Job Seekers Perception towards E-Recruitment (With Special Reference to Coimbatore City)

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Abstract: *Recruitment means searching the prospective employees and stimulating them to apply for the jobs. In previous days the recruitment is done on the basis of advertisement given in the paper. Through this advertisement suitable persons can apply for the jobs. Now a days the development of internet technology the most of the companies and organisations are preferred the Internet based recruitment that is E-recruitment. Companies make use of this internet to reach a large number of job seekers and hire the best talent for the company at a less cost. This paper concentrates on the Job seekers perception on the E-recruitment process. For getting perception 300 Job seekers were selected and the data was collected. The collected data was analysed using the percentage analysis and chi-square. The time saving is the major perception of job seekers*.

Index Terms: **Advertisement, E-Recruitment, Online Perception, Recruitment,**

I. INTRODUCTION

The process of hiring the potential candidates for the job through electronic resources particularly internet is called E-recruitment, It consist the process of finding out prospective candidates, assessing, interviewing and hiring them as per job requirement. The company undertake their online as a promotional tool for e-recruitment they enclose their complete information about the company and their recruitment process, with this Information the suitable candidate apply for the jobs. For this E-recruitment software and system are available the entire recruitment process is automated. The use of this system of recruitment Company required less time to hiring the potential candidate for the firm and it becomes more efficient and easy to record details of the applicant.

II. REVIEW OF LITERATURE

Rozy Rani (2016) in his article **"E–recruitment and its impact Upon on job seekers: a Contemporary approach".**

➢ The rapid change and growth of internet the companies conduct their several activities through internet.The human resources recruitment through E-recruitment is one of the latest development in recruitment process by the company, because it is cost benefit. The development of online jobsites create oppurtunities to number of job seekers with lower cost.

➢ This paper has focussed on the job oppurnuties and benefit of E-recruitment to the Job seekers .The findings of the study reveal that the job seekers get number of job opportunities using internet recruitment and benefitted in the way of cost and time.

➢ M. Sriman narayana, Tania Roy Chowdhury (2016) In their article "Applicants' Perceptions on Online Recruitment Procedures" This study focuses on the perception of applicants on Online recruitment. For measuring the perception five factors taken into consideration namely perceived efficiency, user-friendliness, information provision, fairness perception and internet selection image of the company. The perception was measured using 26 item question among postgraduate student enrolled in different management one of the leading management institutes in India. It was found out that there was significant difference in perception between career section of a corporate website and employment websites except for the constructs, *user* friendliness and fairness perception

III. STATEMENT OF THE PROBLEM

The physical process of recruitment is followed many years in the company and organisations. The change in the process of recruitment by using the internet that is E-recruitment is benefit for the company in their employee hiring. But how this change of recruitment system perceived by the Job seekers is taken as the problem of the study and seek the answer.

IV. OBJECTIVES OF THE STUDY

➢ To Know the job seekers perception towards E-Recruitment

V. RESEARCH METHODOLOGY

1.1. Sampling Design

The data was collected from 300 job seekers from the various area of Coimbatore city by using the convenience sampling techniques.

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5.2 Data collection

The data was collected through questionnaire by using interview schedule method from the job seekers.

5.3. Statistical tools used for Analysis

The following statistical tools used to analyse the collected data.

❖ Simple percentage analysis
❖ Chi- Square

VI. ANALYSIS AND INTERPRETATION

6.1. Simple percentage

Table: 1 Shows Socio Economic Profile and Perception of the Job seekers

Table: 1 Socio Economic Profile			
Personal Profile		**No of Respondents**	**Percentage**
Gender	**Male**	**198**	**66**
	Female	102	34
Age	Below 25 years	73	24.33
	25-35	**154**	**51.34**
	35-45	52	17.33
	Above 45 years	21	7
Educational Qualification	Under graduation	87	29
	Postgraduate	**121**	**40.34**
	Professional	74	24.66
	Others	18	6
Job seekers occupational Sector	IT Sector	67	22.33
	Banking sector	16	5.34
	Corporate sector	**110**	**36.66**
	Public sector	107	35.67
Family Monthly Income	Below 20,000	8	2.67
	20,001-30,000	120	40
	30,001-40,000	**155**	**51.67**
	Above 40,001	17	5.66
Perception of the job seekers			
Perception of Job seekers	**Time saving**	**160**	**53.33**
	Low cost	70	23.33
	No intermediaries	35	11.66
	24/7 Access	35	11.66

Interpretation

➢ **Gender of the respondents:** Gender of the respondent shows 198 (66%) respondents are Male and 102 (34%) respondents are Female

➢ **Age of the respondents**: Age of the respondent shows 73(24.33%) respondents are in the age group of below 25 years, 154(51.34%) respondents are in the age group of 25-35 years.52 (17.33%) respondents are in the age group of 35-45 years and 21(7%) respondents are above 45 years.

➢ **Education qualification of the respondents**: Education qualification of the respondents shows, 87 (29%) respondents are under Graduate.121(40.34%) respondents are post Graduate. 74 (24.66%) respondents are Professional and 18 (6%) of the respondents are others.

➢ **Job seekers occupation sector:** Job seekers occupation sector shows that 67(22.33%) respondent are information technology sector.16 (5.34%) respondents are banking sector.110(36.66%) respondents are Corporate sector.107(35.67%) respondents are public sector.

➢ **Family monthly income of the respondents:** Family monthly income of the respondents shows that 8(2.67%) respondents family monthly income is Below Rs.20,000.120(40%) respondents family monthly income is Rs.20,001 to 30,000.155(51.67%) respondents family monthly income is Rs.30,001 to 40,000.17 (5.66%) respondents family income is Above Rs.40,000.

➢ **Perception of job seekers:** Perception of job seekers shows that 160(53.33%) Job seekers perception is Time saving.70 (23.33%) job seekers perception is Low cost.35(11.66%) job seekers perception is No intermediaries.35(11.66%) job seekers perception is 24/7 access of the respondents.

6.2. CHI-SQUARE

Null hypothesis

Ho: " There is a no Significant relationship between personal factors and perception of job seekers.

The Table: 2 represent the result of chi square analysis between personal factors and perception of job seekers.

Table: 2

S.No	Personal factors	Chi-square value	Significant value	S/NS
1	Gender	1.061	0.787	NS
2	Age	15.751	0.072	NS
3	Educational qualification	22.734	0.011	S
4	Occupational sector	18.747	0.027	S
5	Monthly family income	18.722	0.028	S

Note: S-Significant @ 5% level (p-value < 0.05), NS- No significant @ 5% level (p-value >0.05)

It is evidence from the above table that the hypothesis is rejected (significant) in 3 cases and accepted (not significant) in 2 cases.

It is concluded that there is a significant relationship between the personal factors like educational qualification, occupational status, and monthly family income with the perception of job seekers and no significant relationship between Gender and age.

VII. FINDINGS OF THE STUDY

7.1. Simple percentage

1. The majority (66%) of the respondents are female
2. The majority (51.34%) of the respondents are in the age group of 25-35 Years
3. The Majority (40.34%) of the respondents are Post graduate
4. The majority of (36.66%) of the respondents are Corporate sector
5. The majority of (51.67%) of the respondents are in the income group of 30,001 to 40,000
6. The majority of (53.33%) of the respondents specify time saving as perception.

7.2. Chi-square

It is concluded that there is a significant relationship between the personal factors like educational qualification, occupational status, and Monthly Family income with the perception of job seekers and no significant relationship between Gender and age.

VIII. CONCLUSION

The study found that the E-Recruitment is time Photo saving and cost benefit compare to traditional way of recruitment. It can be access at any time at any were by the job seekers. it does not need intermediary for recruitment process. The company can easily receive the application from the job seekers and recruitment process is easy because of their automated recruitment system. This system of recruitment is benefit for both company and job seekers.

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