Awareness and Effectiveness of Social Media Recruitment

(A Study with Special Reference to "Few Social Networking Sites among Jobseekers" in Chennai City)

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Abstract

This article explains that the organizations are carried out recruitment process by using social media networking sites. Social networking sites are used to facilitate and improve process of recruitment method in HR management. Social networking sites address the needs of employers and job-seekers via internetworking on electronic platform likes face book, twitter, LinkedIn, naukri.com, and monster.com means which increase the speed of employment, reducing the cost of recruitment, huge availability of jobseekers and improve the quality of recruitment and services. This paper describes awareness and effectiveness of the recruitment through social media among job seekers. Social Media in recruiting process is a win-win situation for both company and potential candidates. This paper will focus on the most popular social media platforms: Naukri, Linked In, Jobster, Jobrapido, Career Builder, Monster and Jobs 2 Careers. The scope of study was limited to Chennai. The sample of study was confined to 200 job seekers. Statistical tools such as Percentage Analysis, Multiple Regression Analysis, One-Sample Kolmogorov-Smirnov Test, Friedman Test and Kendall's W Rank Test have been used for the study to know how to use social media in job seeking and career development? And to know the awareness of various social media sites. Path analysis have also been applied to know job seekers' awareness about social media recruitment, and how it would be effective.

Keywords - Recruitment, Social Media Networking Sites, Job seekers, Awareness, Effectiveness

Introduction

"Social media is like a goldmine of information. In future, it will not only emerge as a strong source for hiring but also serve to enhance the employer brand," says SY Siddiqui, chief operating officer - Maruti Suzuki India.

The recruitment and selection process was the main reason for the success of any company as right person for the right job is identified. Many companies as well as employees were willing and wished for an improved way of recruitment process, thus E-Recruitment helped them. As at present many people have their profile in many Social Media, it not only helps them to relax, know about many product but also helps in sharing information and helps in recruitment process. This has simplified the recruitment process for both jobseekers and employers, as for as jobseekers they can get information based on vacancies from their present place and employers get a right person for the right job by being at office both need not go in search for other. Social Media tool thus helps in recruitment and it is a highly effective tool and would help the future generation also as now the networking is in everyone's hand at all time and place.

Scope of the Study

1. The geographical scope of the study is restricted on different areas of Chennai.
2. The scope of the study is restricted on few Social Networking Sites.
3. All the analysis and suggestions are based on the analysis of both primary and secondary data.
4. To study the increasing scope of business and to search potential employees for the companies.
5. Job seekers' awareness on different Social Networking Sites as a recruitment tool.
6. Effectiveness of Social Media on Recruitment in Job seekers' point of view.
7. The Social Networking Sites are still studying the Job seeker's needs and wants and are still working on satisfying their needs and wants.

Research Questions

The following questions are investigated:

1. How is awareness about Social Networking Sites for recruitment among job seekers?
2. Which Social Networking Sites are mainly used for recruitment purposes?
3. What are important criteria for recruitment via Social Networking Sites?

4. What are the reasons for the job seekers to make Social Media as a Critical Recruiting Tool?
5. Which Social Networking Sites are used by the job seekers?
6. Which qualities of Social Networking Sites lead to effective recruitment?

Research Methodology

Research Design

Research Design adopted in this study is Exploratory Study.

Sample Design

The sampling design consists of target population, sampling location, sampling elements, sampling technique and sampling size.

Sample Size

For the study, sample sizes of 200 respondents were selected in Chennai City.

Sampling Method

Simple random sampling was used, based on the willingness and availability of the respondents.

Method of Data Collection

To find out answer to the research question, both primary and secondary data were collected.

➢ *Primary Data:*

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material. For the purpose of collection of primary data, a well-structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as open ended questions.

Reliability Analysis:

There are several different reliability co-efficient. One of the most commonly used is Cronbach's Alpha, which is based on the average correlation of item with a test if the items are standardized. If the items are not standardized, it is based on the average covariance among the item. Because Cronbach's Alpha can be interpreted as a correlation co-efficient, it ranges in value from 0-1.

Table 1

Table Showing Reliability Statistics

Cronbach's Alpha	N of Items
.743	64

Reliability analysis for this study satisfies the Cronbach's Alpha acceptable range of above 0.5. The reliability co-efficient for the items are **0.743**. Hence the research work proceeded with the structured questionnaire.

• *Secondary Data:*

Secondary data were collected from various books, magazines, journals websites, and previous research related to social media recruitment was also used in the study.

Statistical Tools Applied

The statistical tools are used for the analysis are:

• Percentage Analysis,
• One-Sample Kolmogorov-Smirnov Test,
• Kendall's W Test, Friedman Test,
• Linear Regression,
• Path analysis.

Limitations of the Study

Any research study will be restricted in scope by particular inherent limitations that are participated by the choice of the research design, sampling procedure and respondents selection. This study has the following limitations.

• Survey was limited to Chennai city only.

• The sample size is limited to 200 job seekers.

• Time is one of the major limitations. Utmost care was taken to choose the correct information from the job seekers.

Review of Literature

1. Somasekharan T M and Dr. K.Kumathadevi (2016) presented a report on the topic "A Study on Recruitment through Social Media". The study mainly concentrates on the number of people using social media to find jobs and try to find out its growth in past present and near future. The study concludes that social media now plays a key role in the evaluation of individuals. Because of social media sites are proliferating and changing rapidly, there has been a discussion about how recruiters and companies will have to work more closely; in order to take full advantage of the hiring solutions it can offer.

2. Leah Taylor (2014) presented a report on the topic "The Use of Social Networking Sites by Jobseekers". The research objectives are to: investigate if and how social networking sites such as Facebook, LinkedIn and Twitter are actively used in job seeking; evaluate the use of Social Networking Sites rather than traditional methods for job seeking and identify the Legal and ethical issues associated with job seeking via social networking sites. The research concludes that SNS is obviously on the rise in regards to job seeking and recruitment; however, not even half the people use SNS for finding jobs. But in near future there might be a gradual rise regarding job seekers using SNS for searching for a job and rise in recruitment process.

3. Mohan Parthasarathy and Dr. Sameer Pingle (2014) presented a report on the topic "Study of Talent Acquisition Practices – A Review on Global Perspective". This paper had tried to examine and review the research papers which shares global perspective about different strategies of Talent acquisition and also its implications. The main objective of the study is to study the different TA Techniques or practices of corporate houses and the techniques that commonly exist with an insight of global perspective. The research is concludes as, Like other countries, Organisations in India, also need to concentrate on Talent Acquisition and start strategizing their existing model of Acquisition. This would help the companies to compete globally.

Analysis and results

1. Percentage analysis

Table 2

Demographic Details of the Respondents

Demographic Details		Frequency	Percentage
Gender	Male	90	45
	Female	110	55
	Total	200	100
Age	Up to 25	102	51
	26 – 35	74	37
	36 – 45	12	6
	46 – 55	12	6
	Total	200	100
Educational ' Qualification	UG	48	24
	PG	76	38
	Professional	76	38
	Total	200	100.0
Job Seekers	Employed	152	76
	Unemployed	17	8.5
	Student	31	15.5
	Total	200	100
	Less than 10000	19	9.5
	10001 – 20000	25	12.5
Monthly Income	20001 – 30000	35	17.5
	30001 – 40000	24	12
	40001 – 50000	13	6.5
	More than 50000	52	26
	Blank	32	16
	Total	200	100
Experience	< 1 Year	18	9
	1 – 3 Years	50	25
	> 3 Years	84	42
	Blank	48	24
	Total	200	100

Table 3 shows the demographic details of respondents. Respondents have been classified based on gender, Age Educational Qualification of Job Seekers, Monthly Income and Experience.

2. One-Sample Kolmogorov-Smirnov Test – **The most important search options (criteria) when browsing on a Social media for recruitment:**

Table 3

Particulars	Mean	Rank
Job title	3.19	1
Skills requested	3.39	2
Activity of the company	4.46	3
Location	4.51	4
Name of the company	4.61	5
Career development	4.94	6
Experience requested	5.98	8
Salary	4.94	6

From the above table it is found that the job seekers give more importance to Job Title, next to Skills Requested, next to Activity of the Company, next to Location, next to Name of the Company, next to Career Development and Salary and lastly they give importance to Experience Requested.

3. *Kendall's W Test* – **The social media sites occupy the place in recruitment process :**

Table 4

Particulars	Mean	Rank
Naukri	2.23	1
Linked In	3.04	2
Jobster	4.61	5
Jobrapido	4.89	7
Career Builder	4.37	4
Monster	4.13	3
Jobs 2 Careers	4.76	6

It is observed from the table 5 that as per Kendall's W test, preference of social media networking sites are ranked. The first preference is given to Naukri, followed by Monster, Career Builder, Jobster, Linked In, and Jobs 2 Career, are ranked as second, third, fourth, fifth and sixth. The least preference is given to Jobrapido by job seekers for Recruitment purpose.

4. *Friedman Test* – **Uses of social media in job seeking and career development:**

Table 5

Particulars	Mean	Rank
Information about open positions / internships	2.60	1
Possibility of creating and updating CV	3.05	2
Current employee profiles and interviews	3.92	3
Work place profiles	4.39	4
Information about the company	4.47	5
Tips for job hunting	5.50	6
Possibility of asking for more information regarding the position	5.58	7
Communicating with the recruiter or prospective supervisor for some information.	6.26	8

From the above table inferred that the job seekers while seeking for a job or for developing their Career in Social Media sites they give prime importance to information about open positions/ internships, possibility of creating and updating CV and current employee profiles and interviews. The fair consideration was given to workplace profile, information about the company and tips for job hunting. The least importance was given to possibility of asking for more information regarding the position and communicating with the recruiter (or) prospective supervisor for some information.

5. Regression Analysis

Job Seekers have Influence on Awareness of Social Media Recruitment

Table 6

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Frequency of changing job	(Constant)	2.096	.076		27.620	.000
	Jobseekers	.684	.048	.711	14.225	.000
Access to internet	(Constant)	1.100	.033		33.571	.000
	Jobseekers	-.036	.021	-.122	-1.734	.084
Keeping profile in social networking sites	(Constant)	1.807	.224		8.065	.000
	Jobseekers	.210	.142	.105	1.484	.139
Frequency of using social networking sites	(Constant)	2.603	.162		16.068	.000
	Jobseekers	-.017	.103	-.011	-.162	.872
Open to offer of job when arises	(Constant)	1.471	.061		23.968	.000
	Jobseekers	-.169	.039	-.295	-4.352	.000
Mode of security (or) looking for job	(Constant)	3.376	.332		10.157	.000
	Jobseekers	-.026	.210	-.009	-.124	.902

The above table shows that frequency of changing job and open to offer of job when arises are significant at 5% level. Hence, job seekers have influence on frequency of changing job and open to offer of job when arises. The other variables for awareness of social media recruitment have not influenced by job seekers.

Having Profiles in Social Networking Sites on Effectiveness of Social Media Recruitment

Table 7

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Reliability	(Constant)	3.430	.094		36.440	.000
	Keeping profiles in social networking sites	.038	.037	.074	1.051	.295
Transparency	(Constant)	3.382	.096		35.212	.000
	Keeping profiles in social networking sites	.002	.037	.004	.053	.957
User friendly	(Constant)	2.851	.147		19.452	.000
	Keeping profiles in social networking sites	.066	.057	.082	1.160	.248
Customized approach	(Constant)	3.126	.134		23.401	.000
	Keeping profiles in social networking sites	.059	.052	.080	1.133	.259
Convenient	(Constant)	4.226	.091		46.364	.000
	Keeping profiles in social networking sites	-.022	.035	-.044	-.613	.540

The p-values of all the variables are not significant at 5%. Hence, having profiles in social networking sites did not have any impact on effectiveness of social media recruitment such as reliability, transparency, user friendly, customized approach and convenient.

Job Seekers have Influence on Effectiveness of Social Media Recruitment

Table 8

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Reliability	(Constant)	3.576	.117		30.629	.000
	Jobseekers	-.045	.074	-.043	-.603	.588
Transparency	(Constant)	3.533	.117		30.069	.000
	Jobseekers	-.103	.074	-.098	-1.387	.167
User friendly	(Constant)	3.041	.182		16.738	.000
	Jobseekers	-.033	.115	-.020	-.286	.775
Customized approach	(Constant)	3.418	.165		20.699	.000
	Jobseekers	-.123	.104	-.083	-1.176	.241
Convenient	(Constant)	4.146	.113		36.742	.000
	Jobseekers	.025	.071	.025	.346	.729

The p-values of variables of effectiveness of social media recruitment are not significant at 5% level. Hence, job seekers have no influence on effectiveness of social media recruitment.

6. Path Analysis

Path analysis has been applied to show the graphical representation of influence of jobseekers on awareness and on effectiveness of social media recruitment; and also influence of having job profiles on social networking sites on effectiveness of social media recruitment.
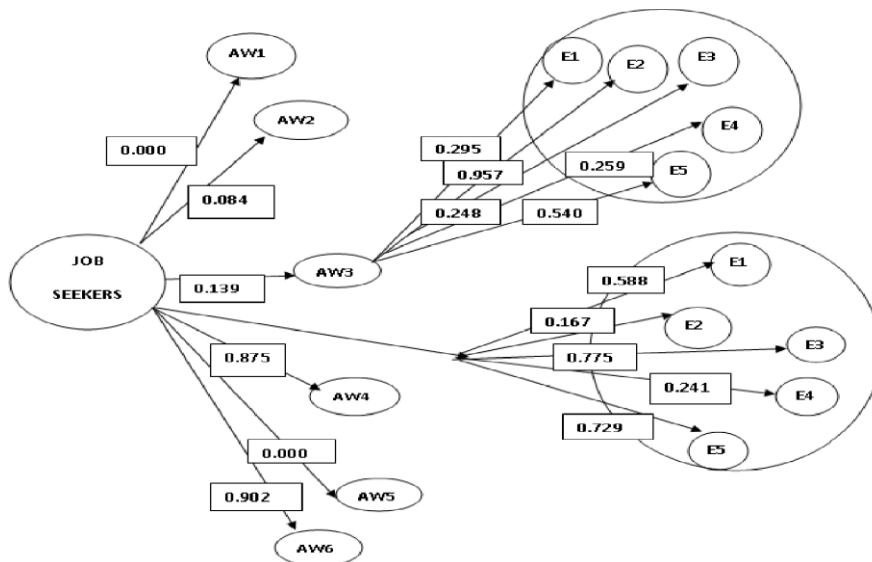

Diagram 1: Job seekers on Awareness & effectiveness of social media recruitment, Awareness on Effectiveness of Social Media Recruitment

AW1 - How frequently you have been changing the job?   **E1**- Reliability

AW2 - Do you access internet daily?   **E2**- Transparency

AW3 - Do you have profiles on any of the following Social

Networking Sites?   **E3**-User Friendly

AW4 - How frequently you use these sites?   **E4**-Customized

AW5 - Would you still be opened to an offer of job when arises?   Approach

AW6 - How did you secure or looking for job?   **E5**- Convenient

Lined arrows are showing the significance of Job seekers to awareness and effectiveness of social media recruitment. The criteria and predictors shown in the model are described below:

(i) Awareness of social media recruitment taken as criterion and job seekers as predictors.
(ii) Effectiveness of social media recruitment as the criterion and all job seekers as the predictors.
(iii) Effectiveness of social media recruitment as criterion and Awareness of social media recruitment as predictors.

The results of the model are explained below:

(i) Job seekers have influence on frequently changing the job and still be opened to an offer of job when arises.
(ii) Job seekers have no influence on accessing internet daily, profiles on social networking sites, and frequent use of sites and source of looking for job.
(iii) Job seekers have no influence on effectiveness of social media recruitment [Reliability, Transparency, User Friendly, Customized Approach and Convenient].
(iv) Various social media sites do not have influence on effectiveness of social media recruitment [Reliability, Transparency, User Friendly, Customized Approach and Convenient].

Suggestions

Suggestions for Social Networking Sites:

- Job seekers want some more privacy in seeking job.
- They feel that social media should recommend for the appropriate job, that is, correct job for the correct Qualification.
- Social net working sites must see to that personal information are not taken by some hackers group to cheat job seekers.

Suggestions for Job Seekers:

- Seekers should present precise information in Resume and should upgrade/amend the same whenever it is needed and post in social media.
- Since social media is being accessed by many people the job seekers must be careful and see that no one uses their profile.
- Job Seekers should be beware of fraudulent job opportunities; unless and until get confirmation from the firm. There might be a chance that the hackers may get information from social media and send orders for job by taking money from the seekers.
- Job seekers should start to searching the jobs on such social networking sites, instead of using those sites for chatting purpose, depending on campus recruitment, roaming for the jobs from place to pace etc. They should make use those.

Suggestions for Recruiters:

- Recruiters must see to that they select a right person for the right job before calling job seekers for an interview after looking into their profile.
- If the recruiter is rejecting job seekers after looking into their profile in social media; they should give a reason and allow the job seekers to say their view before rejecting them as whatever recruiter might have seen may not be true or a duplicate profile created by hackers.
- Recruiters should have the records and predict about the social networking sites by popularity and usage wise. Using social networking sites for recruitment purposes requires site maintenance, in order to ensure that queries are answered relatively, promptly and sites are updated.

Conclusion

For past few year whenever recruitment topic was discussed it had its own importance in companies and it had stood as the major factor for the success of the companies. Recruitment helps to identify and stimulate prospective candidates to apply for the right jobs. The past researches had certain point about traditional recruitment; there were both positives and negatives. The researches were suggesting Social Media to help in recruitment process too; as it might help the companies to recruit prospective candidates for right job easily and also help the job seekers to identify their appropriate job.

In recent years Social Media helps the companies as well the job seekers in recruitment process. From the above study it is found that there is awareness about social media recruitment among job seekers and is effective. Even though there are some disadvantages, which is negligible. By seeing its merits like cost effective, time saving, etc., Social Media is very useful. If companies start to adopt this method, management can study candidates' psychology- lot of information that is available on these sites can be used for understanding the psychology of the potential candidates and thus helps the company in understanding the employee-job-fit. This will not only give a boost to successful recruitment but also help in enhancing employee retention initiatives.

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