



A study of job seeker perspective towards various job portals: Special reference to Navi Mumbai

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Abstract

Purpose: The purpose of the study is to explore perception of job seeker towards job portals and to identify most preferred job portal with special reference to Navi Mumbai region.

Design/Methodology/Approach: For the study of various parameters of perspective of job seeker towards job portal service, researcher has framed structured questionnaire and distributed among targeted respondents. The researcher collected secondary data from various secondary sources like Research papers, case study material and report. The data is analyzed through MS. Excel tool.

Findings: The study investigated that factors like quality information, transparency, confidentiality and effectiveness are deciding the satisfaction level of job seekers. Based on their satisfaction level, they will decide which job portals are suitable for finding job opportunity. Job portals should give more emphasis on these aspects of their web portals to attract more job seekers for considering job portal as their preferred platform for job search.

Keywords: job seeker, job portal, Job information, company websites, online recruitment

Introduction

Recruitment is a vital element of human resource management functional area of an organization. It is the process of searching of most suitable candidate internally or externally and stimulating them to apply for available position. Organization can use multiple sources through which, they can attract most suitable candidates. The effectiveness of source will decide the pool of applicants received by human resource department. Recruitment function of human Resource management department is acting as a bridge between employer and prospective employee or incumbents.

Job portal sites deal with employments or careers. They offer variety of jobs to cater to the needs of all types of job seekers. They are acting as bridge between job seeker and job provider. The job portal are playing a significant role in matching the requirement of both prospective and employees and makes the process of employment easier. There is numerous job portals in job market and each job portal claims that their services are unique, and no other job portal is providing such kind of services. The job portal offers paid services to companies and they share data base of candidate to companies or clients. Job portal are helping candidate to build resume and offer other supplementary services to job seekers. Job portals provide information about particular job and relevant information about job like job description, job specification, company website, email, contact number etc. Candidate can use this useful information to present his or her candidature for available position.

Despite these advantages, there are risks associated with using job portal sites. Risks involved in uploading personal information and receiving spam mails are among the most common difficulties that job seekers face. The job portal sites charges fees for services they provide. The emergence of less reliable job

portals and job portal frauds has created insecurity and scepticism in the minds of job seekers but has not prevented them from using these job portal sites. Though the usage of internet by organizations has increased, yet efficiency of the research is still at its infancy. Today the Millennial and post Millennial are very selective. Various e-recruitment websites have become the vital platforms in the job search behaviour. Today's People used to spend hours on internet either for their work or entertainment. With the advent of new technology people used a wide range of internet for everything like online shopping; online banking transactions etc. because it is very cost effective and save time& energy both. With the internet, job seekers and employers become closer. This increasing use of online recruiting and hiring as a business tool has not only changed the way companies recruit employees and how job seekers search for jobs, it has also impacted both parties involved. E-recruitment extinguish geographical boundaries so that job seekers can search for the jobs around the whole of India. Connecting the job seeker and the employer become easy, fast and cost effective. They prefer e-recruitment processes rather than visit every individual organization for sending resume. Job seekers take benefit of these characteristics of the internet. E-recruitment has been adopted at global level also.

Literature Review

Breaugh and Starke (2000) ^[2] Recruitment is the process carried out by the organization with the principal objective of attracting most suitable candidates or job seekers. Chapman and Webster (2003) ^[3] study says that most organization adopted technology based recruitment tools to improve productivity, efficiency, reduction in operational cost, standardisation of processes and

systems and improvement in pool of applicants. Cober *et al.*, (2003) [4] found that the understanding about the job portal contents and its style of presentation are playing significant role in organizational attraction. Tania Roy Chowdhury & M. Srimannarayana, (2013) [11] study found that there is a significant difference between employment website or job portal and career section of the organization. Job seekers considered factors like perceived efficiency, information available and online image of the organization while selecting career section of the company over job portal. Prabjot Kaur, (2015) [8] study say the traditional sources of recruitment should not be replaced by online recruitment, it should be supplemented to traditional sources of recruitment. According to Patwardhan (2016) [7] monster.com job portal is moderately preferred online job seeking source by almost 70% respondents. Majority job seeker, who are using monster.com are preferred job contents, company brand value and free services.

Zusman and Landis (2002) [12] study says that high quality website page, design, appeal, look and colour are some of the significant elements to attract the eyes of job and majorly influenced by headline information, such as salary and the brand image of the company. In Indian Naukri.com job portal is using this strategy to pull the major pool of Engineering and management graduates by emphasizing compensation and position offered. Lievens and Harris (2003) [6] found that the five different viewpoints of online recruitment, such company websites, job boards, e-recruiting, relationship recruiting, and approaches.

Kumar and Priyanka (2014) [1] study says that there is significant relationship between Perceived usefulness, Attitude toward usage and behavioural intention to use online or e- recruitment system. The study conducted in India by Singh and Narang (2008) [10] found that job seeker preferred corporate website more than job portals. They believe that company website gives more authentic information about job. Kar and Bhattacharya (2009) [5] study says that experienced candidate's preference for searching job through job portal is very low. Senior positions are majorly filled by references or through placement consultancies.

Prakash & Nair (2019) [9] study says that fresher job seekers consider job portal sites to be user friendly. A person without knowing too much about job portal, they can handle it easily. Fresh graduates believe that job portals are the most convenient mode. After uploading resume and filled required information on portal. Candidate gets update regarding various job opportunities from portal. It is also observed that job seekers use job portals frequently. We are also able to identify a problem in using job portal sites viz the job seekers often receive spam mails.

Objectives of the Study

1. To explore perception of job seeker towards job portals.
2. To study most prefer job portal by job seekers.

Research Methodology

The primary data is collected though structured questionnaire. The secondary data is collected through research paper, reports and online sources.

Data Analysis and Interpretation

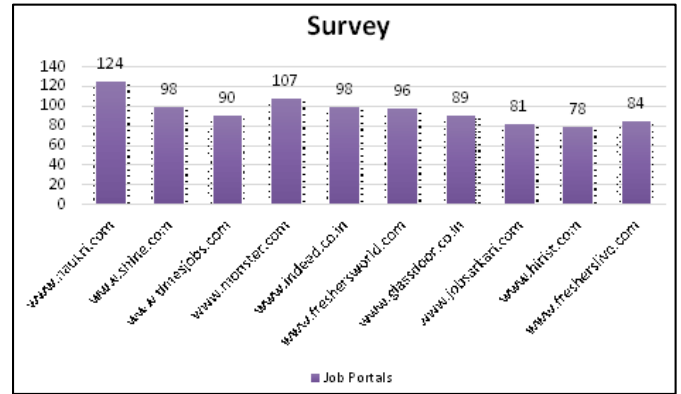


Fig 1

1. What are the various job portals that you have come across or registered?

Interpretation: From the graph, researcher concluded that Naukri.com and monster.com are the most demanding choice of job seekers of Navi Mumbai and hrist.com and jobsarkari.com are the least prefer job portal.

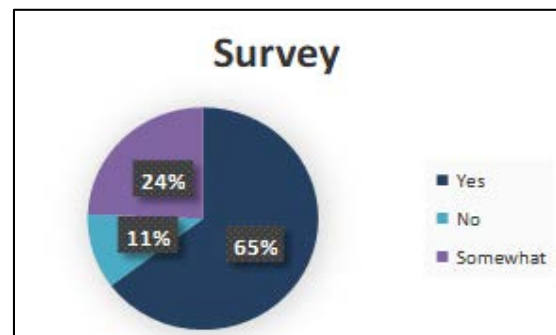


Fig 2

2. Does Job portal provide complete information about jobs?

Interpretation: From the graph, researcher concluded that 65 % of respondents expressed that job portal provide relevant information and 11% respondents are expressed that they do not.

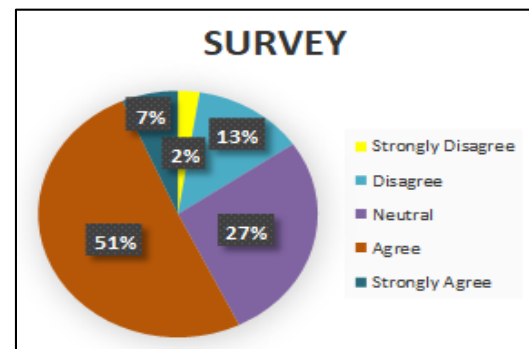


Fig 3

3. Information provided in Job portals sites is sufficient for decision making.

Interpretation: From the graph, 51% of respondents are agreed that the information provided in Job portals sites is sufficient for

decision making whereas, 27% of respondents select neutral as an option. Remaining 13% and 2% of respondents are total disagree with the statement.

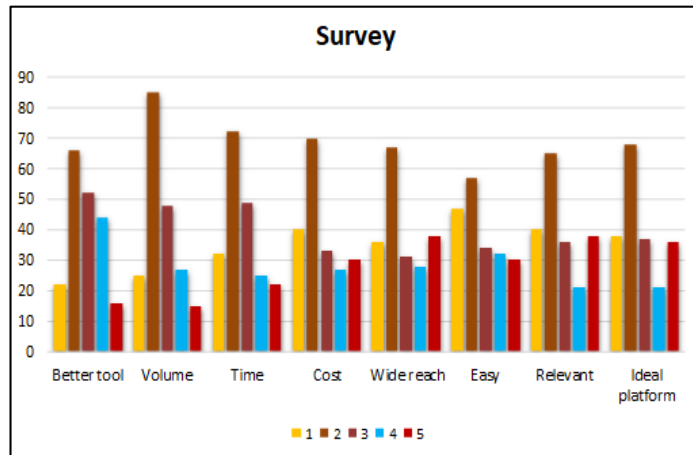


Fig 4

4. Primary drivers behind the decision to pursue e-recruitment.

Interpretation

1. Better tool for finding suitable job: 22% of respondents find relevant, 53% find neutral and 15% find irrelevant tool.
2. Volume of job opening: 25% of respondents find high number of jobs opening, whereas 86% find good number of job openings, and lastly 14% of respondents find a smaller number of job openings.
3. Time taken search for a job: 32% of respondents find that it is very easy to know about a job opening on the internet. While 21% of respondents spent a lot of time to search for the job.
4. Cost: 40% of respondents spent less cost on job portals whereas, 30% of respondents find less relevant.
5. Wide reach: 36% of respondents select 1 which is more relevant, while 67% of respondents select 2 i.e., relevant and 38% select 5 which is less relevant.
6. Easy to use & fast process: 47% of respondents find job portals are easy to use and the process is fast, while 29% find it difficult.
7. Relevant job openings: 40% of respondents find relevant job opening according to their profile and 37% of respondents find it difficult.
8. An ideal platform for job search: 38% of respondents' selects 1 which means they find it relevant, and 35% of respondents select 5 which mean they find it irrelevant.

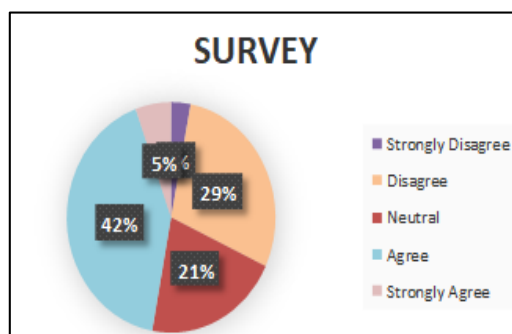


Fig 5

5. e-recruitment sites adequately meet my expectation.

Interpretation: From the graph, researcher concluded that 41% respondents are agreed that the information which they receive from the job portals meet the expectation and 4% respondents are strongly disagree, they do not meet the expectation.

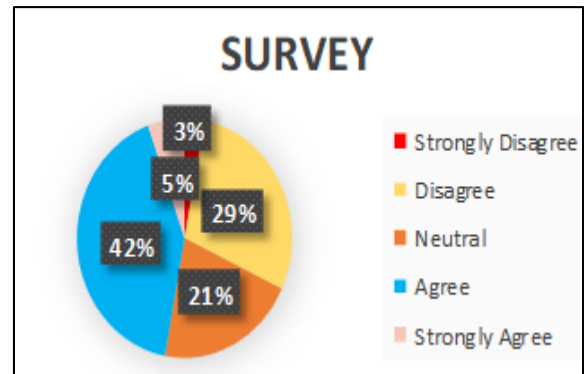


Fig 6

6. I feel e-recruitment is a secured platform for job search.

Interpretation

Interpretation: From the graph, researcher concluded that 29% respondents find unsecure to use job portals as they have to share their personal details, while 42% find it secure.

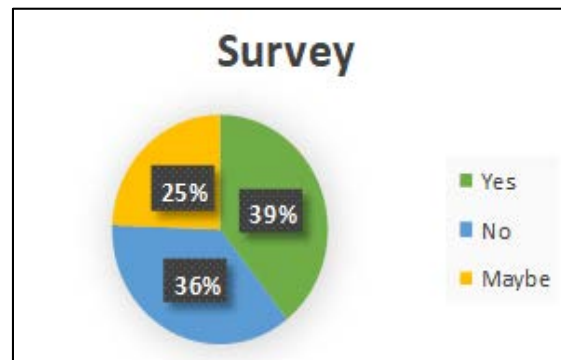


Fig 7

7. The response time is less in job portal sites compared to the traditional recruitment procedure.

Interpretation: From the graph, researcher concluded that 39% respondents agree that e-recruitment is better than the traditional procedure. Whereas 25% are not sure about it.

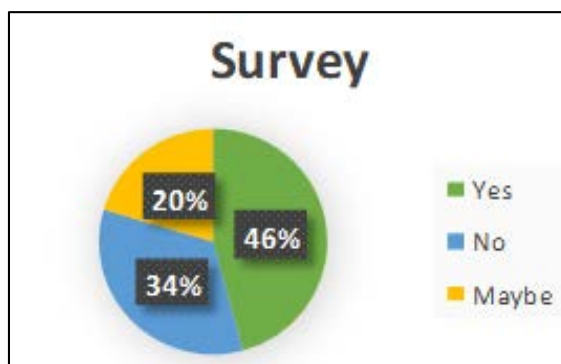


Fig 8

8. Job portal sites increases the knowledge of future career openings.

Interpretation: From the graph, researcher concluded that 46% respondents agree that yes job portals increase the knowledge of future career openings while 20% select may be and remaining 34% disagree.

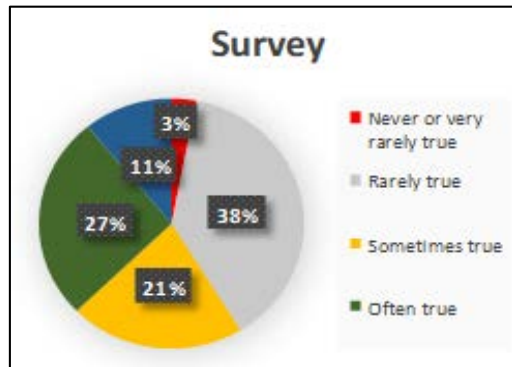


Fig 9

9. I have never received irrelevant mails after registering in e-recruitment portals.

Interpretation: From the graph, researcher concluded that 38% respondents find that they rarely receive emails from the job portals while 3% select never or very rarely they receive emails.

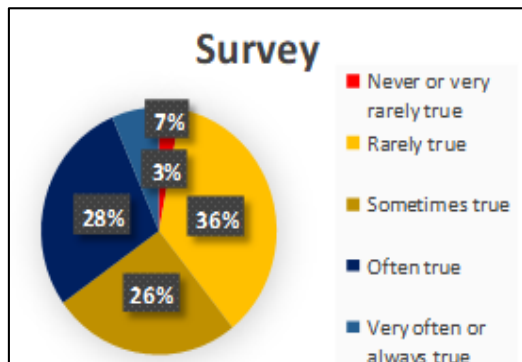


Fig 10

10. Job portal sites provide online support in case of facing difficulties while applying for jobs.

Interpretation: From the graph, researcher concluded that 35% find rarely true that they get online support while 25% select sometimes true and 27% select often true that they get support.

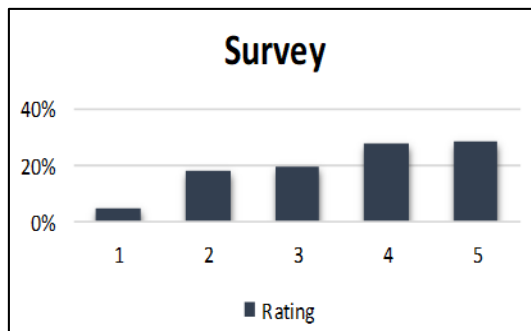


Fig 11

11. On scale of 1-5, how likely are you to suggest your friends and peers to opt for Job portals sites for job search.

Interpretation: Here we asked the respondents to give the rating whether they likely to suggest their friends and peers to opt for Job portals sites for job search. Highest number of respondents i.e., 28.4% given 5 rating that yes, they will definitely suggest using the job portals to find a perfect job. Whereas 5% of respondents disagree to this.

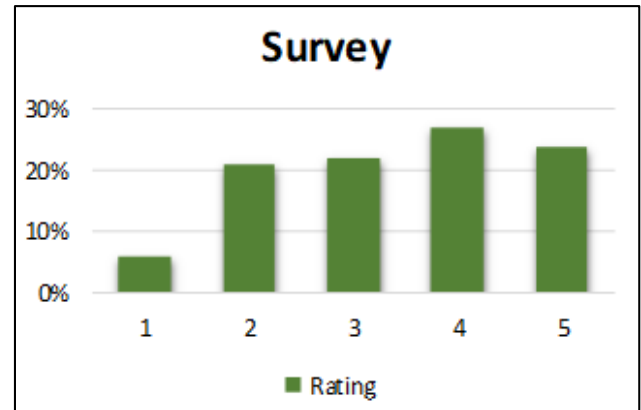


Fig 12

12. On scale of 1-5, how satisfied you are with the service offered by job portal sites.

Interpretation: Here we asked the respondents to give the rating how satisfied they are after using job portals 26.9% respondents had given 4 rating and 6% of respondents are not satisfied with the service.

Conclusion

The concept of job portals has no doubt emerged as a most preferred mode for seeking jobs from candidate’s perspective and for recruitment from employer’s perspective. Study considered certain factors such as quality of information, transparency, security and confidentiality, effectiveness and based on their satisfaction level, they will decide to prefer job portals in future for finding job opportunity. From the analysis it was observed that job seekers gave maximum priority to transparency of information followed by confidentiality, security, quality of information and attractiveness of the job portals. Job portals should emphasize working on these aspects of their web portals to attract job seekers for considering job portals as their preferred platform for job search. This shows that millennial job seekers are tech savvy and expects the job portal to be easy to use with low mental efforts to be required in job search and to enable them to become skilful in using it works to build the perception to it. Job portals have to educate candidates seeking for employment opportunity about benefits and ease with which it can be used effectively.

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