"A study of the applicants' perception and awareness about use of E-Recruitment with reference to Kolhapur district"

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Abstract:
The recruiting and attracting the best employees is one of the great challenges for human resource management in today's scenario. In the last ten years, E-recruitment has been considered as the latest tool in hiring. It has created the real revolution in the field of Human Resource Management and now the hiring process becomes very simple. Today online recruiting is the noteworthy tool for HR department in many organizations. Organizations are using E-recruitment to post their vacancies and to accept resumes on the internet. Also, organizations are communicating with applicants through e-mail for the further correspondence regarding the recruitment process. However, to cope up with new changes and challenges in the present scenario it is essential to know perception and awareness of applicants' about the use of E-recruitment.

This study investigates applicants' perception and awareness about the use of   E-recruitment based on several parameters. The results will provide valuable insights on awareness and perception of applicants' towards the use of E-recruitment and same might be useful for HR professionals while recruiting the employees in an organization. And also, the study would be very useful to E-Recruitment companies.

Keywords: E-Recruitment, Internet, Applicants, Human resource management.

Introduction:
E-recruitment:
In the simple term recruitment can be defined as "Searching and inspiring prospective employees". Also, it is an activity that links the employers and the job seekers for their mutual benefit. E- Recruitment offers HR professionals one of the most dynamic and economical ways to recruit employees for the business unit in the exiting scenario. In addition, web-based recruitment is the use of networked technology to attract and source the candidates. Besides that, it helps the whole recruitment process. Altogether E-recruitment means the use of a company's own website, third-party job sites, CV database and social media platforms to fill the vacancies.

Most of the big organizations use E-recruitment as a source of recruitment and ordinarily they advertise available vacancies through their own web portal or third party web portal. Usually, the job seekers send their applications through internet facility with the help of E-mail. On the other hand, job seekers place their resumes in worldwide web to reach many employers. Moreover, E-Recruitment technique manages job vacancies and database of applicants. It is also referred as a basic applicant –tracking system.

Top 10 Job Sites in India:

Sr.No	Name of the website
1	www.naukri.com
2	www.monster.com
3	www.timesjobs.com
4	www.shine.com
5	www.placementindia.com
6	www.careerage.com
7	www.jobstreet.co.in
8	www.jobdb.com
9	www.jobisjob.com
10	www.sarkarinaukricom.com

(Source: http://top10companiesinindia.co.in)

Jobseekers and E-recruitment:

While understanding E-recruitment it essential to know some curial facts pertaining to job seekers perspective. The huge barrier to web recruitment might be the types of job seekers who are directly attracted towards online web portals for job search. Computer literacy, employment status, and age play a major role in the usage of online recruitment sites. It has been seen that well-educated candidates with high literacy towards internet and computers are attracted more towards E-recruitment to search the job. Besides that, age factor badly affects the use of recruitment portals. Further, it has been observed that employed men also use online recruitment portals for searching a job.

Also, education background, personality and attitude of the job seekers also play a most important role in the usage of online web portals. Furthermore, online recruitment is mostly suitable for white-collar employees; applicants who look for blue collar jobs won't be able to use such facilities. However, the applicants those who are having very low level of confidence in using computers mostly do not prefer to make use E-recruitment technique for job search.

Thus, online recruitment is not always suitable for all jobs seeking candidates. E-recruitment can yield the best results when used by an appropriate individual in an appropriate way and at the appropriate time. But, here perception and awareness of job seekers towards E-recruitments matter a lot. Effectiveness and efficiency of recruitment team can be improved by understanding the perception of job seekers.

Conceptual Background:

Recruitment:

Recruitment (hiring) is a core function of human resource management. Recruitment refers to the overall process of attracting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization. Recruitment can also refer to processes involved in choosing individuals for unpaid positions, such as voluntary roles or unpaid trainee roles. Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in

some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies to support all aspects of recruitment have become widespread.[1]

Definitions:

According to **DeCenzo and Robbins,** "Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity—bringing together those with jobs to fill and those seeking jobs." [2]

According to Edwin B. Flippo, "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization". [3]

E- Recruitment:

Definition: "E-recruitment is the use of technology and electronic resources for the process of attracting, selecting and managing the recruitment in a company".

E-recruitment includes practices carried out by the organization using technology, particularly web-based technology for the purpose of identifying and attracting potential employees. Through e-recruitment employers can save resources by reaching larger number of potential employees and facilitation of the recruitment process like using assessment tools incorporated into recruitment software. E-recruitment is also known as online recruitment as internet communication is vital to this process. However, e-recruitment has certain disadvantages such as being too impersonal, high volume of responses and faces certain technology issues.

The main elements of e-recruitment are as follows:

- Applicant Tracking: Status of candidate with respect to the jobs applied by him/her
- Employer's Website: Communicate details of job opportunities and collect data for the same
- Job Boards: Just like recruitment advertising section of a newspaper or magazine, will carry job advertisements from employers and agencies
- Online Testing: Some kind of evaluation of candidates over internet
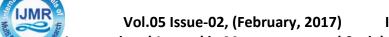- Others like multiple posting tools, Intelligent CV parsing etc. [4]

The two kinds of e- recruitment that an organization can use are –

- **Job portals** – Here the position with the job description and the job specification are posted on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.
- **Resume Scanners:** Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria's and requirements (skills, qualifications, experience, payroll etc.) of the job.

Job sites provide a 24*7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes organizations can get valuable references through the "passers-by" applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

Techniques of E–Recruitment

- E-recruitment should be incorporated into the overall recruitment strategy of the organization.
- Giving a detailed job description and job specifications in the job postings to attract candidates with the right skill sets and qualifications at the first stage.

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- A well defined and structured applicant tracking system should be integrated and the system should have a back-end support.
- Along with the back-office support a comprehensive website to receive and process job applications (through direct or online advertising) should be developed.

Advantages of E-Recruitment are:
- No intermediaries.
- Lower costs to the organization.
- Posting jobs online is cheaper than advertising in the newspaper.
- Facilitates the recruitment of right type of people with the required skills.
- Reduction in the time for recruitment (over 65 percent of the hiring time).
- Gives a 24*7 access to an online collection of resumes.
- Online recruitment helps the organizations to weed out the unqualified candidates in an automated way.

Disadvantages of E-Recruitment
- There is low Internet penetration and no access and lack of awareness of internet in many locations across India.
- Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time consuming exercise for organizations.
- Organizations cannot be dependant solely and totally on the online recruitment methods. [5]

1. https://en.wikipedia.org/wiki/Recruitment
2. http://bankofinfo.com/definition-of-recruitment-and-selection/
3. http://www.naukrihub.com/recruitment/meaning-of-recruitment.html

Literature review:

The literature review is focused on various researches that are relevant to the present study.

B. Grobler, Dr. P. Joubert and Mr. K. Lesuthu (2014) have investigated job seekers' perceptions regarding the PNet website in SA and their research was based on different parameters. Finally, they have concluded that job seekers were satisfied with the performance of PNet website and also they gave some suggestions for further improvement.

Bandula Lanka Galhena and Dilusha Madushanka Liyana (2014) have conducted a study on the impact of e-recruitment on candidate's behavioral intention in Sri Lanka. The survey revealed that the PU (Perceived usefulness) and the PEOU (Perceived ease of use) are the significant predictors of the behavioral intention. Further, authors concluded that there is a positive relationship between the PU, PEOU, and the behavioral intention.

Mohammad Rezaul Karim,Md. Shelim Miah and Asma Khatun (2015) have focused on jobseekers' Perception in Bangladesh and the authors reported that use of the internet for job seeking is influenced positively. The intention to use the Internet for job-seeking is influenced by habits and performance expectancy of the internet services. Also, findings of the study revealed that the response rate from the employers is low and the applicants sometimes become disappointed.

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Problem statement:

In order to offer appropriate assistance to HR professionals and E-recruitment companies to develop their E-Recruitment strategies, it is essential to understand the perception of applicant's towards the use of E-recruitment. Subsequently, the effectiveness and efficiency of recruitment team can be improved by understanding perception and awareness of job seekers about the use of E-recruitment.

Hence, the study entitled "A study of the applicants' perception and awareness about the use of E-recruitment with reference to Kolhapur district" came up for further in-depth study.

Objectives of the study:
1. To study applicants' perceptions towards use of e-recruitment websites.
2. To determine the attitude of applicants' towards E-recruitment.
3. To analyze the opinion of applicants about the use of E-Recruitment.
4. To study benefits of E-Recruitment in terms of applicants' perspective.
5. To identify applicants' frequency of using E-recruitment websites.

Hypothesis:

The hypothesis put forth by the researcher related to this research is stated as below:

H0: There is no relationship between applicants' age and frequency to visit e-recruitment websites.

H1: There is significant relationship between applicants' age and frequency to visit   E-Recruitment websites.

Scope of study:
- The research would highlight the perception of applicants' about the use of   E-recruitment.
- The study investigates attitude and opinion of applicants' about E-recruitment based on different parameters.
- The research identifies applicants' habits of using E-recruitment websites and the study would give insights on benefits E-recruitment in terms of applicants' perspective.

Significance of study:
- The study reveals perception, attitude and opinion of applicants about the use of   E-recruitment in present situation, which might be useful for many HR professionals and E-Recruitment companies to redefine their E-recruitment strategies.
- The research would be useful to E-recruitment companies.
- It provides first-hand information of applicants' habit to visit E-recruitment websites and benefits of same in terms of applicants view.
- The research work is beneficial to understand applicants overall view about the process of E-recruitment.

Limitations of study:
- Few applicants were very reluctant to answer the question and hence the response may be biased.
- The study was limited as far as applicants from Kolhapur district is concern.
- The sample may not be a true representative due to location factor and the respondents may not be representative of the whole universe.
- The study emphasizes on only one source of recruitment i.e E-recruitment as there are so many traditional sources of recruitment are available.

Research Methodology:

An empirical study was carried out using a survey method, which contains the close-ended type of questions. Some responses are based on five point Likert Scale to indicate attitudinal aspects of job-seekers towards the use of E-recruitment and the remaining are simple multiple choice questions.

Sample Design: Research was conducted in Kolhapur District of Maharashtra State and job applicants were considered as the universe of the study. The sample design helped the researcher to conduct the research in a proper way.

- **The universe of the study (Total Population):** Universe of this research is unknown.
- **Sample Unit:** Job applicants in Kolhapur district.
- **Sample Size:** The actual sample size was 1500 applicants but unusable responses were 123 among total population and usable responses were 1377. Hence, 1377 sample is considered for final analysis.
- **Sampling Method**: The researcher has used simple Random Sampling method to carry out researcher.

Data Collection:

- **Primary data:** The researcher has used structured questionnaire to collect the primary data.
- **Secondary Data:** The researcher has used many sources to collect secondary data like Books, Journals, Magazines, and Internet.

Statistic used: Chi-square test, SD, Mean, Graphs, Tables etc.

Validity of questionnaire: To study the given research problem and stated hypothesis, data is collected through questionnaire. The researcher intended to study the relationship between applicants' age and frequency to visit e-recruitment websites. The researcher has used Likert Scale to indicate attitudinal aspects of job-seekers towards the use of E-recruitment.

Where,

Strongly agree = 5, agree=4, neither agree nor disagree =3, disagree=2, strongly disagree =1.

Here, the researcher has assured the validity of statements through extensive literature survey and consultation with experts from both industry and academics.

Data interpretation:
Hypothesis Testing:

The researcher intended to check the relationship between applicants' age and their frequency to visit E-recruitment websites. The research has used Chi-square test to check the relationship between above said variables.

Hypothesis:

H0: There is no relationship between applicants' age and frequency to visit e-recruitment websites.

H1: There is a significant relationship between applicants' age and frequency to visit e-recruitment websites

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Table No.1-Chi square table :

Frequency to visit e-recruitment websites	Every 2-3 days	Weekly	Monthly	Quarterly	Half yearly	Total
Age						
20-25	30	125	145	15	15	330
26-30	38	155	244	26	8	471
31-35	24	40	88	43	15	210
36-40	39	50	69	63	33	254
41 and above	23	24	23	21	21	112
Total	154	394	569	168	92	1377

- **Chi –square value (X^2)** = 225.223
- **Table value** = 26.296
- **Level of significance** = 5% (0.05)
- **Degrees of freedom** = 16

Table No. 1 has result of chi-square value i.e **225.223**, which is greater than table value **26.296** at **5 %** significance level so, we reject the null hypothesis and accept the alternative hypothesis. Hence, it is concluded that there is a significant relationship between applicants' age and frequency to visit e-recruitment websites.

Table No.2- Qualification:

Sr.No	Qualification	No. of applicants	Percentage (%)
1	Graduation	841	61
2	Post Graduation	512	37
3	Other	24	1.74
Total		1377	100

Interpretation:
The above table shows that 61% respondents are graduate and 37 % respondents are post graduate. Besides that, 1.74 respondents have other qualification backgrounds.

Table No.3-Gender :

Sr.No	Gender	No. of applicants	Percentage (%)
1	Male	813	59
2	Female	564	41
Total		1377	100

Interpretation:

The above table depicts 59% respondents are male and remaining 41% respondents are female.

Table No.4 -Age:

Sr.No	Age	No. of applicants	Percentage (%)
1	20-25	330	24
2	26-30	471	34
3	31-35	210	15
4	36-40	254	18
5	41 and above	112	8
Total		1377	100

Interpretation:

The above table depicts 34 % respondents are in the age group of 26 to 35 years. 24 % respondents are in age group of 20 to 25 years, 18% respondents are in age group of 36 to 40 years, 15% respondents are in age group of 31 to 35 years and finally 8% respondents are in 41 years and above age category.

Table No.5- Frequency to visit e-recruitment websites:

Sr.No	Frequency	No. of applicants	Percentage (%)
1	Every 2-3 days	154	11
2	Weekly	394	29
3	Monthly	569	41
4	Quarterly	168	12
5	Half yearly	92	7
Total		1377	100

Interpretation:

The above table depicts, 41% respondents say that they visit monthly to E-recruitment websites, 29% respondents say that they visit weekly to E-recruitment websites, 12% respondents say that they visit quarterly to E-recruitment websites, 11% respondents say that they visit E-recruitment websites every 2-3 days and 7% respondents say that they visit half yearly to E-recruitment websites .

Table No.6-Computer Literacy

Sr.No	Level of Computer Literacy	No. of applicants	Percentage (%)
1	Poor	245	18
2	Average	789	57
3	Expert	343	25
Total		1377	100

Interpretation: The above table depicts, 57% respondents have average computer literacy, 25% respondents have expert computer literacy and finally 18% respondents have poor computer literacy.

Table No.7- Employment status :

Sr.No	Employment status :	No. of applicants	Percentage (%)
1	Employed	288	21
2	Unemployed	1089	79
Total		1377	100

Interpretation:

The above table depicts, 79% respondents are employed and reaming 21% respondents are unemployed.

Table No.8-Level of job seeking:

Sr.No	Job seeking level	No. of applicants	Percentage (%)
1	Entry level position	669	49
2	Middle level position	553	40
3	Higher level position	155	11
Total		1377	100

Interpretation:

The above table shows that 49% respondents are seeking entry level jobs, 40% respondents are seeking middle level jobs and finally, 11% respondents are seeking higher level positions.

Table No.9-Time and Cost :

Where,

Strongly agree = 5, Agree=4, Neither agree nor disagree =3, Disagree=2, strongly Disagree =1

Sr. No	Statements	5	4	3	2	1	Total(N)	Mean Score	S.D
1	E-Recruitment is cost efficient as there are no charges.	198	1006	45	102	26	1377	3.91	0.79
2	It saves time.	55	1244	19	30	29	1377	3.92	0.56
3	Internet connection and browsing cost in my locality are less.	8	100	50	881	338	1377	1.95	0.78

Interpretation:

The above table depicts, with the mean score, 3.91 respondents agree that E-recruitment is cost efficient as there are no charges, with the mean score 3.92 respondents agree   E-recruitment saves time and finally, with the low mean score 1.95 respondents disagree that internet connection and browsing cost in their locality is less.

Table No.10-Communication:

Where,

Strongly agree = 5, Agree=4, Neither agree nor disagree =3, Disagree=2, strongly Disagree =1

Sr.No	Statements	5	4	3	2	1	Total (N)	Mean Score	S.D
1	E-Recruitment helps for speedy communication with an employer.	122	1133	50	45	27	1377	3.93	0.65
2	It provides information clarity as compared to advertisements in newspapers and magazines.	255	663	255	115	89	1377	3.63	1.75

Interpretation:

The above table depicts, with the mean score, 3.93 respondents agree that the E-Recruitment helps them for speedy communication with an employer and also with the mean score 3.63 respondents agree that E-recruitment provides information clarity as compared to advertisements in newspapers and magazines.

Table No.11- Benefits:

Where,

Strongly agree = 5, Agree=4, Neither agree nor disagree =3, Disagree=2, strongly Disagree =1

Sr.No	Statements	5	4	3	2	1	Total (N)	Mean Score	S.D
1	Less paperwork.	1205	94	12	48	18	1377	4.76	0.75
2	It helps to understand no. of vacancies in different companies easily at the same time.	134	957	63	174	49	1377	3.69	0.93
3	E-recruitment gives detail and expected job description easily as compared to other sources.	297	873	45	90	72	1377	3.90	0.97
4	E-recruitment gives detail and expected job specification easily as compared to other sources.	233	804	45	210	85	1377	3.64	1.11
5	E-recruitment helps applicants to apply for several jobs posted by different employers.	17	1235	10	78	37	1377	3.81	0.67
6	Job seekers can respond quickly with ease and speed when they view an opportunity publicized on online.	213	1001	33	86	44	1377	3.91	0.84
7	No intermediaries.	167	633	7	503	67	1377	3.24	1.20

Interpretation:

The above table indicates that, with the mean score 4.76 respondents strongly agree that less paperwork is the benefit of E-recruitment, with the mean score 3.69 and 3.64 respondents agree that E-recruitment gives them detail and expected job description and job specification easily as compared to other sources respectively, with the mean score 3.81 respondents agree that E-recruitment helps applicants to apply for several jobs posted by different employers, with the mean score 3.91 respondents agree that job seekers can respond quickly with ease and speed when they view an opportunity publicized on online and finally, respondents neither agree or disagree about no intermediates in E-recruitment.

Table No.12-Attitude:

Sr.No	Statements	5	4	3	2	1	Total (N)	Mean Score	S.D
1	E-Recruitment is the useful tool to search job.	443	712	101	100	21	1377	4.06	0.90
2	The use of e-recruitment has made me more aware of future career opportunities.	56	901	14	356	50	1377	3.40	1.02
3	I can take all decisions regarding my future career plans and path with the help of E-recruitment.	11	122	45	834	365	1377	1.97	0.72
4	I am totally dependent on E-recruitment sites for my future job search.	23	10	88	567	689	1377	1.63	0.77
5	E-recruitment increases my chances to get the job easily.	104	1199	19	34	21	1377	3.97	0.57
6	User-friendly websites attracts me more.	188	1123	24	25	17	1377	4.05	0.58

Interpretation:

The above table indicates that, with the mean score 4.06 respondent agree that E-Recruitment is useful tool to search job, with the mean score 3.40 respondent agree that the use of e-recruitment has made them more aware of future career opportunities, with the low mean score 1.97 and 1.63 respondent disagree that they can take all decisions regarding their future career plans and path with the help of E-recruitment and they are totally dependent on E-recruitment websites for future job search respectively and finally with the mean score 3.97 and 4.05 respondent agree that E-recruitment increases their chances to get the job easily and user-friendly websites attract them more respectively.

Table No.13-Problems faced by respondents :

Sr.No	Problem	No. of applicants	Percentage (%)
1	Response rate is comparatively low	596	43
2	Time consuming	52	4
3	Other	29	2
4	Privacy Protection	700	51
Total		1377	100

Interpretation:

The above table depicts that 51% respondents say that they have faced privacy protection problem while using E-recruitment, 43% respondents say that response rate is comparatively low, 4% respondents say that they have faced time consuming problem while using E-recruitment and finally 2% respondents say that they have faced other problems while using E-recruitment websites.

Table No.14-In future option preferred by respondents :

Sr.No	Option	No. of applicants	Percentage (%)
1	E-Recruitment	976	71
2	Traditional sources	401	29
Total		1377	100

Interpretation:

The above table depicts that 71% respondents say that they would prefer E-recruitment websites for future job search and remaining 29% respondents say that they would prefer traditional sources for future job search.

Findings:

1. It is found that majority of applicants are graduate and majority of applicants are male applicants. Besides that, it has been observed that majority of applicants are in age group of 26 to 30 years.
2. It is has been observed that majority of applicants visit monthly to E-recruitment websites and majority of applicants have average computer literacy. Besides that, it is found that majority of applicants are unemployed and the majority of applicants are seeking entry level jobs.
3. It is found that applicants feel that, E-recruitment is cost efficient as there are no charges and it saves time also it is found that, applicants feel that, the internet connection and browsing cost in their locality are not less.
4. It is found that applicants feel that E-Recruitment helps them for speedy communication with the employer and also it provides information clarity as compared to advertisements in newspapers and magazines.
5. It is found that applicants feel that, there is scope for better job match and   E-recruitment is simple to understand and also it has been observed that applicants feel that E-recruitment is an organized process and E-recruitment sites are very easy to use.
6. It has been observed that applicants feel that online recruitment portals offer a huge amount of information about a job profile and company too and also, it is found that applicants also feel that good web features play an important role in attracting candidates.
7. It is found that applicants are taking the neutral stand about, necessary resources to access the internet and also about, their trust on online recruitment websites.
8. It is found that applicants feel that less paperwork is the benefit of E-recruitment also applicants feel that E-recruitment provides them in detail job description and specification.
9. It has been observed that applicants feel that E-recruitment helps applicants to apply for several jobs posted by different employers and also they feel that job seekers can respond quickly with ease and speed when they view an opportunity publicized on online. Moreover, it found that applicants have a neutral opinion about no intermediates in E-recruitment.

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10. It is found that applicants feel that E-Recruitment is a useful tool to search job and also they feel that recruitment has made them more aware of future career opportunities.

11. It has been observed that applicants feel that they cannot take all decisions regarding their future career plans and path with the help of E-recruitment and also they feel that they are not totally dependent on E-Recruitment websites for their future job search.

12. It is found that applicants feel that E-recruitment increases their chances to get the job easily and user-friendly websites attract them more respectively.

Conclusion:

It is concluded that applicants have positive perception about E-recruitment and they are aware of use of E-recruitment websites for their own needs. The applicants have a positive attitude towards E-recruitment and E-recruitment is beneficial to applicants in terms of several parameters. Moreover, applicants do have a positive opinion about E-recruitment. Further study revealed that there are certain areas wherein companies need improvement like privacy protection and response rate and also companies must try to build more trust of applicants. The study also revealed that there is a significant relationship between applicants' age and their frequency to visit E-recruitment sites.

However, it can be stated that nowadays E-recruitment is strongest and fastest tool of hiring in the field of human resource management, therefore E-recruitment is the best platform for the both applicants and employers. The E-recruitment offers more advantages than the traditional methods of hiring. The E-recruitment is beneficial to every organization as it helps to reach large number of job seekers.

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