

## AN OPINION STUDY ABOUT E-RECRUITMENT AMONG WOMEN JOB SEEKERS – “AN EMPIRICAL STUDY IN COIMBATORE CITY”

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### ABSTRACT

We are living in the computer age; Organizations are beginning to depend on the Internet for all types of business activities including online recruitment – more popularly referred to as E-recruitment. E-Recruitment describes a range of e-business technologies designed specifically for recruiters who encourage new candidates to apply for jobs online. Online job sites have revolutionized the recruitment landscape for both employers and job seekers and largely increased the efficiency with which hiring decision can take place. Recruitment through [World Wide Web](#) (WWW) provides global coverage and ease. The use of online recruitment methods is now widespread among many organizations and it helps for a better understanding of where the talent congregates. One of the key challenges of using online job applications is that many candidates see the internet as a way to apply for multiple jobs without adequately addressing the selection criteria. In terms of HRM, the internet has radically changed the recruitment function from the organizational and job seekers' perspective. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Job seekers get benefited with the internet era and start searching the jobs on internet. This study examines the result of a survey on how users utilize e-recruitment to search for jobs and their perception to pursue the job. A sample of fifty final year students who are pursuing under graduation and post graduation answered the questions regarding their intention of using the e-recruitment.

**KEYWORDS:** E-Recruitment, Jobseekers, Online Recruitment

### INTRODUCTION

Technology is opening new horizon of success. Past decade shows that rapid increase in technology and greater flow of information via internet enables people to look for information and resources. The result of this rapid use of technology, job seekers are increasingly turning to the internet for searching the employment. (Hassan Imam and Syeda Nimra Batool 2013). E-recruiting is the practices and activities carried on by the organization that utilizes electronic means to fill open positions effectively and efficiently. The e-recruiting is a system enabled, “anytime-anyplace”, ubiquitous system for both job seekers and recruiters. (Terasa torres- coronas, Mario Arias – oliva, 2005)

The internet has caused the largest change to the recruitment landscape acting as a conduit between employers and job seekers. Technology has enabled corporate websites and job seekers to become more sophisticated, interactive and to connect globally 24 hours a day, 7 days in a week. (Linda Barber, 2006).

Connecting the job seeker and the employer become easy, fast and cost effective. Internet tools enables employees/recruiters to reach a wider pool of potential applicants and to fill positions faster in such a competitive

environment. It's completely on the employer how to take the concept of E-Recruitment further. (Neha Sharma, 2014).

## **E-RECRUITMENT**

The buzzword and the latest trends in recruitment is the "E-Recruitment". Also known as "Online recruitment", it is the use of technology or the web based tools to assist the recruitment process. E-Recruitment is the latest trend in the recruitment process and it has been adopted in many organizations from large to small-sized companies. Many companies use e-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. (Shahila & Vijayalakshmi, 2013)

Online recruitment and the use of new emerging technologies have many advantages for the modern recruiter. It makes the process of finding candidates and new business opportunities quicker, cheaper and more efficient. The internet has caused the largest change to the recruitment process in the past decade acting as a link between employers and job seekers. (Pavitra Dhamija, 2012)

## **JOBSEEKERS**

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. Corporate websites is the most preferred destination for passive job seekers. (Pavitra Dhamija, 2012).

## **OBJECTIVES**

- To examine the jobseekers opinion on e-recruitment
- To analyze the perception behind jobseekers decision to use online recruitment.
- To study the effectiveness of e-recruitment.

## **SCOPE OF THE STUDY**

The scope of the study is to find the effectiveness of e-recruitment among women job seekers and to find whether e-recruitment sites increases the chance of finding an appropriate job in a clear and understandable manner.

## **NEED OF THE STUDY**

The need of the study is to find that how far e-recruitment is more effective than accredited recruitment agencies, paper and print and to find whether it provides opportunities to get career information for job seekers.

## **Limitation**

The respondents are the final year UG and PG Students and the results can not be generalized.

## LITERATURE REVIEW

Literature reveals that job related and organization related information is necessary for attraction of potential applicants whereas, information about organization is important to influence the intentions of applicant that highlight the person-organization fit. (Hassan Imam and Syeda Nimra Batool, 2013).

In his study, (Linda Barber,2006) emphasized that the organizations mostly uses the internet at the front end of the recruitment process to provide and promote information about the company , advertise positions and receive CV's electronically, whereas only a few actually use it for search , screen or test candidates.

Internet is widely used by job seekers; hence companies should invest to establish the e-recruitment infrastructure which is indeed economically sound as compared to traditional sources. (Naveed R. Khan, Marinah Awang, Arsalan Mujahid Ghouri, 2013)

## METHODOLOGY

- A structured questionnaire was framed and it consists of demographic questions, ranking questions and 5 point likert scales.
- For this study, 50 respondents have been chosen from UG and PG Students in the higher educational Institution in Coimbatore using convenient sampling method.
- The collected data was analyzed by using the statistical tools such as percentage analysis, weighted average method, chi – square and Friedman’s Rank Test
- The Reliability test shows cronbach’s Alpha Value as 0.815 which is highly reliable.

## ANALYSIS AND INTERPRETATION

**Table1: Percentage Analysis –Demographic Variables**

Demographic Factors	Particulars	Frequency	Percent
Age (years)	<=20	25	50.0
	21-25	23	46.0
	>25	2	4.0
Qualification	Under Graduation	25	50.0
	Post Graduation	25	50.0
Marital status	Married	4	8.0
	Unmarried	46	92.0
Usage(in years)	<1	47	94.0
	1-3	2	4.0
	3-5	1	2.0

Source: Primary Data

## Findings

- 50% of the respondents are under the age of less than or equal to 20 years, 46% of the respondents are between 21-25 years, 4% of the respondents are >25 years old.
- 50% of the respondents are UG and remaining 50% respondents are PG.

- 8% of respondents are married and 92% are Unmarried.
- 94% of the respondents use e-recruitment for <1year, 4% of the respondents use e-recruitment for 1-3years and 2% of the respondents use e-recruitment for 3-5 years.

**Table 2: Job Seekers Opinion on E-Recruitment Using Weighted Average Method**

TABLE SHOWING WEIGHTED AVERAGE SCORE							
Influencing Factors	SA	A	N	DA	SDA	Total Score	Mean Score
Comfortable	30	52	72	12	1	167	33.4
Increase in Job	25	76	54	16	0	171	34.2
Look for job	50	96	42	4	0	192	38.4
Clear and Understandable	25	76	54	16	0	171	34.2
No Mental Effort	25	96	48	10	0	179	35.8
Easy to use	45	88	48	6	0	187	37.4
Skillful	50	48	69	10	0	177	35.4
Family Influence	5	56	54	30	2	147	29.4
Friends Influence	60	68	39	12	2	181	36.2
Peers Influence	40	80	60	4	0	184	36.8
Effective than paper	65	52	51	14	0	182	36.4
Effective than agency	45	64	48	18	0	175	35
Opportunity	40	72	54	12	0	178	35.6
Career information	60	100	27	8	0	195	39

Source: Primary Data

**Inference**

From the table it can be inferred that getting current career information by using e-recruitment have high mean score of 39 and decision to use e-recruitment sites influenced by family members have the least mean score of 29.4. It shows that most of the respondents strongly agree for using e-recruitment for current career information and strongly disagree for family member’s decision to use e-recruitment sites.

**Chi-Square Analysis**

A chi-square test is a statistical test commonly used for testing independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other.

**RELATIONSHIP BETWEEN AGE AND EFFECTIVENESS OF E-RECRUITMENT IN OVERALL RETURN ON INVESTMENT ON THE BASIS OF COST, TIME & TECHNOLOGY**

Table 3

PARTICULARS	COST			TIME			TECHNOLOGY		
	Value	df	Asymp. Sig.	Value	df	Asymp. Sig.	Value	df	Asymp. Sig.
			(2-Sided)			(2-Sided)			(2-Sided)
Pearson Chi-Square	7.973	9	0.537	9.87	9	0.361	2.17	6	0.903
Likelihood Ratio	9.033	9	0.434	11.158	9	0.265	2.916	6	0.819
Linear - by -Linear	2.717	1	0.099	3.153	1	0.076	0.305	1	0.581

Association									
N of Valid Class	50			50			50		

Source: Primary Data

**Cost**

**Null Hypothesis:** There is no association between age and cost on E-recruitment

**Alternative Hypothesis:** There is an association between age and cost on E-recruitment

**INTERPRETATION**

Result–There is no significant association ( $\chi^2 = 7.973, p > 0.005$ ) between age and cost. As the chi-square sig. value ( $p = 0.537$ ) is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

**Time**

**Null Hypothesis:** There is no association between age and Time on E-recruitment

**Alternative Hypothesis:** There is an association between age and Time on E-recruitment

**INTERPRETATION**

Result–There is no significant association ( $\chi^2 = 9.870, p > 0.005$ ) between age and time. As the chi-square sig. value ( $p = 0.361$ ) is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

**Technology**

**Null Hypothesis:** There is no association between age and Technology on E-recruitment

**Alternative Hypothesis:** There is an association between age and Technology on E-recruitment

**INTERPRETATION**

Result–There is no significant association ( $\chi^2 = 2.170, p > 0.005$ ) between age and Technology. As the chi-square sig. value ( $p = 0.903$ ) is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

**RELATIONSHIP BETWEEN AGE AND EFFECTIVENESS OF E-RECRUITMENT IN OVERALL RETURN ON INVESTMENT ON THE BASIS OF SEARCH, RESPONSE AND SUPPORT**

Table 4

PARTICULARS	SEARCH			RESPONSE			SUPPORT		
	Value	df	Asymp. Sig.	Value	df	Asymp. Sig.	Value	df	Asymp. Sig.
			(2-sided)			(2-sided)			(2-sided)
Pearson Chi-Square	6.707	9	0.668	7.286	9	0.607	11.942	9	0.217
Likelihood Ratio	7.341	9	0.602	8.22	9	0.512	7.883	9	0.546
Linear - by -Linear Association	0.026	1	0.871	0.264	1	0.607	0.794	1	0.373
N of Valid Class	50			50			50		

Source: Primary Data

**Search**

**Null Hypothesis:** There is no association between age and search on E-recruitment.

**Alternative Hypothesis:** There is an association between age and search on E-recruitment.

**INTERPRETATION**

Result–There is no significant association ( $\chi^2 = 6.707, p > 0.005$ ) between age and search. As the chi-square sig. value ( $p = 0.668$ ) is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

**Response**

**Null Hypothesis:** There is no association between age and Response on E-recruitment.

**Alternative Hypothesis:** There is an association between age and Response on E-recruitment.

**INTERPRETATION**

Result–There is no significant association ( $\chi^2 = 7.286, p > 0.005$ ) between age and search. As the chi-square sig. value ( $p = 0.607$ ) is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

**Support**

**Null Hypothesis:** There is no association between age and Support on E-recruitment.

**Alternative Hypothesis:** There is an association between age and Support on E-recruitment.

**INTERPRETATION**

Result–There is no significant association ( $\chi^2 = 11.942, p > 0.005$ ) between age and Support. As the chi-square sig. value ( $p = 0.217$ ) is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

**Representing Ranking**

**Primary Drivers behind the Decision to Pursue E-Recruitment**

**Table 9**

Factors	Rank	Mean of Ranks given by job seekers
Better tool for finding suitable job	5	3.40
Cost	2	2.86
Time taken	1	2.66
Volume of job openings	3	3.02
Wide Search	4	3.06
Test Statistics		
N	50	
Chi-Square	5.984	
Df	4	
Asymp. Sig.	.200	

Source :Primary Data

## INFERENCE

It can be seen that time taken to search for the job are ranked higher by the participants and better tool for finding suitable job is ranked the least. It shows that time taken to search a job is the main primary drivers behind the decision of job seekers to pursue e-recruitment.

## CONCLUSIONS

The results of the study suggest that recruitment has been accepted and it is being used as the source to find the job placement among job seekers. The use of e-recruitment Encourages job seekers to find an appropriate job through the sites. It can be concluded that women job seekers are using e-recruitment widely. But still there are some of them are not comfortable in disclosing personal information at job sites.

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