

A Study on Perception of Job Seekers about Digital Marketing Tools Used for Recruitment Process

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Abstract

Today's job seekers have high expectations from the recruiters. Development in technology have simplified as well as complicated talent acquisition process. The use of social media by recruiters created lots of opportunities for job seekers. It is an additional source of information for both recruiters and job seekers. In the beginning social media tools were used for connecting with people but later on it has taken a professional look. Social media tools are now working as a marketing tool for recruiters.

The objective of this research paper is to study the perception of employees about the use of digital marketing tools by organizations for recruitment process. The researcher has used descriptive research design and non-probability convenience sampling method for this study. Survey methodis used to collect the data from 260 respondents by using well-structuredquestionnaire. This research will help various organizations to know awareness and usage of digital marketing tools by the candidates to search new jobs. And this will help organizations to use effectively digital marketing tools for the recruitment process.

Keywords: Digital Marketing, Social Networking, Recruitment, Awareness, Usage, Satisfaction.

Introduction

The process of generating a pool of qualified candidates for a specific job is called as recruitment. It is the first stage in the process of hiring candidates. Recruitment process is cost effective and it also helps for employer branding. It creates wider pool of candidates and

helps to identify quality candidates. Advertisements, paper applications and CVs, or face-to-face networking, phone calls are the traditional ways of recruitment. But now a days most of the organizations have started using internet and especially social media sites for recruitment process. Organizations have understood the need of changing with technology and hence they have adopted various digital media tools as per their suitability. This change is necessary for every organization to make recruitment process more effective. These new approaches have given good scope for both recruiters and job seekers. This change from traditional to digital media was not simple it requires more strategic decisions for effective recruitment process.

Having an online presence is a crucial element in the job search. Facebook, Twitter and LinkedIn are the popular job search tools. Social networking sites also helps recruiters to know truthfulness of job aspirants. LinkedIn is a huge business-related professional network and the most important for job search. LinkedIn users creates professional connections which helps them to find a suitable job. LinkedIn is mostly used to recruit technical and senior staff. As per opinion of Davison, Maraist and Bing (2011), different social networking sites have different characteristics, LinkedIn is widely used as professional networking site whereas Facebook is used to build up social connections and twitter is used for social as well as personal opinion platform on various issues. The candidates who are looking for jobs with the help of internet have additional advantages than those who are searching it with traditional media. (Rooy et al., 2003 in Searle, 2006).

The most popular and engaged social networking site is Facebook. It also helps to grow candidate pool, by offering a unique opportunity to recruiters through advertisement targeted to Facebook users by keyword, education, location, and age. Job seekers interests, hobbies, education, and activities are available on Facebook. Recruiters also leverage recruiting on Twitter. Hashtag on Twitter allow businesses to go beyond their followers. Google+ is one of the fastest social media platforms. It provides organizations an extensive channel to recruit, source, and search. Users add individuals they wish to engage by categorizing them into circles, which they create. As compared to other social media tools you tube is not that much popular for recruitment but at some extent it is also used by very few organizations as one of the tools of recruitment process. It is used for specific targeted market where recruiters send video messages to job seekers.

Recruitment through internet is cost effective and it also saves time. E recruitment attracts suitable job seekers and that's why most of the organizations started using internet for the recruitment process. (Freeman & Autor, 2002). The use of digital media by recruiters is based

on their company size, policies, objectives and budget. The use of digital marketing tools varies as per industry also such as banking, insurance, IT, FMCG etc.

Literature Review

Broughton, Foley et. Al. (2013) , in their research paper “The use of social media in the recruitment process” they have given some recommendations like potential issues of social media must be considered by organizations, they can use social networking sites to verify candidate’s information, using social media sites for wider recruitment strategy, providing training and information on social networking sites to the job seekers etc.

Archana L, Nivya V G, Thankam S M (2014), in their research paper “Recruitment through social media area: Human resource”, observed that social media helps organizations in their recruitment process by increasing the visible talent pool. As social media sites are available 24*7 it helps recruiters and employers to interact all the time.

Sujeet Kumar, Ashish Gupta (2014), in the research paper entitled “A Study on Recruitment and Selection Process” the researcher identified that, to improve organizational effectiveness, it is necessary to design strategic recruitment and selection process. When it comes to recruitment process organizations should focus on long term objectives rather than short term. There is also need of enhancing skills of recruiters and talent acquisition must be smoothly.

Pooja Khanna (2014), in the research paper entitled “Recruitment and Selection: A need of the hour for organizational success” the researcher suggested that organizations need to do proper planning of recruitment and selection policies for the successful implementation of recruitment and selection process. They concluded that as the growth and success of organization depends on employees it is necessary to identify qualified and suitable candidates for the position and for that recruitment and selection process must be effective.

Research questions

The present research paper is focusing on the below mentioned research questions;

- Which digital marketing tools are used by recruiters for recruitment?
- Which digital marketing tools are referred by job seekers while searching jobs?
- What is the pattern of referring digital marketing tools of job seekers to find new jobs?
- What are the benefits of various digital marketing tools for recruiters and job seekers?

Research Methodology

Objectives of the study

- To study the various digital marketing tools used by recruiters for the recruitment process.
- To study the awareness of various digital marketing tools among the job seekers while searching jobs.
- To study the usage of various digital marketing tools among the job seekers while searching jobs.
- To study the satisfaction level of job seekers from various digital marketing tools.

Scope of the study

The present research study deals with perception of job seekers about their awareness, usage, usage pattern and satisfaction level about digital marketing tools while searching jobs. The researcher has selected only five digital marketing tools for the present study; LinkedIn, Facebook, Twitter, Instagram, YouTube based on their popularity for recruitment process. The perception of job seekers of freshers as well as experienced candidates is considered in this study. The respondents are only from Pune city and those who are using digital media for searching the new jobs.

The researcher has selected candidates who have basic qualification either BE or MBA those who are looking for corporate jobs. The candidates who are looking for government jobs and also those who are other than these professions are not included in this study.

The researcher has considered three major managerial levels, lower management (BE/MBA freshers), middle management (Managers, Area Managers, General Managers etc), top management (Vice President, Director, Chairman etc).

Sampling Method

The researcher has selected non-probability convenience sampling method for selecting 260 respondents as sample size.

Methods of Data collection

Primary data is collected using the well-structured questionnaire and secondary data is collected from various sources like Internet, Books, Magazines, and Articles etc. For primary

data the researcher has visited BE and MBA freshers as well as respondents with work experience in Pune city.

Method of analysis and statistical tools

The researcher has arranged all the collected primary data in master chart and then analysed it with the help of IBM Statistical Package for the Social Sciences (SPSS)-20.

Reliability and Validity

The researcher has carried out reliability test using SPSS 20. The Cronbach's Alpha observed is 0.845, which is more than 0.700, so the questionnaire is considered to be reliable. The researcher has used content validity and acknowledged the questionnaire is valid.

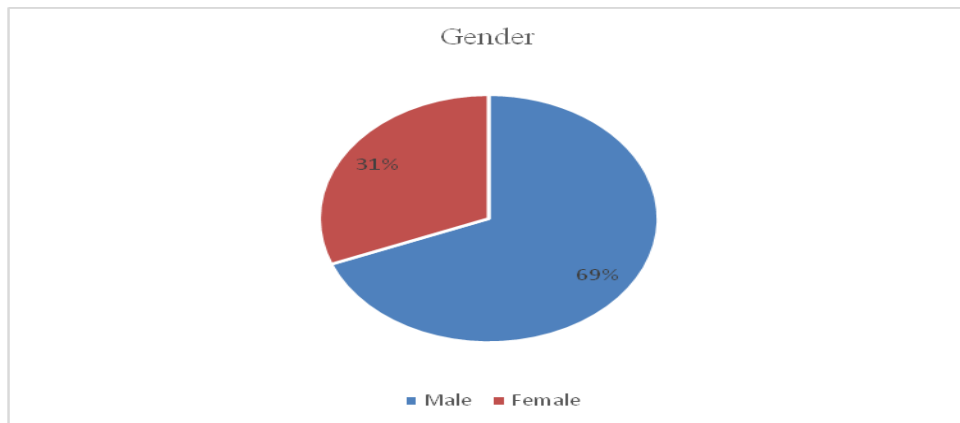
Research Design

Table No.1 Research Design

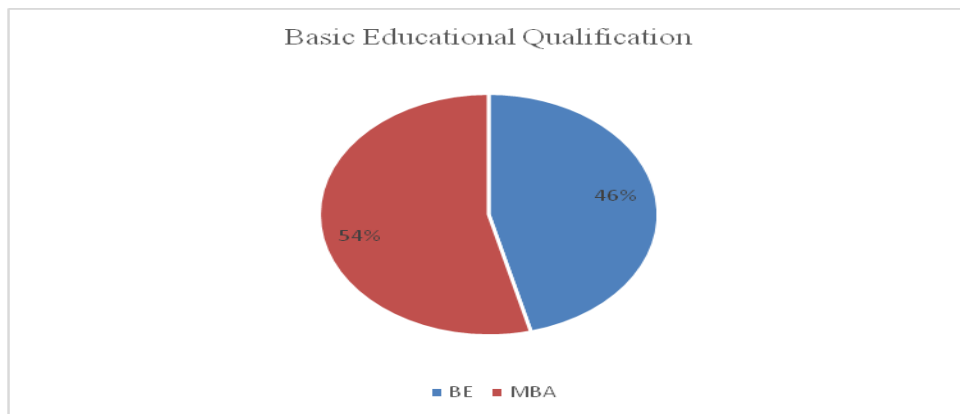
Type of Research Design	Descriptive Research Design
Population	Candidates in Pune city who are having basic qualification as BE/MBA
Sampling Technique	Non-Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	260
Primary Data	Well-structured questionnaire
Secondary Data	Research papers, Articles, Books, Journals etc.
Data Analysis	MS-Excel, IBM SPSS-20

Data Analysis

Graph No. 1 Gender of the Respondents



Graph No. 2 Basic Educational Qualification of the Respondents



Graph No.3 Managerial Levels of the Respondents

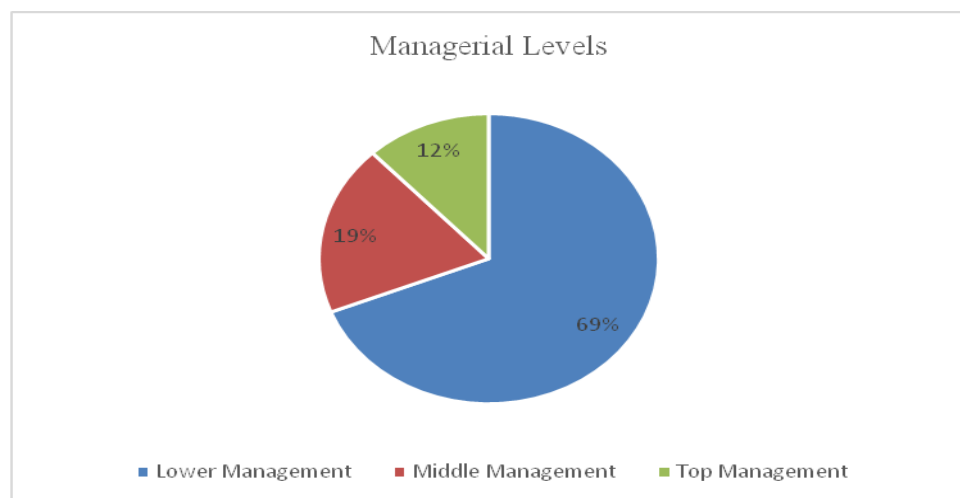


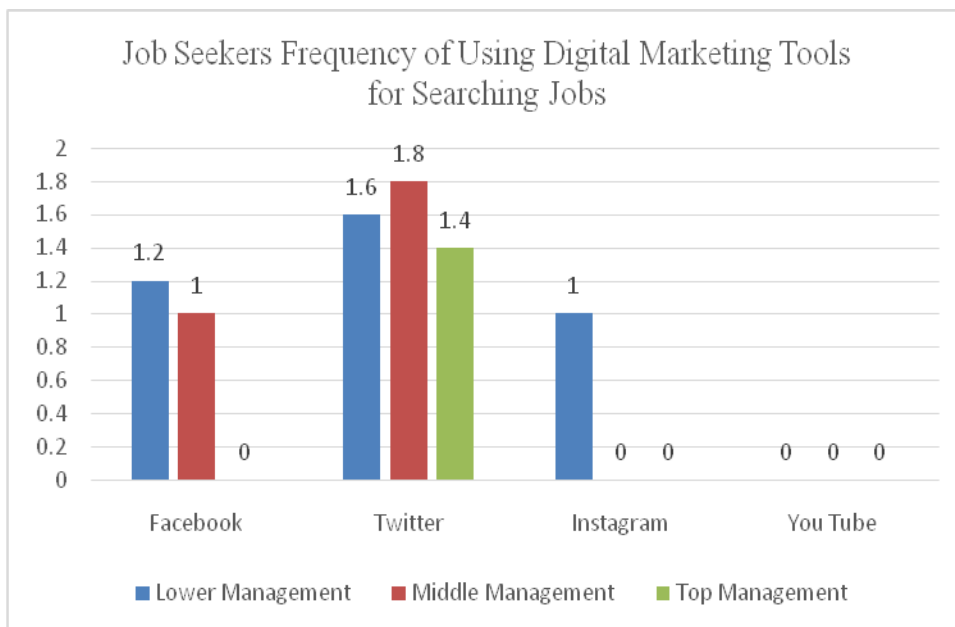
Table No.2 Awareness about selected digital marketing tools for recruitment amongst job seekers

	Facebook	Twitter	Instagram	You Tube
Lower Management	76	96	14	4
Middle Management	16	24	4	6
Top Management	6	12	2	0

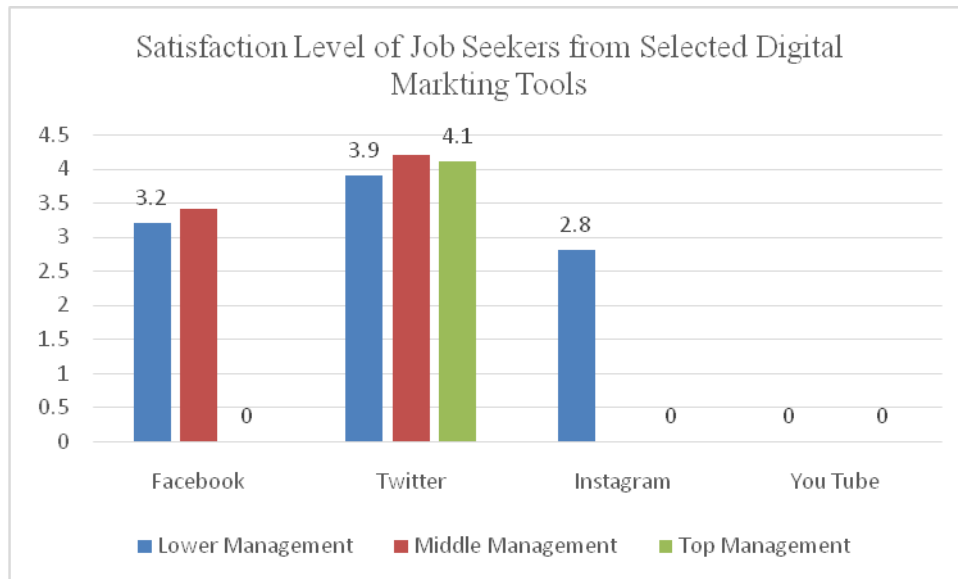
Table No.3 Usage of selected digital marketing tools for searching jobs by the respondents

	Facebook	Twitter	Instagram	You Tube
Lower Management	10	80	2	0
Middle Management	2	18	0	0
Top Management	0	8	0	0

Graph No. 4 Job Seekers Frequency of Using Digital Marketing Tools for Searching Jobs
Measurement Scale: 1 -Rarely, 2- Sometimes 3- Frequently, (0-Not Applicable)



Graph No. 5 Satisfaction Level of Job Seekers about Selected Digital Marketing Tools
 Measurement Scale: 1- Strongly Dissatisfied, 2-Dissatisfied, 3-Neutral, 4-Satisfied, 5- Strongly Satisfied, (0-Not Applicable)



Findings

- From the total respondents 69 % (180) are male while 31% (80) are female.
- 46% (120) respondents have their basic qualification as BE and 54% (140) respondents have their basic qualification MBA.
- When it comes to managerial levels 69% (180) respondents belongs to lower management, 19% (50) belongs to middle management and 12% (30) belongs to top management.
- Job seekers who are working in lower management, middle management and top management level departments are more aware about Linkden as a tool for searching new jobs, and usage of Linkden is also high in all respondents of these managerial levels.
- The usage pattern for searching jobs is higher for Linkden and Twitter in all managerial levels.
- The satisfaction level about selected digital marketing tools while searching new jobs at all managerial levels is higher about Linkdenand closely followed by Twitter.
- The awareness, usage, usage pattern, and satisfaction level about Instagram and You Tube as a medium for recruitment is negligible and at some cases nil.

Conclusion

From the research study we can say that LinkedIn and Twitter are the most popular digital marketing tools for job seekers when searching new jobs. So recruiters need to focus more on these two social networking sites. As Facebook is most powerful social network, recruiters can give more emphasis on it to attract job seekers attention on this social networking site. It is observed that the role of Instagram in recruitment process is negligible even though as it is becoming powerful social networking tool its importance in recruitment process special for BE/MBA freshers may increase in coming days, so recruiters have to keep eyes on this. YouTube is used in some foreign countries as a tool for recruitment but India its importance is very negligible and that's why job seekers in present study not preferred this social networking tool.

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