.466*
	Sig. (1-tailed)		.000
	N	178	178
Perceived Usefulness	Pearson Correlation	.466*	1
	Sig. (1-tailed)	.000	
	N	178	178

** . Correlation is significant at the 0.01 level (1-tailed).

Interpretation

As shown in the table Pearson Correlation coefficient between Perceived Usefulness and Intention to Use is 0.46. It suggests that there is a significant moderate positive relationship exists between Perceived Usefulness and Intention to Use. As the above table shows, the significant value is smaller than the desired level of significance. 0.01) at 95% confidence level, the resulted correlation coefficients, 0.46 is statistically significant. Therefore, alternative hypothesis (H1A) is accepted and rejecting the null hypothesis.

Table: Regression Model Summary-Perceived Usefulness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 ^a	.310	.301	.61021

According to table R Square stands for 0.310 which state that there is 31% of positive impact of perceived usefulness on job seekers' intention to use e-recruitment.

Perceived Ease of Use

Table: Correlations Statistics of Perceived Ease of Use

		Intention to Use	Perceived Ease of Use
Intention to Use	Pearson Correlation	1	.707**
	Sig. (1-tailed)		.000
	N	178	178
Perceived Ease of Use	Pearson Correlation	.707**	1
	Sig. (1-tailed)	.000	
	N	178	178

** Correlation is significant at the 0.01 level (1-tailed).

Interpretation

above Table indicates that the correlation coefficient between perceived ease of use and intention to use is .707. It suggests that there is a significant strong positive relationship exists between perceived ease of use and intention to use. As the table shows, the significant value (.000) is lower than the desired level of significance. 0.01) at 99% confidence level, the resulted correlation coefficients, .707 is statistically significant. Therefore, alternative hypothesis (H2A) is accepted and rejecting the null hypothesis.

Table: Regression Model Summary Perceived Ease of Use

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.580	.520	.59201

According to table R Square stands for 0.580 which state that there is 58% of positive impact of perceived ease of use on job seekers' intention to use e-recruitment.

FINDINGS:

- From the study, it is inferred that the mostly male respondents using online recruitment (e-recruitment) portal compare to the female respondents
- From the study it is inferred that the respondents using online recruitment portals are mostly post-graduates and graduates
- From the study there exist no significant difference between E- Recruitment site visited between male and female at 0.05 level of significance. Naukri.com and LinkedIn were mostly used e-recruitment portals by male and female.
- From the study there exist no significant difference between E- Recruitment site visited and qualification of the respondent at 0.05 level of significance. Naukri.com and LinkedIn were mostly used e-recruitment portals by post graduate and under graduate.
- From the study the challenges faced by the jobseekers using e-recruitment process are fraudulent ads
- From the study most of the jobseekers are applied for IT sector, followed by Accounts / Finance /Banking sector.
- From the study there is a significant moderate positive relationship exists between Perceived Usefulness and behavior Intention to use.
- From the study there is a significant strong positive relationship exists between Perceived Usefulness and behavior Intention to use.

SUGGESTIONS:

- 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
- According to the findings of current study, perceived usefulness and perceived ease of use influence to the job seekers' intention to use 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 jobseekers
- 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 services.
- The perception of the job seekers differs from a person to another individual and the perception of the job seekers is influenced by the content quality, ease of navigation and search Engine optimization of the online portals. Online portal service providers ensure the reliability of the information that is posted by them.

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. 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, including recent graduates for management trainee positions. The objective of this study was to examine the factors affect to job seekers' intention to use e-recruitment. The result found that there are two factors namely job seeker's perceived usefulness and perceived ease of use impacted to job seekers' intention to use e-recruitment. The objective we study the jobseeker's perception towards E-recruitment and also examine the role of demographic variables and challenges faced by the jobseekers in E-recruitment process. Naukari.com and LinkedIn.com are mostly preferred websites by comparing others.

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