## HR Professionals Preference in Online Recruitment Process with Special Reference to Social Media

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**Abstract**

*Now-a-days online recruitment through social media is a growing trend. The modern technology world recruiter can use social media for recruitment, which helps manage economic and operational feasibility. Usually people are not prepared to use social media for recruiting purpose and it may be due to various reason or factor like costs, time, and quality of information provided and inefficiency of the ability to use IT. On the other hand, people in modern group adapt to the changing world, preferring to use social media for recruitment. This paper originally aims to find how social media is used as a tool in the recruitment process and analyses the social media forums for knowledge sharing and requirement process. Cluster and factor analysis have been used for analyzing data. Questionnaire method was used for data collection. HR people from various places like Chennai, Delhi, and Bangalore have filled questionnaire and a sample of 50 was obtained.*

**Keywords**: Factor analysis, Social media Analytics, SMN for recruitment

## 1. Introduction

Recruitment is a process of searching for and obtaining applicants for jobs, among whom, the right people can be selected. The personnel selection and human capital play a major role in an organization, because the success and failure of an organization depends upon how its human resources are employed and retained. So the current challenge is to find the right people for the right job and now the new trend for recruit is through Social Networking Site (SNS). In this research the Social Networking Sites like LinkedIn, Face book, Twitter, Video, Google+, Branch Out, XING, Pinterest are going to be analyzed, how these forum are efficiently used for on line recruitment.

### 1.1 Cluster and Factor Analysis

Cluster analysis or clustering is the task of grouping a set of objects, whether objects are of the same type or different. The objects in the same group are called a cluster. Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of potentially lower number of unobserved variables called factors.

## 2.0 Research Objective

### 2.2.1 Overall Objective

To identify the level of usage and the effectiveness of social media for recruitment

### 2.2.2 Specific Objectives

• To examine the various social media which function to cater to the needs of job seekers.

• To examine the respondents nature, qualification and aspiration to seek jobs from the social media

• To analyze which factor gets more importance in terms of online recruitment through social media

### 2.2.3 Need for the Study

➢ To analyze the growing trends of recruitment through social media as a medium

➢ Gives the guideline for recruiting the right people for the right job with less cost and time

➢ Determine which recruitment and selection practices are more effective

### 2.2.4 Source of Data

Questionnaire is engaged for the purpose of the study. This questionnaire contains the details about skills of the person, information quality about applicants, popularity of Social Networking Sites, networking effect, diversity of applicants, quality of applicants, costs and time feasibility, target group orientation and demographics details about the respondents. Web blogs and web site have been used for hosting the questionnaire for data collection.

### 2.2.4 Size of Sample and Population

Questionnaire was created through Google Drive. Questionnaire link was posted in Face book. Total sample size is 50. HRs from various places like Chennai, Delhi, and Bangalore has filled the questionnaire and data was obtained. Since the numbers of HRs in the organization are limited the sample has been limited to 50. Convenience sampling is used in this project.

### 2.2.5 Tools Used

SPSS and Microsoft Excel 2010

### 3.0 Review of Literature

Namsu Park (2009) has published an article on Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes. This survey was conducted from 1,715 college students which examined Face book Groups users' gratifications. This study used factor analysis to reveal four primary needs for participating in groups within Face book; those are socializing, entertainment, self-status seeking, and information.

Jusola, Toni (2010), has published a paper on Recruitment and Social Networking the Future for International Recruitment Agency. The main objective of this article was to determine the implications of social networking on Human Resource Management (HRM), online recruitment as well as web 2.0 media. Factors influencing the adoption of online recruitment, factors relating to the use of corporate websites and commercial job boards for recruitment were discussed in this study. Multiple regression analysis for corporate website, multiple regression analysis commercial job boards were used for analysis.

Nigel Wright (2011), he has published a paper on the impact of social media on recruitment. This paper discusses the impact social media has on the recruitment industry. It focused on how companies are effectively used social media to promote brands their name in the business environment.

Ms. Poulami Banerjee (2012), this paper titled Social Networking Sites: A Fad or a Breakthrough in New Age Recruitment. The study explores only the impact of social networking sites on the recruitment practices across various sectors in India.

G.B.Patil et al. (2013) have published an article on Use of social networking sites for recruitment. This research paper contributed impact of social networking sites in

organization and for jobseeker. It has analyzed how well the social networking sites like Face book, Twitter, LinkedIn, Video, MySpace has been used for recruitment.

G. Aspridis et al. (2013) have published a paper on Social Networking Websites and Their Effect in Contemporary Human Resource Management - a Research Approach. This research explains, in what ways social media can be used for recruitment. In this study, exploratory research was used and data was collected through E-mail. It covered different age groups (18 and above), the different educational levels and occupations. Convenience sampling was used in this exploratory research.
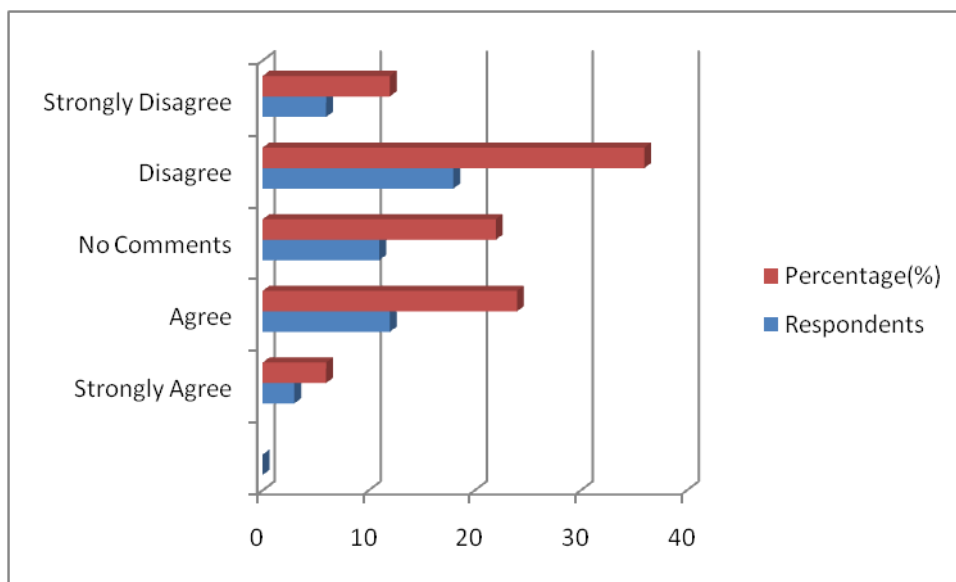
## 4.0 Data Analysis and Interpretation

### Table 1.1 - Social Media - Final Process of Recruitment

| S. No | Options | Respondents (N=50) | Percentage (%) |
|-------|---------|--------------------|----------------|
| 1 | Strongly Agree | 3 | 6 |
| 2 | Agree | 12 | 24 |
| 3 | No Comments | 11 | 22 |
| 4 | Disagree | 18 | 36 |
| 5 | Strongly Disagree | 6 | 12 |

**DIAGRAM 1.0**

**Social Media - Final Process Of Recruitment**



### Inference

From the table 1.1 and diagram 1.0, the researcher came to know that 36% of the respondents disagreed that social media could be considered as the final process of recruitment, 24% of them agreed that online recruitment could be the final process, 22% of them said no comments, 12% of them said strongly disagree, 6% of them said strongly disagree.

### 4.1 Cluster Analysis

Clustering is often called an unsupervised learning task, as no class values denoting prior grouping of the data instances are given, which is the case in supervised learning. Clustering techniques are used to group people according to similar or particular characteristics. The basic assumption underlying the technique is the fact that similarity is based on multiple variables and the technique attempts to measure the proximity in terms of the study variables. The emerging groups are homogenous in their composition and heterogeneous as compared to the other groups.

**Table 2.0 - Number of Cases in Each Cluster**

| | | |
|---|---|---|
| Clusters | Modern Group | 34 |
| | Traditional Group | 16 |
| | Valid | 50 |

By performing K-means clustering, we have grouped the dataset into two clusters, namely modern group and traditional group. The people in traditional group do not prefer to use social media for recruiting purpose and it may be due to various factors like costs, time, and quality of information provided. On the other hand, people in modern group adapt to the changing world, preferring to use social media for recruitment. It should be noted that the people in traditional group are above 35 years and people in modern group are below 35, who come under Generation Y. In the sample dataset, there are 34 people in modern group cluster and 16 people are in traditional group cluster. From the two clusters (i.e.) modern group and traditional group, only the modern group is taken into consideration for further analysis. Researcher now knows that the modern group prefers to use social media for recruitment but the researcher must also know through which medium more recruitments are carried out.

### 4.2 Principal Component Factor Analysis

Principal component factor analysis was performed by taking five variables (i.e.) diversity of applicants, quality, costs, time and target group orientation. The first step in factor analysis is to check the reliability of the variables. Researchers have used reliability test in SPSS under the scale menu:

**Table 3.0 - Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .807 | 5 |

From the above table 1.2, researcher knows that the Cranach's alpha is 0.807 which is above than the normal value 0.7. Therefore, the variables taken into analysis are highly reliable. The second step of factor analysis is to determine the Kaiser-Meyer-Olkin Measure of Sampling Adequacy.

**Table 4.0 - KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .796 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi- Square | 80.769 |
| | D.f | 10 |
| | Sig. | .000 |

The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy normally varies between 0 and 1. It is generally used to measure the accuracy of the model. From the above table 1.3, the KMO measure of Sampling Adequacy is 0.796, which is greater the minimum value 0.5. Therefore, the factor analysis model has better accuracy.

The final step in the factor analysis is to perform the Principal component factor analysis along with the rotation method as varimax. The values derived from the data in factor analysis are known as the "Factor Loadings".

**Table 5.0 - Total Variance Explained**

| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.898 | 57.958 | 57.958 | 2.898 | 57.958 | 57.958 |
| 2 | .818 | 16.353 | 74.311 | | | |
| 3 | .525 | 10.508 | 84.818 | | | |
| 4 | .431 | 8.616 | 93.434 | | | |
| 5 | .328 | 6.566 | 100.000 | | | |

Extraction Method: Principal Component Analysis

The table 1.4 represents the variances of the factor derived from the data. The factor 1 is the reason for causing cumulative variance of 57.96% on the overall variables. The factor loadings with values below 0.5 are eliminated from the analysis:

**Table 6.0 Factors and Component**

| Factors | Component |
|---|---|
| Diversity | .786 |
| Quality | .811 |
| Cost | .608 |
| Time | .797 |
| Target Group | .786 |

Extraction Method: Principal Component Analysis

From the above table 1.5, it is very clear that a person gives more importance to the quality of information in the social media with a factor loading of 0.811, followed by time with factor loading of 0.797. The third preference is given to two factors, they are diversity of applicants and target group with factor loadings of 0.786 each. The factor cost is least preferred since its factor loading is 0.608.

## 4.3 Major Findings

There are 96% of the respondents who were aware about the online recruitment through social media and 4% of the respondents are not aware about that candidates are recruited through social media.

90% of the respondents prefer online recruitment channel as one of the tools for recruitment. On analyzing the ideas of the HRs, 40% of respondents disagreed that overall characteristics could be measured by SM; only 38% of them agreed that overall characteristics could be measured by SM.

It is evident from the analysis that most of them prefer online recruitment through social media for technical graduates. On analyzing the ideas of the people, 48% of respondents said that 0-25% of total recruitment are being covered by SNS, 44% of respondents said that it is 25-50%. It clearly gives an answer that more or less 50 % recruitments are being covered by SNS.

From the analysis, it is stated that social media could not be considered as the final process of recruitment. It is truly evident that 56% of the respondents agreed that applicants with different background has increased, National applicants has increased 66%, regional applicants has increased 64%, international applicants has increased 54%, because of the recruitment through SNS.

## 5.0 Suggestions

This research shows that some of the respondents aren't aware about the online recruitments through social media and companies that use social media for recruitment. So if a company gives the advertisement that they were outsourcing the candidates through social media, it means that it will be of help to identify the company which was doing online recruitment through social media and it will also give the information about online recruitment to the people who do not know about it.

Most of them agreed that compared to other skills, knowledge about the field was measured by social medial. So the rest of the skills, that is: communication, hard work, decision making, emotional maturity and leadership quality must be measured by some other way.

People activities are regularly updated in social media. So the company will make use of this chance to identify the personality types and characteristics of the applicants.

Some times in social media, fraudulent activities are done by the candidates, so every detail could be cross checked in the final process of recruitment.

## 6.0 Conclusion

The key objective of the research is to find out to what extent social media is used for recruitment. In order to achieve this objective, a survey was conducted among HR professionals. The current research concludes that many of respondents were aware of the online recruitment through social media. This research is very clear that for recruitment through social media a person gives more importance to the quality of information in the social media followed by time. The third preference is given to two factors, they are diversity of applicants and target group. The factor cost is least preferred. In conclusion, the results show that the role of Social Networking Sites in recruitment has become much more important over the upcoming years**.**

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