An Analysis on Job Seekers Perception and Behavioural Intention towards Online Recruitment Portals in Chennai City

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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 perception of job seekers on job portals and to analyze the behavioral intention of the Job seekers towards online portals. Primary data was collected from a variety of persons. The respondents were current college student, Government and Private people who previously on job. A data of 50 were collected from in and around Chennai. It is seen that significant and insignificant relation found with information content quality, interactivity, trust, cost and ranking, ease of navigation, habit, attractiveness and effectiveness. In the present study , the Cronbach's Alpha co-efficient of reliability was found based on primary data of the present study and the overall reliability of the study stands good as 0.857 (85.7%).

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**

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. **Hen-Yi Huang & Chan Pan and Yung-Ming Hsieh (2012)** depicted that Internet has attracted more and more users and in turn influenced our daily lives in a more substantial way. Internet users are getting used to finding information they need from the web, which naturally includes employment information.

STATEMENT OF THE PROBLEM

Job seekers perception diverges from person to person about online recruitment portal and Behavioral intention is deviates. In the current scenario all types of works has been done in the online. In this way job application has been also done through online portals for all kinds of jobs both Government and non-Government. Private companies are recruiting their candidates through their own websites and with the service of other recruitment agencies. This paper deals with an analysis on job searchers perception and behavioral intention towards online staffing portals.

OBJECTIVES OF THE STUDY

1. To study the job seekers perception towards online portals in Chennai city.
2. To analyze the behavioral intention of job seekers concerning the online portals in Chennai City.

METHODOLOGY:

The survey Questionnaire was prepared based on extensive literature review and studied definitions. A final set of 24 items have designed in the questionnaire.

Table -1 Demographic Breakdown Participants

Category	Number (N)	Percentage (%)
Gender		
Male	29	58
Female	21	42
Age		
>20 years	6	12
21-30 years	23	46
31-40 years	19	38
<40 years	2	4
Education		
> Plus 2	6	12
UG	14	28
PG	18	36
Professional Degree	12	24

Source: Primary Data

The questionnaire structured with 16 questions has prepared that items are clear and meaningful. The questions are framed as Likert scale: 1 being Strongly Disagree and 5 being Strongly Agree. These questions were related with information content quality; in the second section the items were related to interactivity; in the third section, items contained questions related to Trust, cost, habit, and ranking; in the fourth section connected with attraction and effectiveness; in the fifth items related with ease of navigation lastly items connected with searching engine optimization and separate section kept at the end of the questionnaire there were questions regarding demographic profile of the respondent. The survey was conducted capital of Tamil Nadu

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(Chennai) during the month of September 2019 – January 2020. Thus, the final questionnaire sent to 80 participants. However, only 61 were returned out of which 50 questioners were completely filled responses were received with a response rate of 63%. In this study, 58% of the respondents were male and 42% respondents were female participants from age groups between 21- 30 and 31- 40 are major job seekers. The participant has different levels of educational qualification (e.g Higher Secondary to Professional) were used portal services.

DATA ANALYSIS AND FINDINGS:

The study used regression analysis to find out the association between study variables by using SPSS version 17.0 correlations is a statistical tool with help of which the relationship between two or more variables is studied. Regression analysis is a statistical procedure for analyzing an association relation between a metric dependents variables and one or more independent variable (Malhotra & Dash, 2010).

Table – 2 Measurement Model Summery

Measurement items	Factor Loading	Reliability (Cronbach's) α
Information Content Quality		.867
ICQ_1	.841	
ICQ_2	.869	
ICQ_3	.769	
ICQ_4	.806	
Interactivity		.744
IAY_1	.728	
IAY_2	.689	
IAY_3	.638	
IAY_4	.681	
Trust, Cost, & Habit		.687
TCH_1	.567	
TCH_2	.717	
TCH_3	.619	
TCH_4	.583	
Attractiveness and Effectiveness		.770
AE_1	.708	
AE_2	.701	
AE_3	.696	
AE_4	.745	
Ease of Navigation		.875
EN_1	.830	
EN_2	.844	
EN_3	.853	
EN_4	.830	
Search Engine Optimization		.740
SEO_1	.675	
SEO_2	.616	
SEO_3	.662	
SEO_4	.750	

Note: $ICQ_{1,2,3,4}$;$IAY_{1,2,3,4}$;$TCHR_{1,2,3,4}$;$AE_{1,2,3,4}$; $EN_{1,2,3,4}$;and $SEO_{1,2,3,4}$ denote the question items (observable variable) in questionnaire i.e. ICQ_1 = Information Content Quality, IAY_2 = Interactivity, TCH = Trust, Cost, Habit, AE = Attractiveness and Effectiveness, EN = Ease of Navigation, SEO = Search Engine Optimization, where I = 1,2,3,4.

1. SCALE VALIDITY AND RELIABILITY:

A confirmatory factor analysis was performed to assess the construct validity for each item of the measurement scale (Bagozzi & Edwards, 1998 ; Hair, Anderson, Tatham, & Black, 1998). It has examined through convergent validity. Convergent validity is tested by estimating factor loading, and the values should be greater than 0.50. Reliability of the items has assessed by examining internal consistency through Cronbach's alpha (α) method. For the reliability of the scale, the value of alpha (α) should be greater than 0.70 (Nunnally, 1978). As, it is evident from the Table 2, the factor loading of the entire multi-item scale is greater than 0.50, which ranges from .567 to .869. The reliability of each construct exceeds the value 0.70. Except TCH the value .687 other than that, overall the data is supported for reliability and comparable factor structure of three multi items scale, which allows a meaningful study of relationships with constructs.

2. Null Hypothesis H_01: All the portals carry equal importance for choosing the service.

FRIEDMAN'S TEST FOR CHOOSING ONLINE RECRUITMENT PORTALS

Online Recruitment Portals	Mean Rank	Chi-Square
Naukri	3.96	
LinkedIn	4.36	
Indeed	4.76	
Monster	5.23	
Shine	5.57	57.424
Timesjob.com	5.46	
Glassdoor	6.18	
Jobsarkari	6.45	
PostJobsFree	6.48	
Freshersworld	6.58	

The result shows that the table value (3.841) is less than the calculated value (57.424) and the null hypothesis is rejected at 1 percentage level. Not all the portals are carrying equal importance for choosing the service in Chennai. Further the mean ranks in the table shows clearly that "Naukri Portal" is the vital aspect of the job seeker's. LinkedIn followed by Indeed are the other portals of job seeker in Chennai.

3. MULTIPLE REGRESSION TEST

By considering the job seekers request towards Information Content Quality (ICQ), Interactivity (IAY), Trust, Cost, Habit (TCH), Attractiveness and Effectiveness (AE), Ease of Navigation (EN), and Search Engine Optimization (SEO), as predictor variable and job seekers perception as criterion variable. Multiple regression analysis was conducted to examine the relationship between job seekers' perception and behavioral intention toward online recruitment portal services, Matching job seekers request, technical and innovative services provided by online job portals.

ANOVA							
Model		Sum of Squares	df	Mean Square	F Calculated Value	F tabulated	Sig.
1	Regression	10.904	5	2.181	6.323	2.43	.000ᵃ
	Residual	15.176	44	.345			
	Total	26.080	49				
a. Predictors: (Constant), Navigation makes convenient, Online recruitment trusted, facilities available at free of cost, The information sufficient, help to meet expectation							
b. Dependent Variable: Reaches unique way							

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In the above Table the F calculated (6.323) is greater than F tabulated (2.43). Therefore: the null hypothesis is rejected, with significant value=.000<0.005. There is positive relationship between the independent variables (ICQ, IAY, TCH, AE, EN, and SEO) and dependent variable Reaches unique way.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647a	.418	.352	.587
a. Predictors: (Constant), Navigation makes convenient, Online recruitment trusted, facilities available at free of cost, The information sufficient, help to meet expectation				

Primary Data

The above table shows the model summary of job seekers' perception and behavioral intention toward online recruitment portal services (predictor) and it explains the 41.8 % of job seekers preferences (R^2=0.418).

Coefficients							
	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model	B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
1 (Constant)	.349	.650		.537	.594	-.961	1.658
The information sufficient	-.158	.139	-.164	-1.138	.261	-.438	.122
Online recruitment trusted	.403	.148	.371	2.717	.009	.104	.702
facilities available at free of cost	.201	.127	.223	1.591	.119	-.054	.457
help to meet expectation	.168	.154	.164	1.096	.279	-.141	.478
Navigation makes convenient	.269	.126	.278	2.125	.039	.014	.523
a. Dependent Variable: Reaches unique way							

The above table explains the coefficient and correlation of independent variables (ICQ, IAY, TCH, AE, EN, and SEO) with job seekers request. Reaches unique way as the dependent variable customers request as predictor variable in which Reaches unique way was explained by Online recruitment trusted (B=.403, t=2.717, P< 0.05) Reaches unique way (X) is predictor then dependent variable matching Reaches unique way.

FINDINGS

1. The hypothesized relationship between all the portals carries equal importance for choosing the online portal services. The table value (3.841) of Chi-square is less than the calculated value (57.424). Hence the null hypothesis rejected at 1 % level of significance. Hence, all the portals are carrying equal importance for choosing the online portal services in Chennai.

2. The mean ranks in the Friedman's ranking table shows clearly that "Naukri Portal" is the vital of the job seeker has to search for jobs. LinkedIn followed by Indeed are the other portals of job seeker in Chennai.

3. The job seekers request towards Information Content Quality (ICQ), Interactivity (IAY), Trust, Cost, Habit (TCH), Attractiveness and Effectiveness (AE), Ease of Navigation (EN), and Search Engine Optimization (SEO), as forecaster variable and job seekers perception as standard variable. The F value calculated (6.323) is greater than F tabulated (2.43). Therefore: the null hypothesis is rejected; there is positive relationship between the independent variables

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(ICQ, IAY, TCH, AE, EN, and SEO) and dependent variable.

SUGGESTIONS AND CONCLUSION

Job seekers portray equal importance to all the portals for their job search because job is become their identity in this regard online portal service providers needs to improve their services based on the needs and wants of the Job seekers. The perception of the job seekers differs from a person to an 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. It is concluded that online portals are playing vital role in the process of searching jobs and for the application of the job. Job seekers are intended to search for their job through available online portals considering the service quality of the online portals.

LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE RESEARCH

Like any other study, this study also has some limitations; first is the generalization of the findings since the present study analyzed only 50 job seekers responses to conclude. However, for more robustness and validity of results, future research in this direction should go for a larger sample size. In addition, future research in this direction can be technological specific to have unbiased results. This researcher can study the recruitment process through artificial intelligence.

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