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### A Study on Effectiveness of Social Media in Recruitment Process

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**Abstract:** Nowadays the Web represents a significant component of the recruitment and job search process. Since many websites and social platforms allow recruiters to seek candidates for a particular job position, they enable candidates to find the job they are looking for. With the growing popularity of social media sites like LinkedIn, Facebook and Twitter, as well as lesser-known sites like Upspring, Perfect Business, professional networking with the use of social media as a recruitment tool is much more famous and in fashion now a days. The company uses the social networking sites for finding talented professionals. There have been reports that the social networking sites have already dented the business of jobsites like monster.com. The social networking sites are gaining popularity as a source of recruitment as they offer better solutions as compared to the job sites. The study aims at testing the popularity & effectiveness of the social media sites on one hand and also finding out the reliability & trustworthiness of these websites on the other side. The research methodology used is the empirical study for studying the effectiveness of social media. It includes primary data, secondary data, and statistical tools like Hypothesis testing. A total of 117 valid feedbacks were obtained from employers and employees. The findings indicate that the quality of social networking sites does attract high number of job applicants through social media network thereby resulting benefits to both Employers as well as Employees.

**Keywords:** Social networking, recruitment, job sites

#### INTRODUCTION

Recruitment is the process of luring talented individuals into an organization to fill up job vacancies. Recruitment is also an action that is carried out by organizations with the intention of finding and attracting prospective employees. Current challenges and technology changes, as well as the role of Internet, provide new opportunities for companies to communicate and operate. Social Networking Sites have entered the business landscape, specifically, the recruitment landscape leading to a demand for knowledge about recruitment trends. Employers gain benefit from the importance of Social Networking Sites. They can gain much personal information about applicants “as a source of candidate data to improve hiring decisions” (Kluemper, 2009). These sites provide companies the opportunity to search for potential job applicants. Figure

1.2 represents the actual screening of required potential candidates by Employers of the Organisations seeking job seekers.

Social media is a platform where employers can look for job applicants, irrespective of the job nature. Social media act as an effective recruitment tool to hunt for talent with particular skill sets and a large qualified talent pool. With a large number of groups across multiple networks, employers can now exercise their discretion and narrow down a search to a particular type of organization/ qualifications/ skill set they are looking to hire.”

The process of finding or selecting candidates through the use of social platforms as promotional channels by employers is Social Recruiting. Social recruiting is also utilized in Career/Placement offices at university campuses since social media is more familiar to and often embraced by students and graduates as a platform for job search. The growing popularity of social networking websites like LinkedIn, Facebook, and Twitter are forcing organizations.

The hunt for the best and the intelligent people is a constant battle between companies, and they have to develop strategies to identify the best candidates. Due to this, the strategy to find, attract and recruit the best people has become a crucial issue for companies. Also, the Internet has modified the way people communicate and work. Through the entering of Social Networking Sites into the business landscape and the fast growing amount of these sites, a need for a strategy to find a way through this various sites is needed. Recruiters tend to be confused about which applications are the best for their recruitment process. Social Networking Sites and its impact on recruitment is a very recent field that is quick moving and, hence, difficult to monitor up to date.

## **OBJECTIVES OF THE STUDY**

### **Primary Objective**

The key objective of our research work is to study the effectiveness of Social Media in the recruitment process.

### **Secondary Objective**

The research work is aimed to assess how Indian employers can implement Social media in their organization as part of recruitment process by,

- Testing the popularity and effectiveness of the social media sites
- Finding out the reliability & trustworthiness of these sites

## **LITERATURE REVIEW**

Recruitment forms one of the crucial tasks of Human Resource Management (HRM), where they need to attract and select the best candidates. With right employee performance, an organization will improve (Raman, June 2013). Each organization is unique in its nature and culture and so their types, and qualifications of workers to fill the vacant position also vary says (Boxall, 2011). The Web is increasingly used by employers and job seekers to advertise demand and supply, by exploiting the vast variety and enormous potentials of its communication channels. IT technologies have then made possible the creation and diffusion of new channels, such as e-recruitment (Lang, 2011).

According to recent investigations on employment intermediation channels (Jobvite, 2013), the web is the most efficient tool to carry out targeted research based on specific requirements specifically using job search engines besides word of mouth. It has further changed the way of jobs, once after the arrival of this type of websites, specifically, the social networks. They expand the collaboration between employers and job seekers and increase the number channels providing information. Note that the social media do not completely replace the traditional methods used by recruiters and job seekers, but they become one of their best allies.

(Breaugh, 2008) Says that prior research studies on pre-hire outcomes, post-hire results, and recruitment objectives. Therefore, it becomes important to differentiate conventional recruitment methods and social media methods in terms of their applicability, strategy, and use. As mentioned earlier, prior literature has looked at recruitment purely through the lens of active requirement fulfillment. Therefore, all metrics defined within depend on the outcome of actually recruiting an applicant. It is a fundamental difference where active recruitment through social media reduces recruitment through other channels. The power of social media exists to enhance peripheral persuasion says (Petty, 1986).

Before an organization enters the arena of social media for the purpose of talent acquisition, it must determine the suitable goals associated with the implementation of those objectives (Andzulis, 2012). It needs to identify and understand the value proposition for the talent pool, not just the organization.

Today, it has become imperative for an organization's HR to understand, articulate, and operationalize an appropriate social media recruitment strategy, which will help the function and the organization as a whole. Those organizations that leverage social media strategically have an opportunity to deepen connections with their target users, building affinity, and loyalty (Powers, 2012)

## METHODOLOGY

The research employed here is Exploratory Research method. The target respondents of our research work aims to be Employees of Indian IT industry and HR Managers of Indian IT Industry. Non-Probability Convenience type of sampling is used in the research. Sample size of 103 employees was taken whereas the size of organizations (HR managers) would be taken as 14. Percentage analysis and chi-square tests were used to analyse the collected data.

## DATA ANALYSIS

### Chi-square Test between Gender and websites flexible and easy to use

**H<sub>0</sub>:** There is no significant association between Gender and flexible and easy to use websites.

**H<sub>1</sub>:** There is a significant relationship between Gender and flexible and easy to use websites.

**Table 1**  
**Crosstab for Gender and flexible and easy to use websites**

Count		<i>Websites flexible and easy to use</i>			<i>Total</i>
		<i>LinkedIn</i>	<i>Facebook</i>	<i>All the above</i>	
Gender	Male	15	6	37	58
	Female	6	17	18	41
Total		21	23	55	99

**Table 2**  
**Chi-Square test between Gender and flexible and easy to use websites**

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	13.150 <sup>a</sup>	2	.001
Likelihood Ratio	13.234	2	.001
Linear-by-Linear Association	1.802	1	.179
N of Valid Cases	99		

The table 2 shows that the significance level (0.001) is lesser than 0.05. Hence, the null hypothesis is rejected, and the alternate hypothesis is accepted at 95% confidence level. Therefore, there is a significant association between gender and flexibility and easy to use websites.

**Chi-Square test between Education and Use of social media sites for job search**

**H<sub>0</sub>:** There is no significant association between Education and Use of social media sites for job search

**H<sub>1</sub>:** There is significant association between Education and Use of social media sites for job search

**Table 3**  
**Crosstab for Education and Use of social media for job search**

		<i>Use of social media sites for Job Search</i>		<i>Total</i>
		<i>Yes</i>	<i>No</i>	
Education	BE/B Tech	48	6	54
	MBA/MCA	22	0	22
	ME/M. Tech	6	4	10
	B.Sc/M.Sc	5	2	7
	Others	3	0	3
Total		84	12	96

**Table 4**  
**Chi-Square test between Education and Use of social media for job search**

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	12.234 <sup>a</sup>	4	.016
Likelihood Ratio	12.830	4	.012
Linear-by-Linear Association	1.692	1	.193
N of Valid Cases	96		

The table 4 shows that the significance level (0.01) is lesser than 0.05. Hence, the null hypothesis is rejected, and the alternate hypothesis is accepted at 95% confidence level. Therefore, there is a significant association between Education and Use of social media for job search.

**Chi-Square test between Designation and Use of Social Media sites for Job search**

**Ho:** There is no significant association between Designation and Use of Social Media sites for Job search.

**H1:** There is a significant association between Designation and Use of Social Media sites for Job search.

**Table 5**  
**Crosstab for Designation and Use of Social media sites for job search**

		<i>Use of social media sites for Job Search</i>		<i>Total</i>
		<i>Yes</i>	<i>No</i>	
Designation	Junior Level Employee	55	4	59
	Intermediate Employee	32	7	39
	Top Level Employee	2	2	4
Total		89	13	102

**Table 6**  
**Chi-Square test between Designation and Use of Social media sites for job search**

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	7.830 <sup>a</sup>	2	.020
Likelihood Ratio	6.323	2	.042
Linear-by-Linear Association	6.702	1	.010
N of Valid Cases	102		

The table 6 shows that the significance level (0.020) is less than 0.05. Hence, the null hypothesis is rejected, and the alternate hypothesis is accepted at 95% confidence level. Therefore, there is a significant association between between Designation and Use of social media sites for job search.

**Chi-Square test between Designation and Flexible and easy to use websites**

**Ho:** There is no significant association between Designation and Flexible and easy to use websites

**H1:** There is a significant association between Designation and Flexible and easy to use websites.

**Table 7**  
**Crosstab for Designation and flexible and easy to use websites**

Count		<i>Websites flexible and easy to use</i>			<i>Total</i>
		<i>LinkedIn</i>	<i>Facebook</i>	<i>All the above</i>	
Designation	Junior Level Employee	6	12	40	58
	Intermediate Employee	11	11	15	37
	Top Level Employee	3	0	1	4
Total		20	23	56	99

**Table 8**  
**Chi-Square test between Designation and Flexible and easy to use websites**

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	16.122 <sup>a</sup>	4	.003
Likelihood Ratio	15.212	4	.004
Linear-by-Linear Association	11.011	1	.001
N of Valid Cases	99		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .81.

The table 8 shows that the significance level (0.003) is less than 0.05. Hence, the null hypothesis is rejected, and the alternate hypothesis is accepted at 95% confidence level. Therefore, there is a significant association between between Designation and Flexible and easy to use websites.

**Chi-Square test between Designation and Sites where recruiters are more active**

**Ho:** There is no significant association between Designation and Sites where recruiters are more active

**H1:** There is significant association between Designation and Sites where recruiters are more active

**Table 9**  
**Crosstab for Designation and sites where recruiters are more active**

		<i>Which of the following sites do you find the recruiters to be active more?</i>				
		<i>LinkedIn</i>	<i>Facebook</i>	<i>Twitter</i>	<i>All the above</i>	<i>Total</i>
Designation	Junior Level Employee	35	3	0	17	55
	Intermediate Employee	17	6	0	9	32
	Top Level Employee	0	0	1	1	2
Total		52	9	1	27	89

**Table 10**  
**Chi-Square test between Designation and sites where recruiters are more active**

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	49.134 <sup>a</sup>	6	.000
Likelihood Ratio	14.312	6	.026
Linear-by-Linear Association	.416	1	.519
N of Valid Cases	89		

The table 10 shows that the significance level (0.000) is less than 0.05. Hence, the null hypothesis is rejected, and the alternate hypothesis is accepted at 95% confidence level. Therefore, there is a significant association between between Designation and sites where recruiters are more active.

**FINDINGS**

42.4% employees are getting connected with recruiters through Social media. 50% employees believe that the security and privacy of the content posted in Social media sites should be improved. 92.9% Organizations

prefer LinkedIn for recruiting purpose. 42.9% Organizations agree that they get recognition in the market through the use of Social Media. 71.4% recruiters agree that the cost and expenses spent on recruitment is reduced through the use of Social Media. 46.2% recruiters agree that Return on Investment (ROI) is increased for their Organizations through the use of Social Media. 84.6% recruiters believe that Social media is an effective way for Organizations.

### **SUGGESTIONS**

Employer's brand image should be spread across the social media so that the Organizations receives people's attitude towards their Organization. Steps should be taken to restructure the Organization through the use of social media. Recruiters should look for candidates by proper screening through various factors like profound profile, technical ability and not only by preferring those who are active in events, groups and discussions only on social media sites. Regarding security of sites, recruiters also feel that it should be improved in a better way to post the content. Proper steps should be taken to improve and standardise the security of social websites for posting confidential information. Apart from LinkedIn, other social sites such as Facebook, Twitter, and Google+ should also be used effectively for professional purposes. By adapting above mentioned improvements, the effectiveness of Social Media sites would be improved more thereby offering potential benefits to recruiters as well as employees.

### **CONCLUSION**

This paper was mainly undertaken to assess the effectiveness of Social Media for recruitment purpose. The social media is found to be an effective way for recruitment as well as for job hunt. We found that various factors such as Employer of Choice, Social presence and awareness in the market, finding qualified candidates, reduction in cost and time spent for recruiting are the major contributors for making Social media to be an effective platform for Organizations.

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