

# Perception of Job Seekers on Recruitment Through Online Job Portals

Dr. Gayathri B J<sup>1</sup>, Rachal Sweety<sup>2</sup>

<sup>1</sup>Head of the Department, Department of MBA, Shree Devi Institute of Technology, Kenjar, Mangalore

<sup>2</sup>Assistant Professor, Department of MBA, Shree Devi Institute of Technology, Kenjar, Mangalore

## Abstract:

Recruitment refers to the systematic process of searching for prospective employees and stimulating them to apply for jobs in an Organisation. It results in a pool of applicants from among whom the right employees can be selected. Social Media Recruitment (SMR) refers to recruitment with the help of Social Media sites. Social Media has become an integral part of recruitment; through which people stay in touch, keep themselves aware of new developments and connect with the world around them. Human Resource professionals observed this pattern of behavior in regard to the usage of social media tools among employees and crafted innovativeness in HR practices and processes. As a result, social media got introduced into the world of human capital management. Such practices of social media applications were captured and categorized under various HR functions critical for organization's success. As part of an organization's recruitment strategy, social media is compelling. It is also still in the stages of being formulated and adapted and which for many human resource practitioners is a new tool for the purpose of recruitment. In this climate of slow economic recovery and severe competition, companies have a need to get it right when it comes to hiring decisions. These practices were brought to the notice of Job seekers to know their preferences towards such practices Recruitment refers to the systematic process of searching for prospective employees and stimulating them to apply for jobs in an Organisation. It results in a pool of applicants from among whom the right employees can be selected. Social Media Recruitment (SMR) refers to recruitment with the help of Social Media sites. Social Media has become an integral part of recruitment; through which people stay in touch, keep themselves aware of new developments and connect with the world around them. Human Resource professionals observed this pattern of behavior in regards to the usage of social media tools among employees and crafted innovativeness in HR practices and processes. As a result, social media got introduced into the world of human capital management. Such practices of social media applications were captured and categorized under various HR functions critical for organization's success. As part of an organization's recruitment strategy, social media is compelling. It is also still in the stages of being formulated and adapted and which for many human resource practitioners is a new tool for the purpose of recruitment. In this climate of slow economic recovery and severe competition, companies have a need to get it right when it comes to hiring decisions. These practices were brought to the notice of Job seekers to know their preferences towards such practices Recruitment refers to the systematic process of searching for prospective employees and stimulating them to apply for jobs in an Organisation. It results in a pool of applicants from among whom the right employees can be selected. Social Media Recruitment (SMR) refers to recruitment with the help of Social Media sites. Social Media has become an integral part of recruitment; through which people stay

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## **Introduction**

Recruitment is a positive process where an organization searches for positive prospective employee and stimulate them to apply for the job. On the other hand, the job seekers are too are in search of organizations offering them employment. So therefor it is a mutual process where recruitment helps in bringing both job seekers and organization together.

Recruitment through social media or through online job portals is a vast subject which has become an integral part of recruitment process. It helps the job seekers in reaching out to the organization, helps them in keeping themselves aware of new development and connect with the world around them. It is because of the above reason that online recruitment has craft innovativeness in HR practices and processes. Traditional recruitment processes are vanishing slowly and online job portals are growing rapidly and are in the stage of being formulated and adopted which, for many human resource practitioners it is a new tool for the purpose of recruitment. In this growing world it is very important for the companies to make a right hiring decision; and for the job seekers to know their preference towards such practices.

This recruitment paper aims to explore the perceived advantages on online recruitment; to find out the preference of job seekers as far as different type of web based recruitment is concerned and to know the influence of various demographic factors effecting on job seekers interaction with online job portals.

**Topic chosen for study:**

A study on “**PERCEPTION OF JOB SEEKERS ON RECRUITMENT THROUGH ONLINE JOB PORTALS WITH REFERENCE TO OPPO**”. The main intention of the study is to understand the perception of job seekers towards the modern recruitment methods and techniques.

**Primary objectives:**

- To explore the perceived advantages on online recruitment.
- To find out which online portals do the job seekers prefer and rely on.
- To find out the preference of job seekers as far as different types of web based recruitment is concerned.

**Secondary objectives:**

- Influence of various demographic factors on job seekers interaction with online job portals.
- To find the level of security the candidates feel on modern method of recruitment.

**Hypothesis:**

H<sub>0</sub>: there is no relationship between various demographic factors and the job portals they choose.

H<sub>1</sub>: there is a relationship between the various demographic factors and the job portals they choose.

**Need for the study:**

- To understand the different recruiting methods used by OPPO Karnataka and all recruiting methods in general.
- To try and understand the perception of candidates towards online recruitment and try to implement them in recruitment process.
- To work out the issues the candidates face while going through online job portals.
- To connect candidate's and organization's expectations and wants
- To get better exposure about the topic, and to know the position of online recruitment in the improvement of employees and organization.

**Scope of the study:**

The study helps to understand the process of online recruitment and to implement the same in any organization and to help and understand the difference between the old and modern recruitment methods.

**MATERIALS AND METHODS****Research methodology:**

Research methodology is the way to find solution to the problems faced by any organization. Through which knowledge of the researcher can be expanded.

**Research design :** Descriptive research

**Data collection:**

1. **Primary sources :** The data is collected through formal interviews and direct interaction with the employees, and also with respective job seekers who are directly related to the project.
2. **Secondary sources:** The information is collected through internet, company website, articles related to the company and through magazines.

**Methods used in the study are as follows:**

- **Questionnaire method:** this method is used to collect information from the respondent. Required questions are formed and circulated among the respondents and are collected and is analyzed further.

- **Sampling method:**

Sampling type :Probability sampling

Sampling technique :Simple Random Sampling

Sample size: 50

Tools : Structured questionnaire

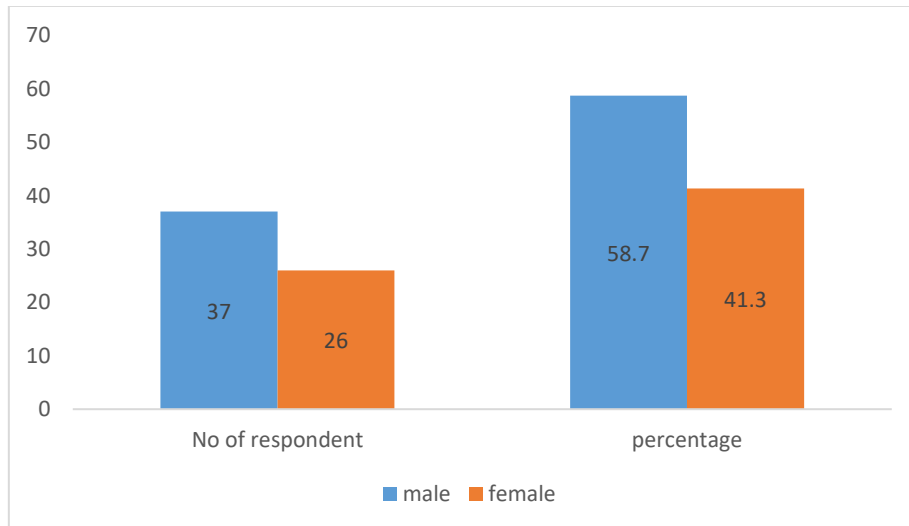
**RESULTS AND DISCUSSION**

**Table No. 4.1 Table showing the gender of the candidate**

Statistics		
Gender of the Candidate		
N	Valid	63
	Missing	0

Gender of the Candidate					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	37	58.7	58.7	58.7
	female	26	41.3	41.3	100.0
	Total	63	100.0	100.0	

**Chart No. 4.1 Chart showing the gender of the candidate**



**Interpretation:**

The above table shows that 58.7% of the respondents are male and 41.3% of the respondents are female.

**Inference:**

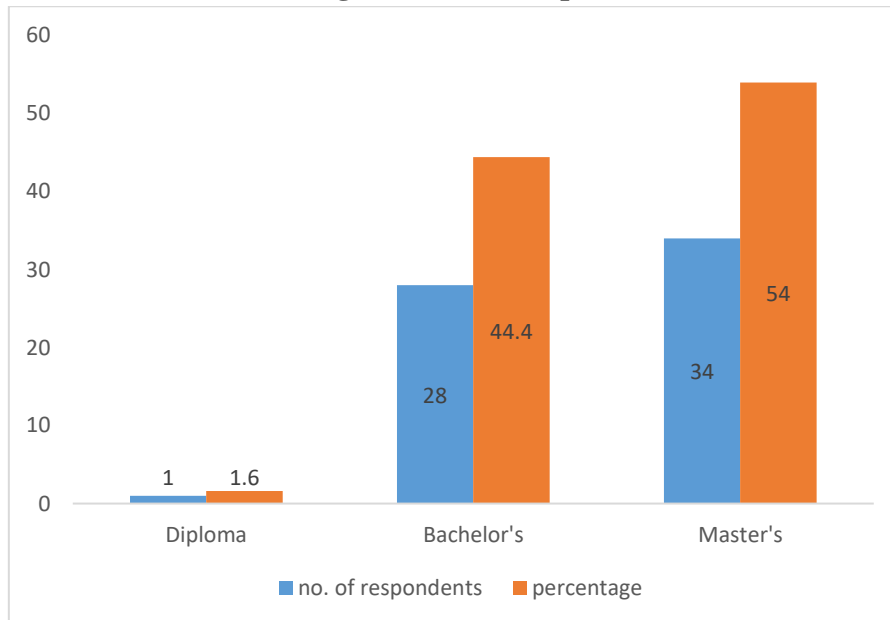
With 58.7% of response, male respondents are at majority.

**Table No. 4.2 Table showing the education qualification of the candidate**

Statistics		
Education Qualification		
N	Valid	63
	Missing	0

Education Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	diploma	1	1.6	1.6	1.6
	bachelors	28	44.4	44.4	46.0
	master's	34	54.0	54.0	100.0
	Total	63	100.0	100.0	

**Chart no. 4.2 Chart showing the education qualification of the candidate**



**Interpretation:**

The above table shows the various streams that are considered. 1.6% of the candidates are diploma holders. 44.4% of the candidates have a bachelors dedree and 54% with master’s degree.

**Inference:**

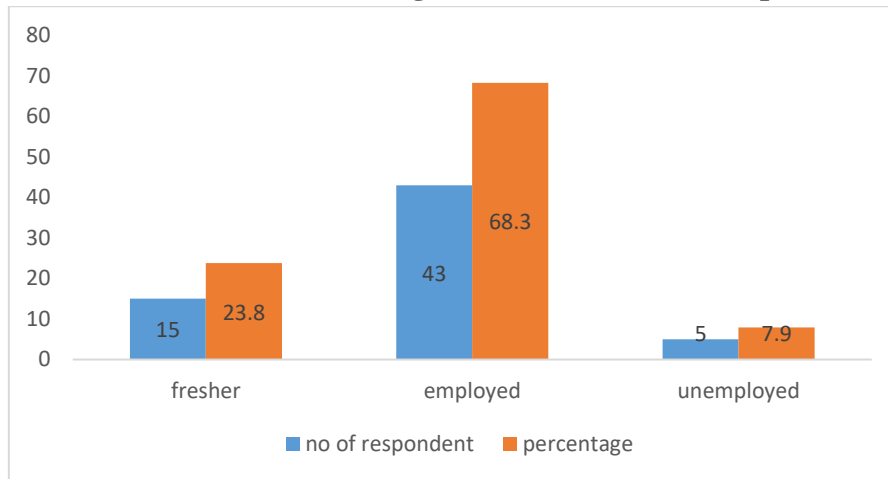
Candidates with bachelors and masters degree are at majoity with 44.4% and 54%.

**Table No. 4.3 Table showing the current status of the respondent**

Statistics		
Current Status		
N	Valid	63
	Missing	0

Current Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	fresher	15	23.8	23.8	23.8
	employed	43	68.3	68.3	92.1
	unemployed	5	7.9	7.9	100.0
	Total	63	100.0	100.0	

**Chart no. 4.3 Chart showing the current status of respondent**



**Interpretation:**

Out of 63 respondents 15 of them are freshers, 43 are employed and 5 of them are unemployed.

**Inference:**

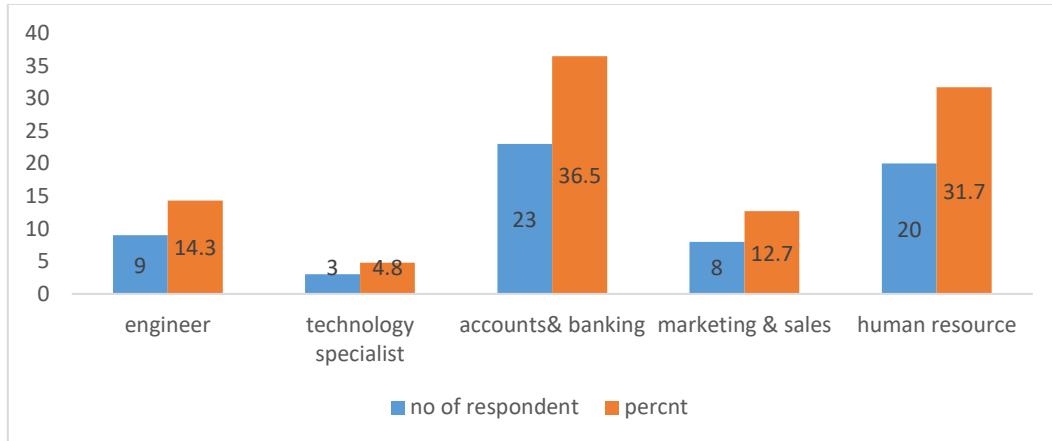
Majority of the respondents are employed and very few are unemployed.

**Table no. 4.4 Table showing the field of work of the candidate**

Interested field of work					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	engineer	9	14.3	14.3	14.3
	technology specialist	3	4.8	4.8	19.0
	accounts and banking	23	36.5	36.5	55.6
	marketing and sales	8	12.7	12.7	68.3
	human resource	20	31.7	31.7	100.0
	Total	63	100.0	100.0	



**Chart no. 4.4 Chart showing the candidate’s field of work**



**Interpretation:**

14.3% and 4.8% of the respondents are of engineering and technical background respectively. Accounts and banking field is leading with 36.5%. Marketing and sales are of 12.7% and 31.7% with human resource background.

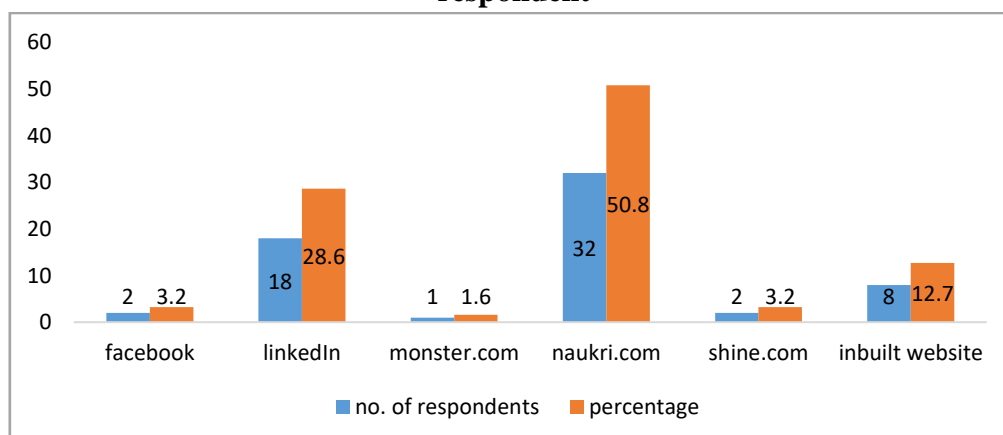
**Inference:**

Accounts and banking field has majority of candidates with 23 responses.

**Table no. 4.5 Table showing the most effective online recruitment portal according to the respondent**

		Effective job portal			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	facebook	2	3.2	3.2	3.2
	linkedIn	18	28.6	28.6	31.7
	monster.com	1	1.6	1.6	33.3
	naukri.com	32	50.8	50.8	84.1
	shine	2	3.2	3.2	87.3
	in built website	8	12.7	12.7	100.0
	Total	63	100.0	100.0	

**Chart no. 4.5 Chart showing the most effective online recruitment portal according to the respondent**





**Interpretation:**

According to the chart 2 candidates use facebook for job searching, 18 use linkedIn, 1 uses monster.com, 32 of the respondents use naukri.com. Shine.com is used by 2 respondents and 8 of them use inbuilt websites.

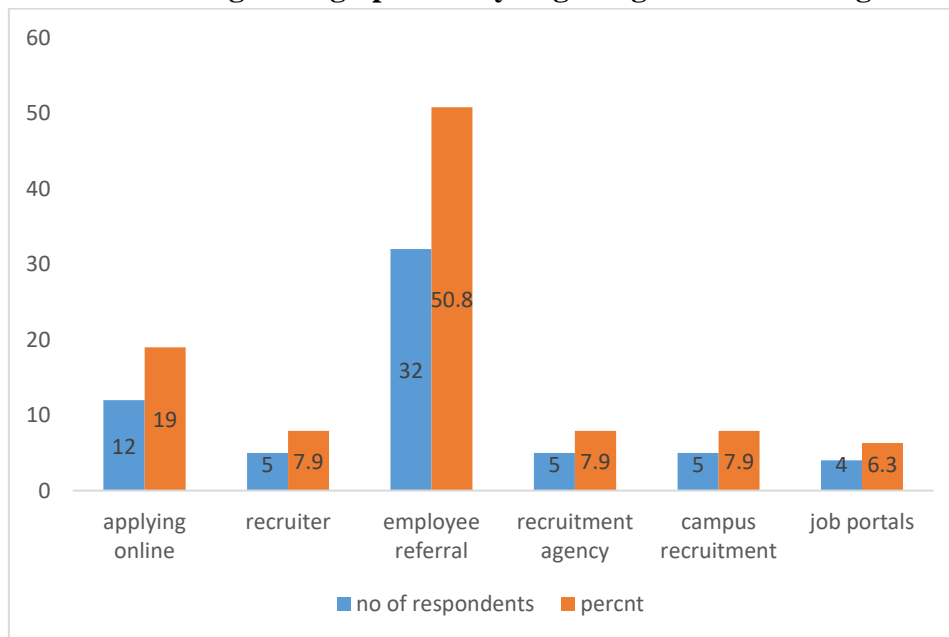
**Inference:**

LinkedIn and naukri.com are most efficient way of online recruitment with 18 and 32 responses

**Table no. 4.6 Table showing the high possibility of getting hired according to the respondent**

Platforms through which there is a possibility of getting hired					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	applying online	12	19.0	19.0	19.0
	recruiter	5	7.9	7.9	27.0
	employee referral	32	50.8	50.8	77.8
	recruitment agency	5	7.9	7.9	85.7
	campus recruitment	5	7.9	7.9	93.7
	job portals	4	6.3	6.3	100.0
	Total	63	100.0	100.0	

**Chart no. 4.6 Chart showing the high possibility of getting hired according to the respondent**



**Interpretation:**

Considering the chart 12 respondents believe in applying online, 5 through recruiter, 32 through employee referral, 5 through recruitment agency, 5 through campus recruitment and 4 of them believe that there is high possibility of getting hired through online job portals.

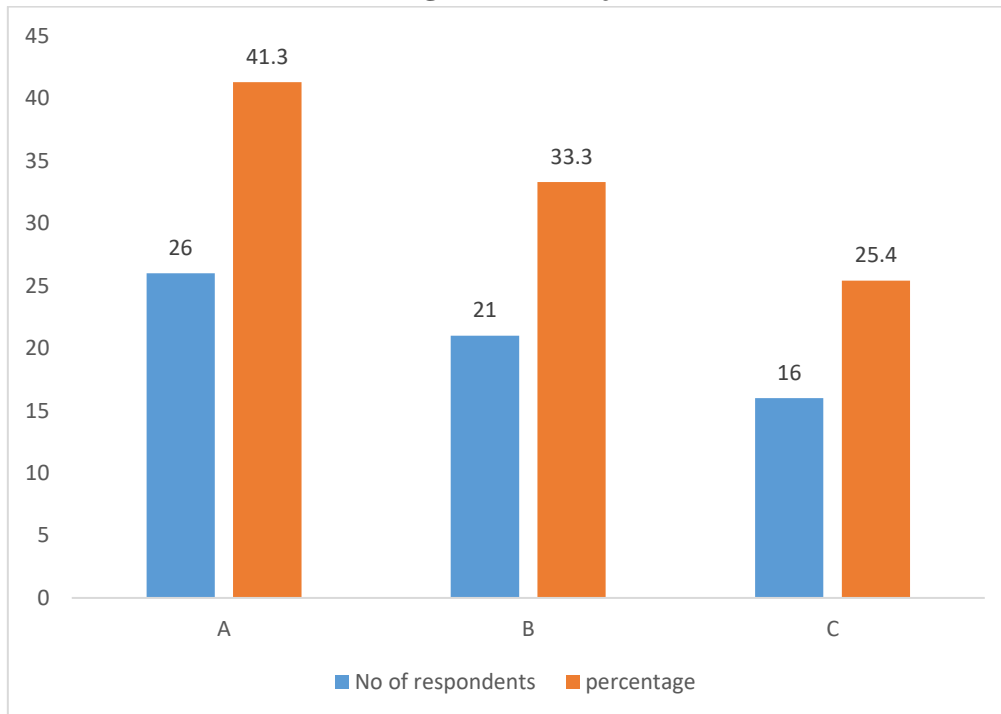
**Inference:**

Getting hired through employee referral is the efficient way with 50.8% out of all

**Table no. 4.7 Table showing the kind of job seeker the candidate is:**

Kind of job seeker		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	looking for senior leadership position	26	41.3	41.3	41.3
	work is important and not the employer brand and culture	21	33.3	33.3	74.6
	looking for highest wages irrespective of employer brand	16	25.4	25.4	100.0
	Total	63	100.0	100.0	

**Chart no. 4.7 Chart showing the kind of job seeker the candidate is:**



A= Looking for senior leadership position

B= Work is important and not the employer brand or culture

C= looking for highest wages irrespective of employer brand

**Interpretation:**

According to the response 41.3% of the candidates look for senior leadership position, 33.3% think work is important and not the employer brand or culture, and 25.4% of the respondents look for highest wages irrespective of employer brand

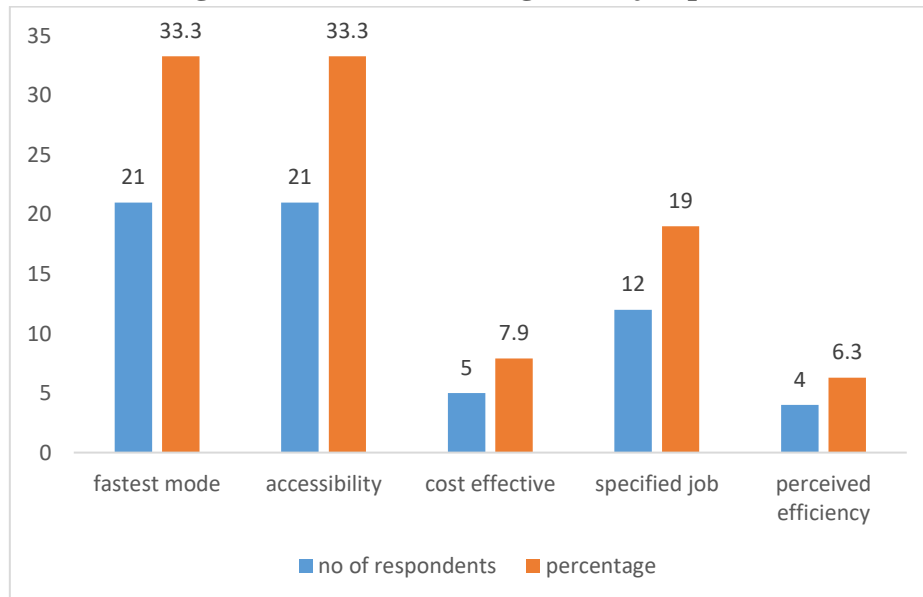
**Inference:**

Candidates looking for senior leadership position has the majority.

**Table no.4.8 Table showing the reason for choosing online job portals over traditional method:**

Job portals are used because					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	fastest mode	21	33.3	33.3	33.3
	accessibility	21	33.3	33.3	66.7
	cost effective	5	7.9	7.9	74.6
	specified job	12	19.0	19.0	93.7
	perceived efficiency	4	6.3	6.3	100.0
	Total	63	100.0	100.0	

**Chart no. 4.8 Chart showing the reason for choosing online job portals over traditional method:**



**Interpretation:**

According to the response online job portals are fastest mode and has an easy accessibility and is leading with 33.3%. 7.9% believe its cost effective, 19% of the respondents think that job portals provide specified jobs. And 6.3% respondents think its an efficient way.

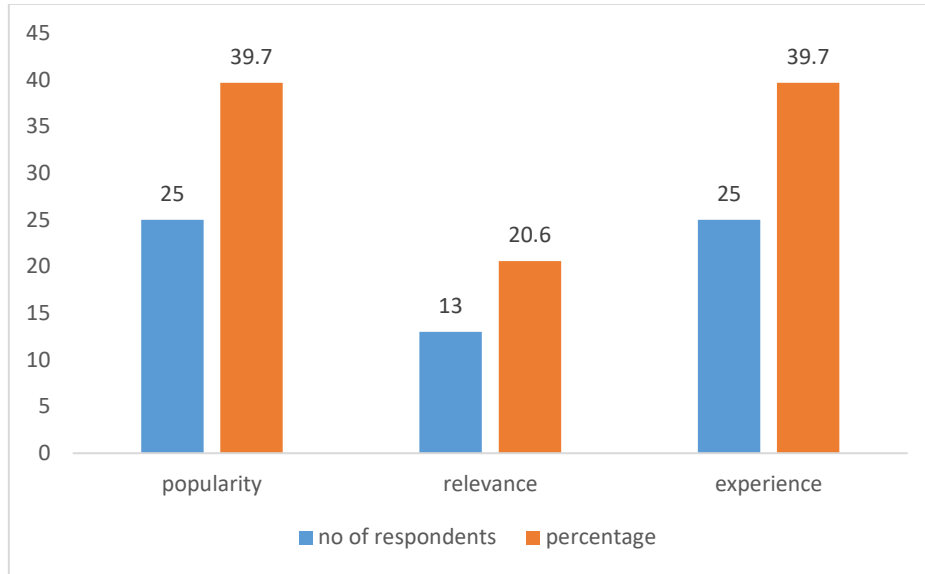
**Inference:**

Online job portals are fastest mode to find a job and the accessibility of these portals are also easy.

**Table no. 4.9 Table showing the factors considered in selection of job portals:**

Factors considered in selecting job portal					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	popularity of job portals	25	39.7	39.7	39.7
	relevance	13	20.6	20.6	60.3
	good experience	25	39.7	39.7	100.0
	Total	63	100.0	100.0	

**Chart no. 4.9 Chart showing the factors considered in selection of job portals:**



**Interpretation:**

50 candidate choose a particular job portal based on popularity and experience and 13 of them choose it because of the relevance.

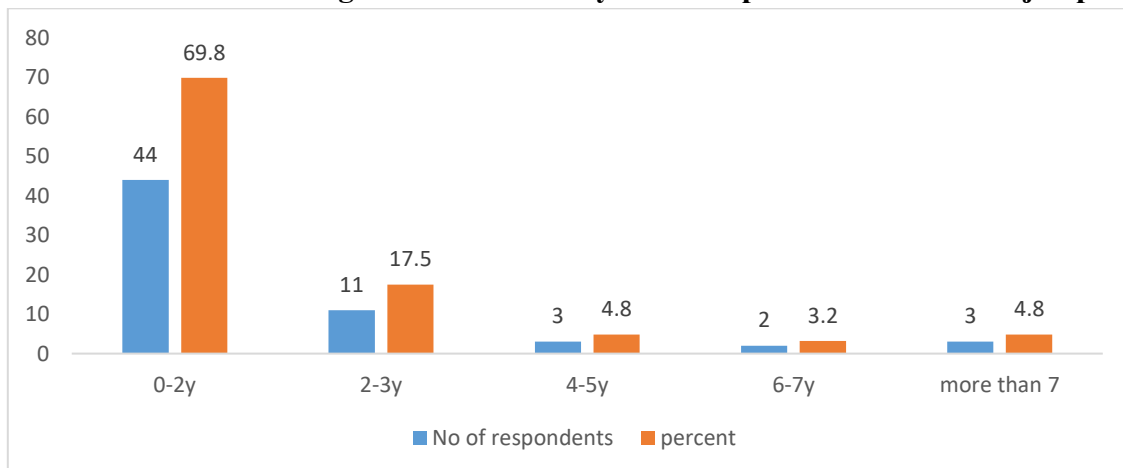
**Inference:**

Experience and popularity of job portals play a very important role in choosing a right portal.

**Table no. 4.10 Table showing candidate’s years of experience on internet job portals:**

Total experience on internet job portals (in years)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 2	44	69.8	69.8	69.8
	2-3	11	17.5	17.5	87.3
	4-5	3	4.8	4.8	92.1
	6-7	2	3.2	3.2	95.2
	more than 7	3	4.8	4.8	100.0
	Total	63	100.0	100.0	

**Chart no.4.10 Chart showing candidate’s total years of experience on internet job portals:**



**Interpretation:**

44 out of 63 candidates have an experience of less than 2 years on e-recruitment. 11 of them have 2-3 years of experience. 3 respondents have 4-5years, 2 with 6-7 years and 3 respondents have more than 7 years of experience.

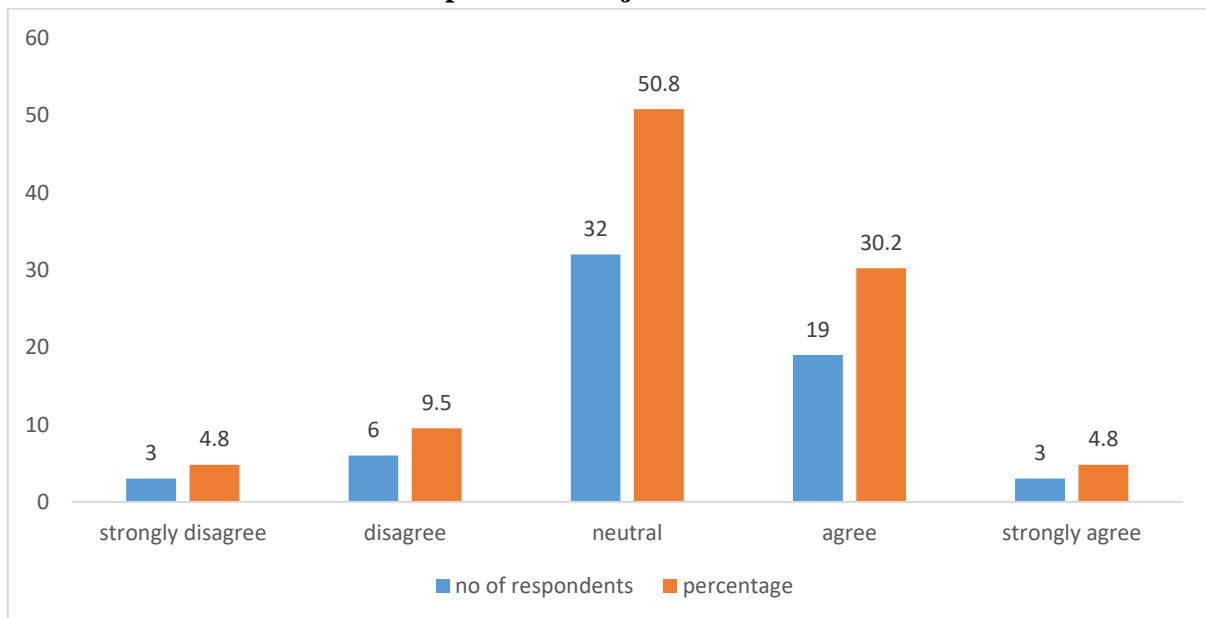
**Inference:**

Candidates with less than 2 years are at majority.

**Table no. 4.11 Table showing candidate’s opinion on the statement “E- recruitment site is a secured platform for job search”:**

E-recruitment is a secured platform		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	4.8	4.8	4.8
	disagree	6	9.5	9.5	14.3
	neutral	32	50.8	50.8	65.1
	agree	19	30.2	30.2	95.2
	strongly agree	3	4.8	4.8	100.0
	Total	63	100.0	100.0	

**Chart no. 4.11 Chart representing candidate’s opinion on E- recruitment being the secured platform for job search:**



**Interpretation:**

4.8% of the respondents strongly disagree to the fact that e-recruitment is a secure platform. 9.5% disagree. 30.2% and 4.8% respondents agree and strongly agree that the online platform is secure and 50.8% are neutral about it.

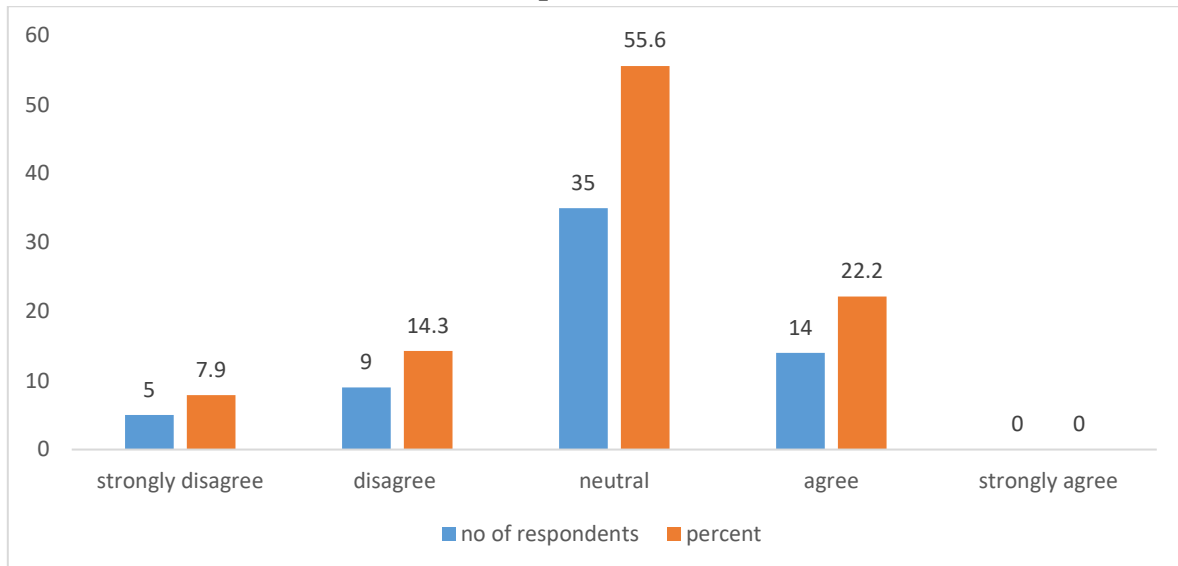
**Inference:**

Maximum percentage of the respondents agree to the fact that e-recruitment is a secured platform for job searching

**Table no. 4.12 Table showing candidate’s opinion on online job portals meeting with their expectations:**

Job portals meets expectations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	7.9	7.9	7.9
	disagree	9	14.3	14.3	22.2
	neutral	35	55.6	55.6	77.8
	agree	14	22.2	22.2	77.8
	Strongly agree	0	0	0	100
Total		63	100	100	

**Chart no. 4.12 Chart representing candidate’s opinion on online job portals meeting their expectations:**



**Interpretation:**

7.9% and 14.3% of the candidates have an opinion that online job portals not always meet their expectations. 55.6% are neutral about it and 22.2% agree that online job portals meet their expectations.

**Inference:**

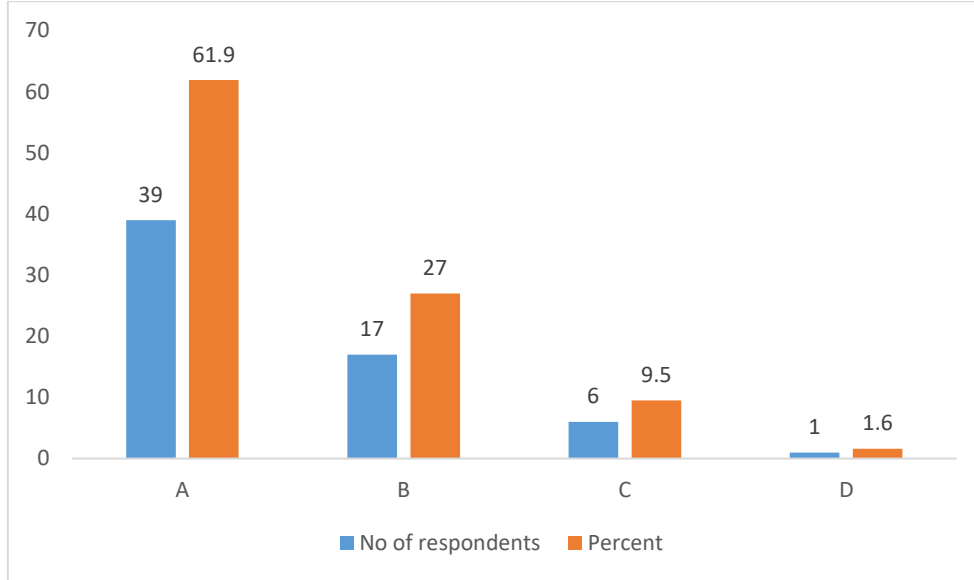
Majority of the respondents are neutral about it and 22.2% of the respondents agree that job portals meet their expectations.

**Table no. 4.13 Table showing candidate’s reason for opting online recruitment:**

Reason for using online job portals					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	job searching	39	61.9	61.9	61.9
	professional networking	17	27.0	27.0	88.9
	to be a part of online community	6	9.5	9.5	98.4

	making and connecting with friends	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

**Chart no. 4.13 Chart representing candidate’s reason for opting online recruitment:**



A= Job searching

B= professional networking

C= To be a part of community

D= making and connecting with friends

**Interpretation:**

61.9% of the respondents use online job portals for job searching, 27% of them use it for professional networking, 9.5% of them to be a part of community and only 1.6% of the respondents use online job portals for making and connecting with friends.

**Inference:**

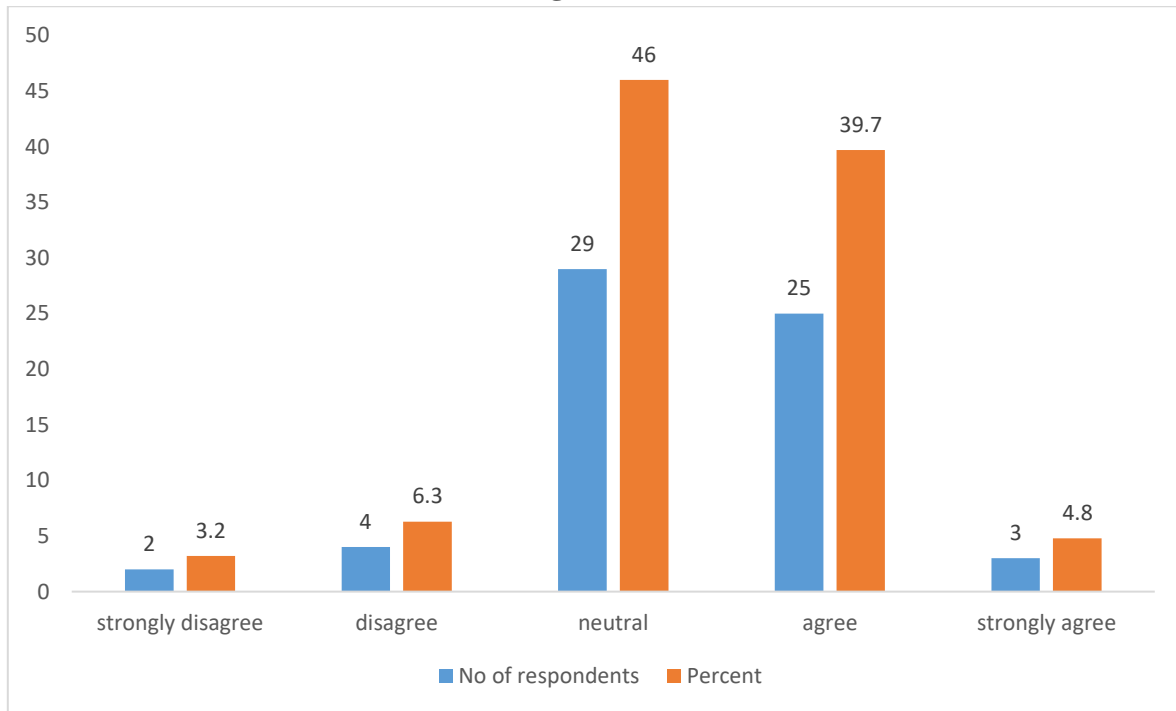
Majority of the respondents use social media recruitment for job searching and for professional networking.

**Table no. 4.14 Table representing candidate’s opinion on Social media recruiting is the most popular recruiting trend in India:**

Online recruitment is the most popular recruiting trend in India					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	3.2	3.2	3.2
	disagree	4	6.3	6.3	9.5
	neutral	29	46.0	46.0	55.6
	agree	25	39.7	39.7	95.2
	strongly agree	3	4.8	4.8	100.0
	Total	63	100.0	100.0	



**Chart no. 4.14 Chart showing candidate’s opinion on social media recruiting is the most popular recruiting trend in India**



**Interpretation:**

46% of the respondents are neutral to the fact that social media recruitment is the most popular recruiting trend in India. 3.2% and 6.3% of the respondents strongly disagree and disagree to the statement respectively. 39.7% and 4.8% of the respondents strongly and agree that social media recruiting is the most popular recruiting trend in India.

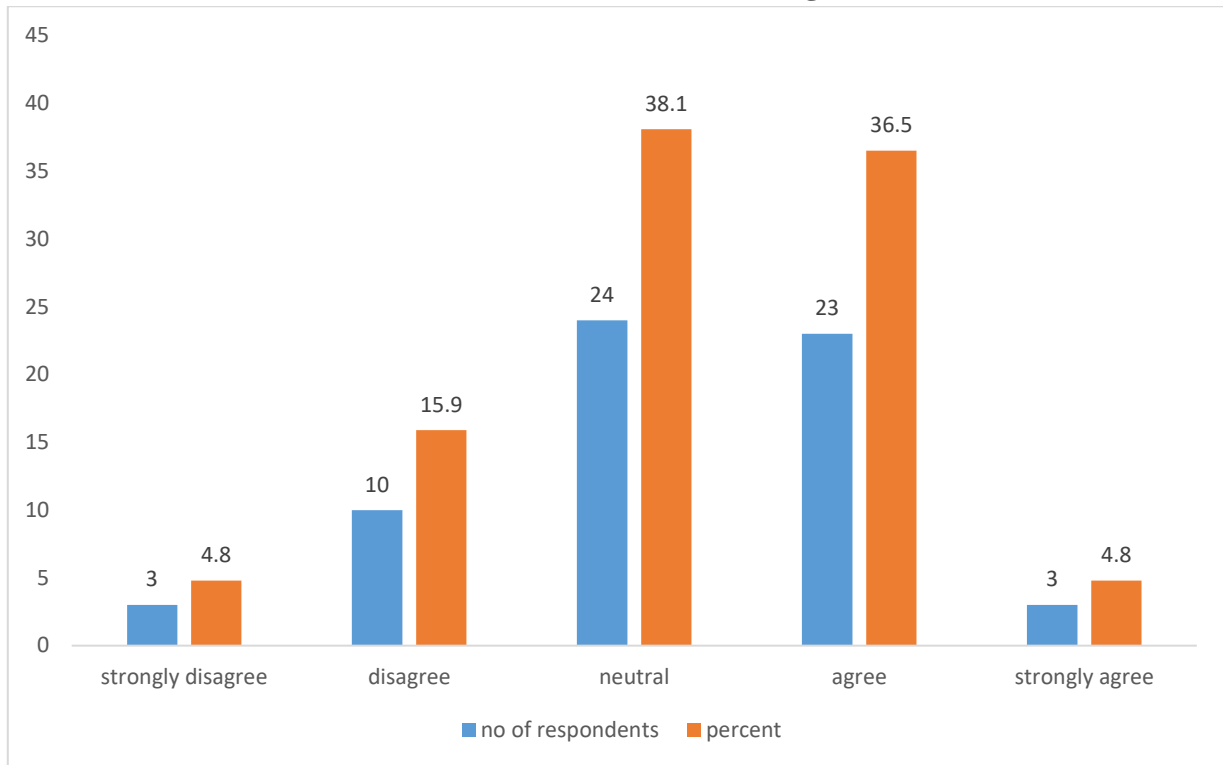
**Inference:**

Therefor according to the response, social media recruiting is the most popular recruiting trend in India

**Table no. 4.15 Job portals provide complete information about jobs and is sufficient for decision making:**

Job portals provide information which is enough for decision making					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	4.8	4.8	4.8
	disagree	10	15.9	15.9	20.6
	neutral	24	38.1	38.1	58.7
	agree	23	36.5	36.5	95.2
	strongly agree	3	4.8	4.8	100.0
	Total	63	100.0	100.0	

**Chart no. 4.15 Chart showing job portals provides complete information about jobs and is sufficient for decision making**



**Interpretation:**

4.8% and 15.9% of the respondents neither agree or disagree and are neutral. Candidates strongly disagree and disagree with 4.8% and 15.9% respectively. 36.5% and 4.8% agree and strongly agree that the job portals provide complete information about jobs and is sufficient for decision making.

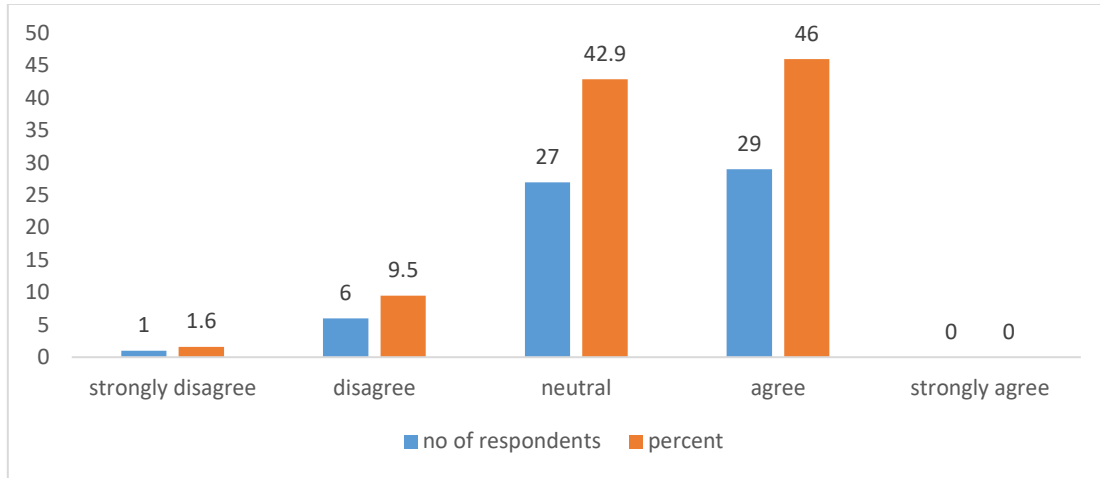
**Inference:**

majority of the response is in favor with the statement that job portals provide complete information about jobs and is sufficient for decision making.

**Table no. 4.16 E- recruitment has increased the quality of hires done in an organization:**

online recruitment are impacting the quality of hires donee in an organization					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.6	1.6	1.6
	disagree	6	9.5	9.5	11.1
	neutral	27	42.9	42.9	54.0
	agree	29	46.0	46.0	100.0
	Total	63	100.0	100.0	

**Chart no. 4.16 E- recruitment has increased the quality of hires done In on organization:**



**Interpretation:**

46% of the respondents agree that the quality of hiring is improved through online recruitment. 42.9% are neutral about it. 1.6% and 9.5% strongly disagree and disagree with the statement.

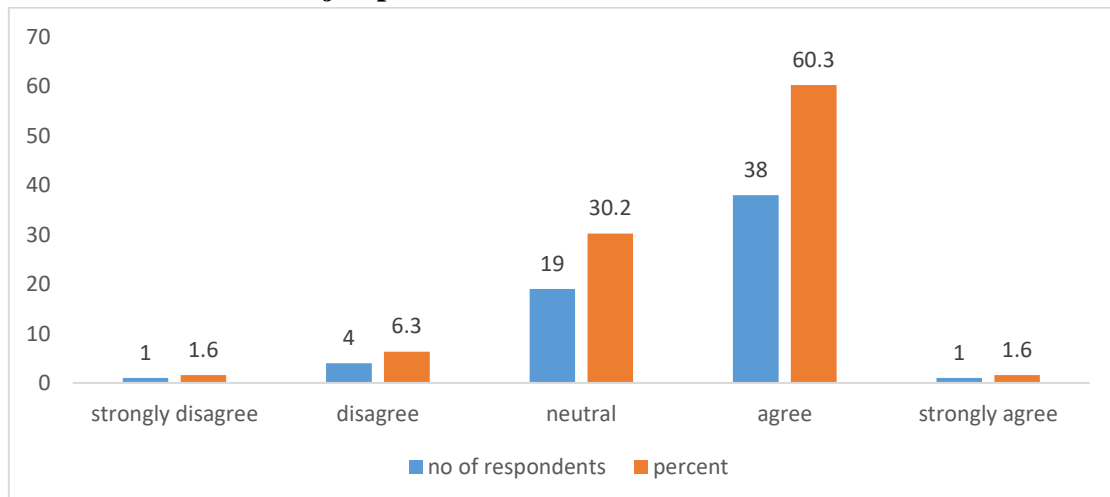
**Inference:**

According to the response e-recruitment has increased the quality of hires done in an organization.

**Chart no. 4.17 Online job portals are more convenient than traditional recruiting:**

E- recruitment is more convenient than traditional recruitment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.6	1.6	1.6
	disagree	4	6.3	6.3	7.9
	neutral	19	30.2	30.2	38.1
	agree	38	60.3	60.3	98.4
	strongly agree	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

**Chart no. 4.17 Online job portals are more convenient than traditional recruiting**



**Interpretation:**

1.6% and 6.3% of the respondents strongly disagree and disagree to the statement that online job portals are more convenient than traditional recruiting. 60.3% of the respondents agree that online job portals are more convenient than traditional recruiting. And 30.2% are neutral about it.

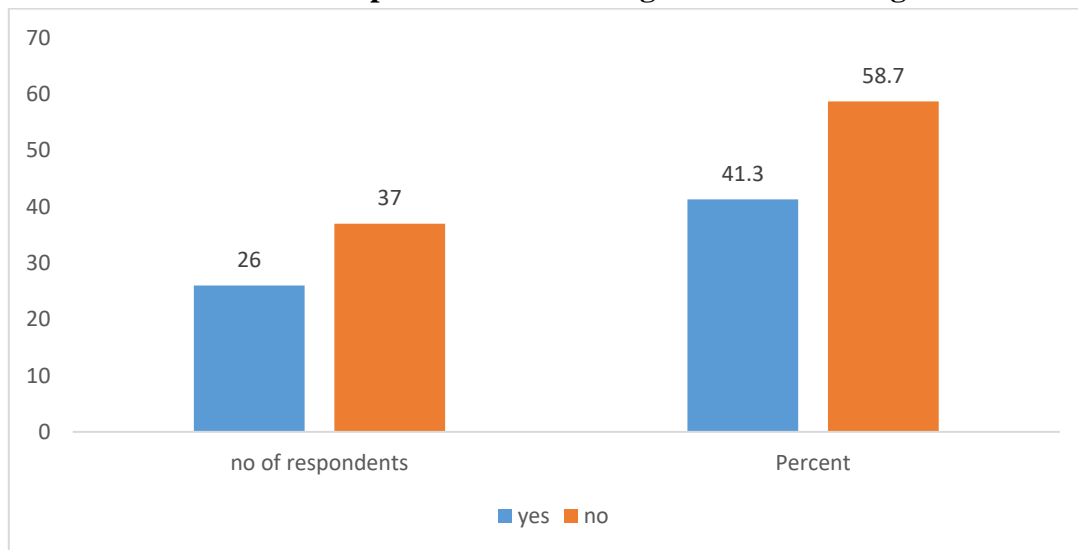
**Inference:**

With 60.3% at majority, online job portals are more convenient than traditional recruitment.

**Table no. 4.18 Table showing the number of respondents have gotten hired through E-recruitment**

Hired through online portals					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	26	41.3	41.3	41.3
	no	37	58.7	58.7	100.0
	Total	63	100.0	100.0	

**Chart no. 4.18 Number of respondents who have gotten hired through E-recruitment**



**Interpretation:**

37% of the respondents have gotten the job through online job portals. And 58.7% of the respondents have no.

**Inference:**

Majority of the respondents who use online job portals have not gotten job.

**Table no. 4.19 Chi square test to find out the relation between gender and preference on choosing the job portals**

**H<sub>0</sub>:** there is no relationship between the gender and the preference on choosing the job portal

**H<sub>1</sub>:** there is relationship between the gender and the preference on choosing the job portal

Gender of the Candidate * Effective job portal Cross tabulation							
	Effective job portal						Total
	facebook	linkedIn	monster.com	naukri.com	shine	in built website	

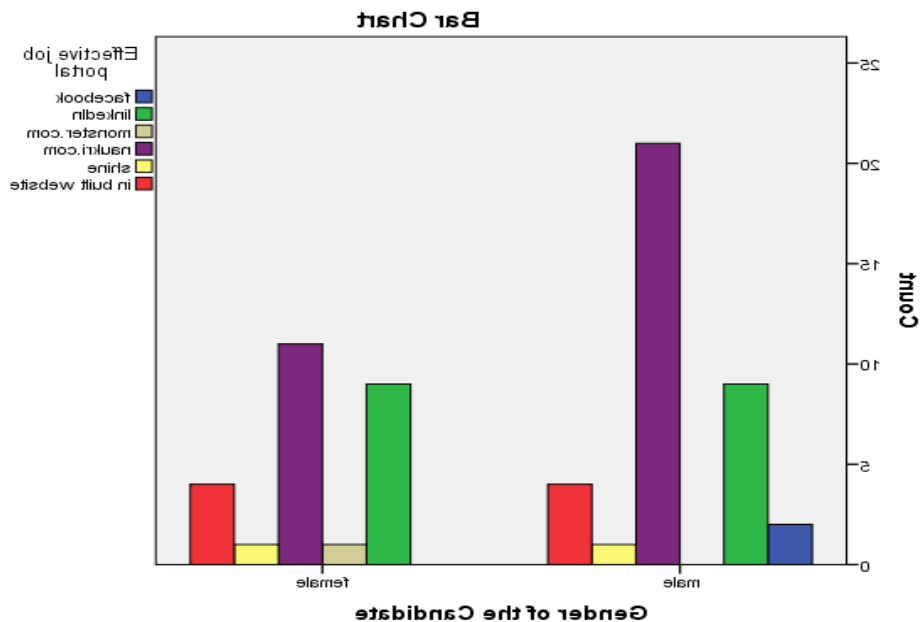
Gender of the Candidate	male	Count	2	9	0	21	1	4	37
		Expected Count	1.2	10.6	.6	18.8	1.2	4.7	37.0
	female	Count	0	9	1	11	1	4	26
		Expected Count	.8	7.4	.4	13.2	.8	3.3	26.0
Total	Count	2	18	1	32	2	8	63	
	Expected Count	2.0	18.0	1.0	32.0	2.0	8.0	63.0	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.337 <sup>a</sup>	5	.502
Likelihood Ratio	5.406	5	.368
Linear-by-Linear Association	.079	1	.778
N of Valid Cases	63		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .41.

Therefore there is no relationship between the gender of the employee and preference on choosing the job portals.

**Chart no 4.19 Chart showing the relation between gender and preference of job portals**



**Interpretation:**

The calculated chi square value is 4.337 with 5 degree of freedom.

Since the p value which is 0.502 is greater than the level of significance which is 5%, we accept the null hypothesis.

**Inference:**

There is no relationship between the gender of the candidate and choice of job portals.

They are independent of each other.

**Table no. 4.21 Chi square test to find the relation between candidate’s years of experience on online job portals and getting hired through these portals:**

**H<sub>0</sub>:** there is no relationship between candidate’s years of experience and getting hired through portals

**H<sub>1</sub>:**there is relationship between candidate’s years of experience and getting hired through portals

<b>Total experience on internet job portals (in years) * Hired through online portals Crosstabulation</b>						
			Hired through online portals		Total	
			yes	no		
Total experience on internet job portals (in years)	less than 2	Count	16	28	44	
		Expected Count	18.2	25.8	44.0	
	2-3	Count	5	6	11	
		Expected Count	4.5	6.5	11.0	
	4-5	Count	1	2	3	
		Expected Count	1.2	1.8	3.0	
	6-7	Count	1	1	2	
		Expected Count	.8	1.2	2.0	
	more than 7	Count	3	0	3	
		Expected Count	1.2	1.8	3.0	
	Total		Count	26	37	63
			Expected Count	26.0	37.0	63.0

**Test statistics:**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.927 <sup>a</sup>	4	.295
Likelihood Ratio	5.974	4	.201
Linear-by-Linear Association	3.332	1	.068
N of Valid Cases	63		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .83.

**Interpretation:**

Since p value is greater than the level of significance which is 5%,

i.e., 0.502 is greater than 0.05 we accept the null hypothesis. Also the calculated chi square value here is 4.927 with 4 degree of freedom.

**Inference:**

There is no relationship between the candidate’s years of experience and getting hired through portals.

They are independent of each other.

**Table no. 4.22 Chi square test to find the relation between the education qualification and and the kind of job the candidate expects through online job portals:**

**H<sub>0</sub>:** there is no relationship between the education qualification and and the kind of job the candidate expects through online job portals

**H<sub>1</sub>:**there is relationship between the education qualification and and the kind of job the candidate expects through online job portals

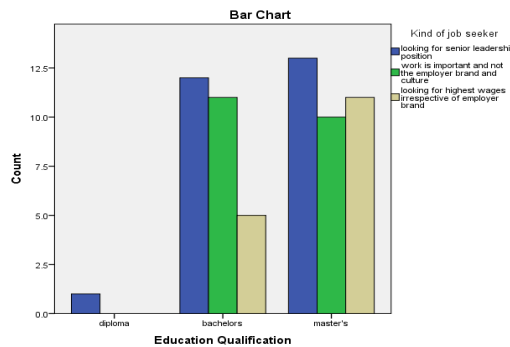
<b>Education Qualification * Kind of job seeker Crosstabulation</b>						
			Kind of job seeker			Total
			looking for senior leadership position	work is important and not the employer brand and culture	looking for highest wages irrespective of employer brand	
Education Qualification	diploma	Count	1	0	0	1
		Expected Count	.4	.3	.3	1.0
	bachelors	Count	12	11	5	28
		Expected Count	11.6	9.3	7.1	28.0
	master's	Count	13	10	11	34
		Expected Count	14.0	11.3	8.6	34.0
Total		Count	26	21	16	63
		Expected Count	26.0	21.0	16.0	63.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.245 <sup>a</sup>	4	.518
Likelihood Ratio	3.605	4	.462
Linear-by-Linear Association	1.556	1	.212
N of Valid Cases	63		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .25.



**Chart no. 4.22 Chart showing the relation between the education qualification and the kind of job the candidate expects through online job portals**



**Interpretation:**

Since p value is greater than the level of significance which is 5%, i .e., 0.502 is greater than 0.05 we accept the null hypothesis. Here the calculated chi square value is 3.245 and the degree of freedom is 4.

**Inference:**

There is no relationship between the education qualification and and the kind of job the candidate expects through online job portals.

They are independent of each other.

**Table no 4.23 Hypothesis : as the years of experience in online job portals increases, the respondent feels more secure about the online recruitment.**

Correlations			Total experience on internet job portals (in years)	E-recruitment is a secured platform
Spearman's rho	Total experience on internet job portals (in years)	Correlation Coefficient	1.000	-.104
		Sig. (2-tailed)	.	.418
		N	63	63
	E-recruitment is a secured platform	Correlation Coefficient	-.104	1.000
		Sig. (2-tailed)	.418	.
		N	63	63

**Interpretation:**

Spearman’s rank correlation  $r_s = -0.104$  and is statistically insignificant ( $p = .418$ )

Since spearman’s rank correlation has very low negative correlation and since p value is greater than 0.05, the correlation is insignificant.

**Result:**

According to the analysis, as the years of experience on job portals increase, the candidates feel less secure about using it.

**Table no 4.24 Candidate’s perception on e-recruitment being a secured platform for job searching**

**H<sub>0</sub>: p = 0.5 ( 50% candidates think that e-recruitment is a secured platform)**

**H<sub>1</sub>: p not equal to 0.5**

**Binomial test:**

Descriptive Statistics								
	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
secure platform	63	1.86	.353	1	2	2.00	2.00	2.00

Binomial Test						
	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)	
secure platform	Group 1	disagree	54	.86	.50	
	Group 2	agree	9	.14		
	Total		63	1.00		

Here, the p value is 0 (p=0)

Therefore we reject the null hypothesis and accept alternative hypothesis

Which means p is not equal to 0.5

Now, H<sub>0</sub>: p = 0.5 Vs H<sub>1</sub>: p less than 0.5

For which  $p = (\text{original } p)/2 = 0/2 = 0$

Which is again less than 0.05 the level of significance.

**Interpretation:**

We reject the null hypothesis and accept the alternative hypothesis which is H<sub>1</sub>: p less than 0.5

**Result:**

Less than 50% of candidates feel secured to use e-recruitment for job finding.

Which implies more than 50% feel insecured

**CONCLUSION**

**FINDINGS**

- linkedIn and naukri.com are two of the most efficient way of online job portals to recruit candidates (table no 4.5)
- Employee referral is the most efficient method of recruitment and most of the candidates get recruited through this method (table no 4.6)
- When it comes to getting position, candidates go for senior leadership position (table no 4.7)
- Candidates prefer online portals because it is easy to access. (table no 4.8)
- The website should be popular enough for the candidate to use that particular website (table no 4.9)
- Since the online recruitment is a modern method, the majority of the candidates have less than 2 years experience on the portals. (table no 4.10)

- Majority of the candidates feel neutral about job portals meeting their required expectation.(table no 4.12)
- The social media recruitment sites are used for job searching and for professional networking (table no 4.13)
- Out of all the recruiting means. Social media recruitment is the most popular recruiting trend in India. (table no 4.14)
- Job portals provide complete information about jobs and is sufficient for the candidate to take a decision. (table no 4.15)
- E-recruitment has increased the quality of hires done in the organization.(table no 4.16)
- Since its a modern method of recruitment, most of them are new to this concept and have not gotten hired through it.(table no 4.18)
- Gender of the candidate has nothing to do with the job portals they choose in order to get hired. (table no 4.19)
- The candidate belonging to a particular field of work goes to that respective site where it gives him the job he wants. (table no 4.20)
- There is no association between candidate's years of experience on portals and getting hired through them. (table no 4.21)
- There is no relationship between the education qualification of the candidate and the kind of post he wants in the organization. (table no 4.22)
- As the years of experience on job portals increase, the candidate feels more secure about using the website.(table no 4.23)
- As of now more than 50% of the candidate feel insecure to use online recruitment. (table no 4.24)

## SUGGESTIONS

- The recruiters can use linkedIn and naukri.com to hire candidates since these two are the most efficient ones.
- Since employee referral is the most effective of getting an employee its better to go through it.
- if the recruiter needs an accountant then he can go for naukri.com, if an engineer and marketing sales employee is needed then also the recruiter can go for naukri.com. If the recruiter needs an HR employee then it is better to go to linkeIn.
- There is a wide range of people who use E-recruitment sites but have not gotten hired through it. Which tells that the population of people is too much and the site provides wide range of people.

## CONCLUSION

The purpose of this study is to understand the perception of the candidate towards online recruitment job portals. With a shift towards modern method of recruitment, people have evolved themselves from olden methods of recruitment. Even if the majority of the candidates opt for modern technology it is very important for a recruiter of the organization to understand the perception of the candidate in order to have a successful recruitment.

This study is only based on a smaller population but has shown an incredible result through which a recruiter might understand the procedure and the thoughts of a candidate who undergoes through online job portals. Through the research the recruiter of the OPPO company will be able to adopt new methods

of recruitment and will be able to understand what better facilities can be provided to the candidate in order to get an effective candidate.

In the present century it is very important for a recruiter to adopt and evolve towards modern methods of recruitment which is easier to access and is much more effective.

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## ANNEXURE

Dear,

Sir/Madam

I am Hezlin Delia Dsouza student of 2<sup>nd</sup> year MBA studying at SHREE DEVI INSTITUTE OF TECHNOLOGY, Mangalore which is a VTU affiliated college and approved by AICTE, for the fulfillment of the course I am doing on the topic “ A study on perception of job seekers on recruitment through online job portals with special reference to OPPO, mobile lounge” , request you for your cooperation, to take a little time off of your schedule and to fill the following questionnaire which will help me to analyze my research on the above topic. The information that will be provided by you will remain confidential.

1) Name:

2) Age:

- a) 18-24
- b) 25-32
- c) 33-40
- d) 40 and above

3) Gender

- a) Male
- b) Female

4) Education qualification

- a) Diploma
- b) Bachelor's
- c) Master's
- d) PhD

5) Current status

- a) Fresher
- b) Employed
- c) Unemployed

- d) Not actively looking for work
- 6) Field of work
- a) Engineer
  - b) Technology specialist
  - c) Health professional
  - d) Banking
  - e) Marketing and sales
  - f) Human resource
- 7) Total work experience in full time employment
- a) 0-3
  - b) 4-7
  - c) 8-10
  - d) 10 and above
- 8) Do you prefer online job portals?
- a) Yes
  - b) No
- 9) Which according to you is the most effective online recruitment portal?
- a) Facebook
  - b) Twitter
  - c) LinkedIn
  - d) Monster.com
  - e) Naukri.com
  - f) shine.com
  - g) quicker.com
  - h) in built website
- 10) What kind of job seeker are you?
- a) Looking for senior, leadership position
  - b) Work is important and not the employer brand or culture
  - c) Looking for highest wages irrespective of employer branding
- 11) You prefer job portals because
- a) Fastest mode
  - b) Accessibility
  - c) Cost effective
  - d) Specified job
  - e) Perceived efficiency
- 12) High possibility of getting hired is through
- a) Applying online
  - b) Recruiter
  - c) Employee referral
  - d) Recruitment agency
  - e) Campus recruitment
  - f) Job portals
- 13) Factors considered in selection of job portals

- a) Popularity of portals
  - b) relevance
  - c) Good experience
- 14) Years of experience on internet job portals
- a) Less than 2 years
  - b) 2-3 years
  - c) 4-5 years
  - d) 6-7 years
  - e) more than 7 years
- 15) E- recruitment site is a secured platform for job search
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 16) Job portals sites always meets my expectation
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 17) what is the main reason for using online job portals
- a) Job searching
  - b) Professional networking
  - c) To be a part of online community
  - d) Making and connecting with friends
- 18) Online portals allow free participation and engagement with wider communities
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 19) Social media recruitment is the most popular recruiting trend in India
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 20) Job portals provide all info about jobs and is sufficient for decisions making
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree

- e) Strongly agree
- 21) Social professional networks are increasingly impacting the quality of hires done in an organization
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 22) Online job portals are more convenient than traditional recruitment procedures
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 23) Job portals can be partial to the job seekers
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 24) Did you ever get a job through the portal
- a) Yes
  - b) No