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A study on the adaptability of social media recruitment in Pune (India)

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Abstract

Social media recruitment is widely used now-a-days by the recruiter for the background and behavior check as it is found effective in term of cost and time. It is well reported by researchers that it will grow exponentially in the near future because of the penetration of internet and with the growing popularity of social media. On the contrary, potential candidate sometimes shares fake information on social media that creates a problem for the recruiter. This paper presents an overall assessment of adaptability of using Social Media to recruit an employee in Pune region of Maharashtra, using both Quantitative and Qualitative method of research. It is found, that the companies that are established after 2010 use social media for recruitment and the most favorite being LinkedIn.

Keywords: Recruitment, online recruitment, E- recruitment, internet recruitment, social media recruitment

Introduction

The world of online recruitment or e-recruitment has undergone a great transformation. The use of the internet for recruitment is called e-recruitment. It includes company website, commercial job portals, social media etc.

On the company's website, the job opening is listed and is visible only to the website visitors and through that the job seekers can apply. It doesn't attract a great pool of candidates as many potential candidates can't reach out to the website.

The organizations also post the openings on commercial job portals like Monster.com, Indeed, Naukri.com etc., which has the database of the jobseekers. While posting the job, the keywords are used to filter out the candidates looking out for a certain position in the organization. The job portal then sends a notification or Email to the potential candidate regarding the opening. The candidate if finds the opening suitable can apply directly through the portal. It is the fastest way to reach out to the right candidate.

Social media recruitment is a part of e-recruitment. Through social media, organization post the opening on the various social media platform and attract the potential candidates.

According to Dhruvakanth B Shenoy, Vice President-Marketing, Asia, Monster.com, India "Organizations have cut costs by almost 80 percent over traditional recruitment modes by moving over to the online recruitment process". With over 460 million internet users, India is the second largest Internet market after china. The active mobile social media user is only 15% with 59624K unique Facebook visitors.

As per Statista, it is projected that by 2022, mobile phone penetration in India will be 34.85% that is also going to big game changer in the way business is done and also the way management functions are performed.

Popularity

Social media has gained popularity in recent days as the number of users has grown exponentially. As per the data collected by Statista, the number of Social media user has grown from 142.23 million in 2015 to 226.06 million in 2018 and it is expected to grow to 370.77 million by 2022. According to the Jobvite 2012 survey on 'Social Media And The Effect On Employee Recruitment', 92 % of companies in the U.S. use Social media for recruitment. And also 7 out of 10 employees have been hired through social media.

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According to the Statista, 87% recruiter use LinkedIn for recruitment followed by 43% used Facebook, 22% have used Twitter, 8% Instagram, 6% YouTube as of on July 2016. Social media keep on growing and it has become a great platform for job seekers and recruiter to meet.

Objective

- To understand the adaptation of Social media in recruitment in Pune
- To study the preference of social media platform for recruitment
- To find out the challenges faced by the recruiter
- To find out the future of Social media in recruitment

Research Methodology

For the research both Quantitative and Qualitative data is used. This approach to research is used because this integration provides a better understanding of the research problem than either of each alone.

Quantitative data includes close-ended information such as that found to measure attitudes (e.g., rating scales), behaviors (e.g., observation checklists), and performance instruments. A questionnaire is used to collect the quantitative data.

Qualitative data consists of open-ended information that is usually gathered through interviews, focus groups, and observations. For the qualitative data recruiters are interviewed on semi-structured questionnaire to get a better insight into the topic.

A questionnaire was prepared and opinion of the recruiters or Human Resource Manager from various sectors is recorded. Apart from data collected through surveys, secondary data published by different agencies has also been used to support the point. The data presented in this research paper is collected through Questionnaire in hard copy as well as the questionnaire is sent to LinkedIn connections and an email to the concerned person of different organizations. Face to face interviews with few recruiters was also conducted for a better understanding of the topic.

Literature Review

The process of finding the best-qualified candidate (from within or outside of the organization) for a job opening in a timely and cost-effective manner is recruitment. The recruitment process includes analyzing the opening of a job, attracting employees to that job, screening the resume.

Recruitment is an essential part of talent management and can be defined as 'the process of searching the right talent and stimulating them to apply for jobs in the organization' (Sinha & Thaly, 2013, p. 142). Recruiting the wrong individual is costly. Even for low-level positions, a failed hire may cost a company double the person's annual salary, rising to around six times the annual salary at higher levels (Armstrong, 2006; Houran, 2017). Employers are thus making an effort to address issues related to the attraction,

recruitment, and selection of talent (Holland, Sheehan & Pyman, 2007). Recruitment is not an isolated organizational function. Rather, identifying, attracting and recruiting the right talent is a key success factor of any talent management strategy (Gallardo Gallardo & Thunnissen, 2016; Tyagi, 2012).

A study conducted by Tanja Koch Charlene Gerber Jeremias J. de Klerk on the topic- The impact of social media on recruitment (South Africa): Are you LinkedIn?

The findings confirm that social media has become an essential part of the recruitment process. However, recruiters should be careful not to be seduced into hype or frenzy about the use of social media in recruitment. Although recruitment through social media is useful and important, it has limitations and does not provide all the solutions to recruitment problems. Indeed, it may simply become another 'spray and pray' approach if used unwisely.

A survey conducted by Aakash Gopalia of Oxford Brookes University on the Effectiveness of Online Recruitment and Selection Process: A Case of Tesco – It has been investigated that internet recruitment and selection are effective in terms of saving recruitment cost, reducing time to hire and helping companies in developing a competitive edge, market image and attracting right skilled candidates. Online recruitment is also effective in terms of managing talent process that is also considered effective. It has been investigated that e-recruitment will likely to grow in coming years.

5. Studies and findings

As the motto of the study is to find out the adaptability of the Social media for recruitment. To find out the clear picture, a questionnaire is prepared and was shared with the different heads as well as the responsible person for recruitment in the organization. The questionnaire was shared and collected physically as well as online. The questionnaire was sent to recruiters through LinkedIn and also through email and the data collected is from different sectors and the questions are as follows:

- Q1. How frequent does your organization use Social media Platform for recruitment?
- Q2. What are the reasons for recruiting through Social media?
- Q3. The candidate hired through which platform is most stable? (Rate 1 for lowest and 5 for highest)
- Q4. What are the main security issues you face while using Social media for recruitment?
- Q5. Share your experience of using Social media for recruitment.
- Q6. What are the challenges ahead in recruitment and future of recruiters?

The demography of the respondents based on certain differentiating factors are shown below

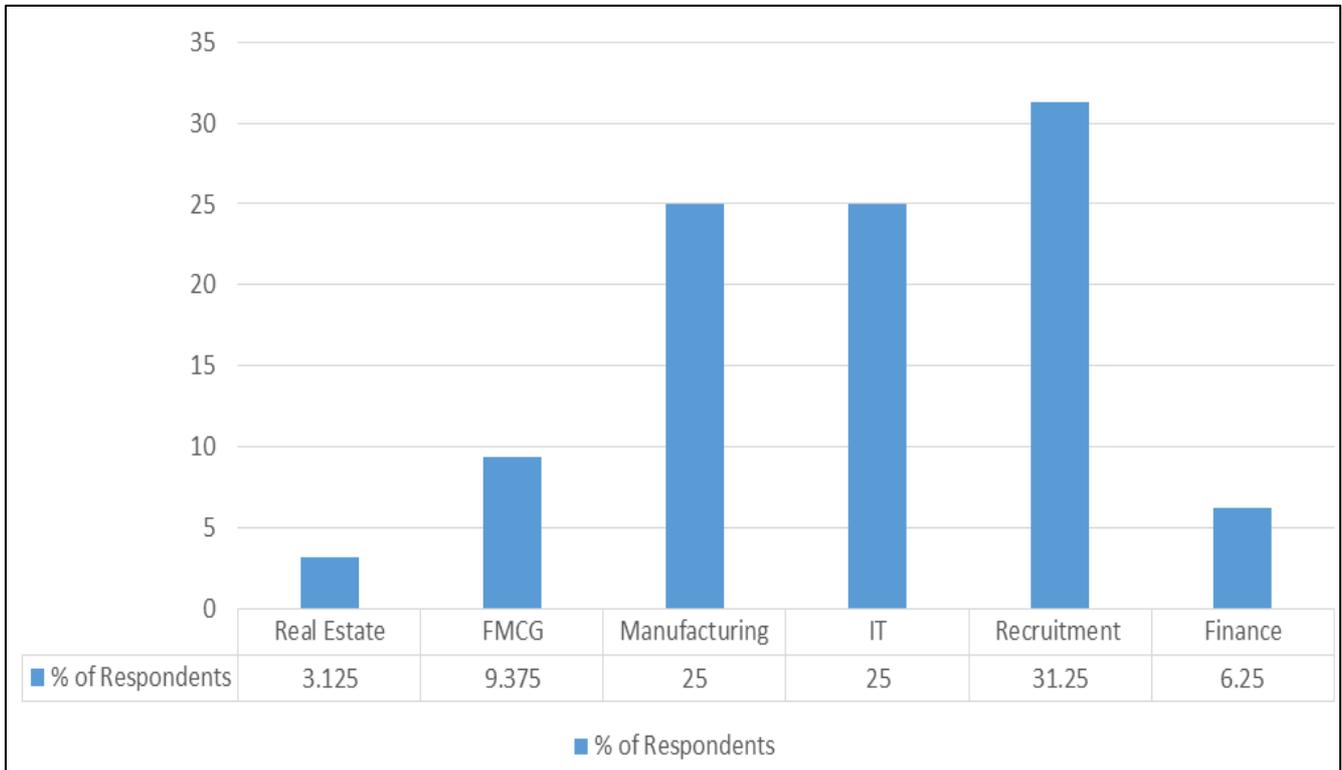


Fig 1: Industry-Wise Demography

Interpretation: The respondents of the questionnaire are from the various industries listed above. The highest respondents are from Recruitment business which is 31.25%. 25% of respondents are from IT & Manufacturing

industry. While 9.37% is from the FMCG sector. The least respondents are from the Real estate industry which is 3.125%

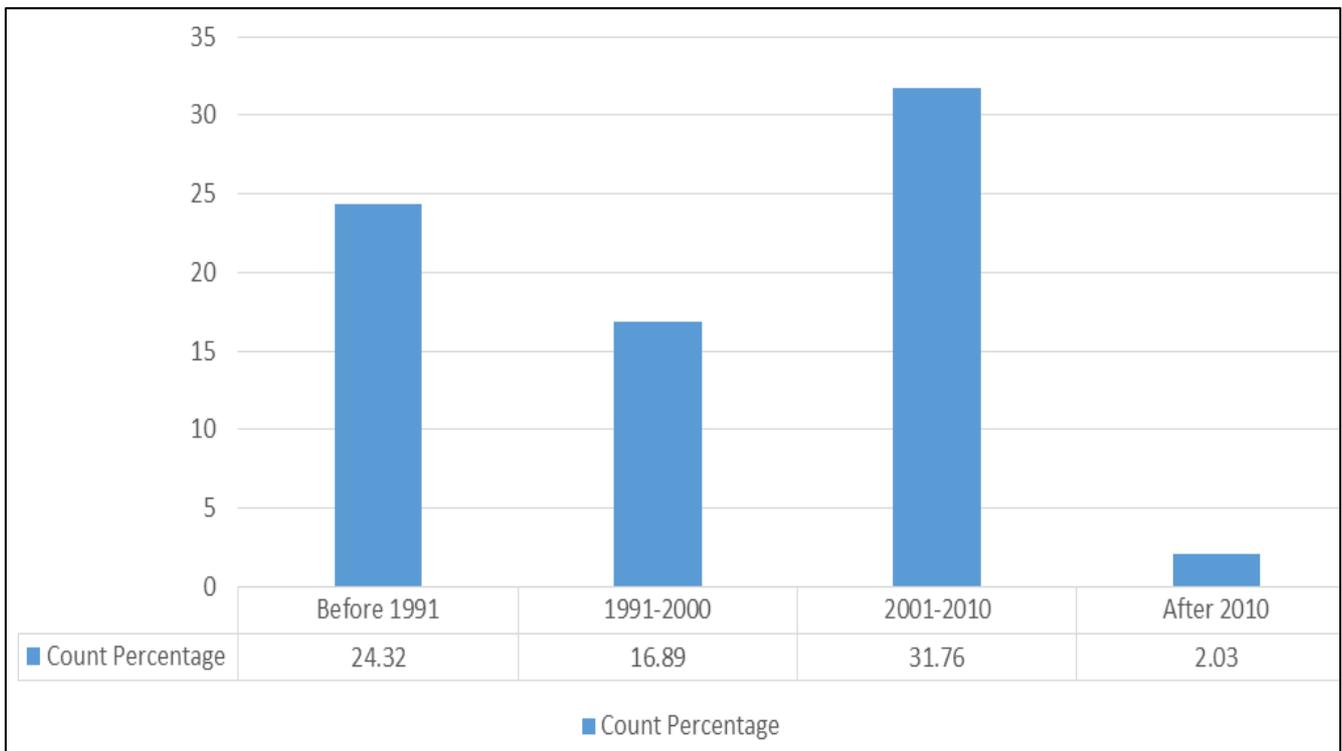


Fig 2: Demographic based on year of Establishment

Interpretation: Amongst the responding companies, the highest is from the company established from 2001 to 2010 that accounts to 31.76%, the next highest respondents are from the company established after 2010. It is further

followed by the company established before 1991 that accounts to 24.32% and finally 16.89% of respondents are from the company established between 1991 and 2000.

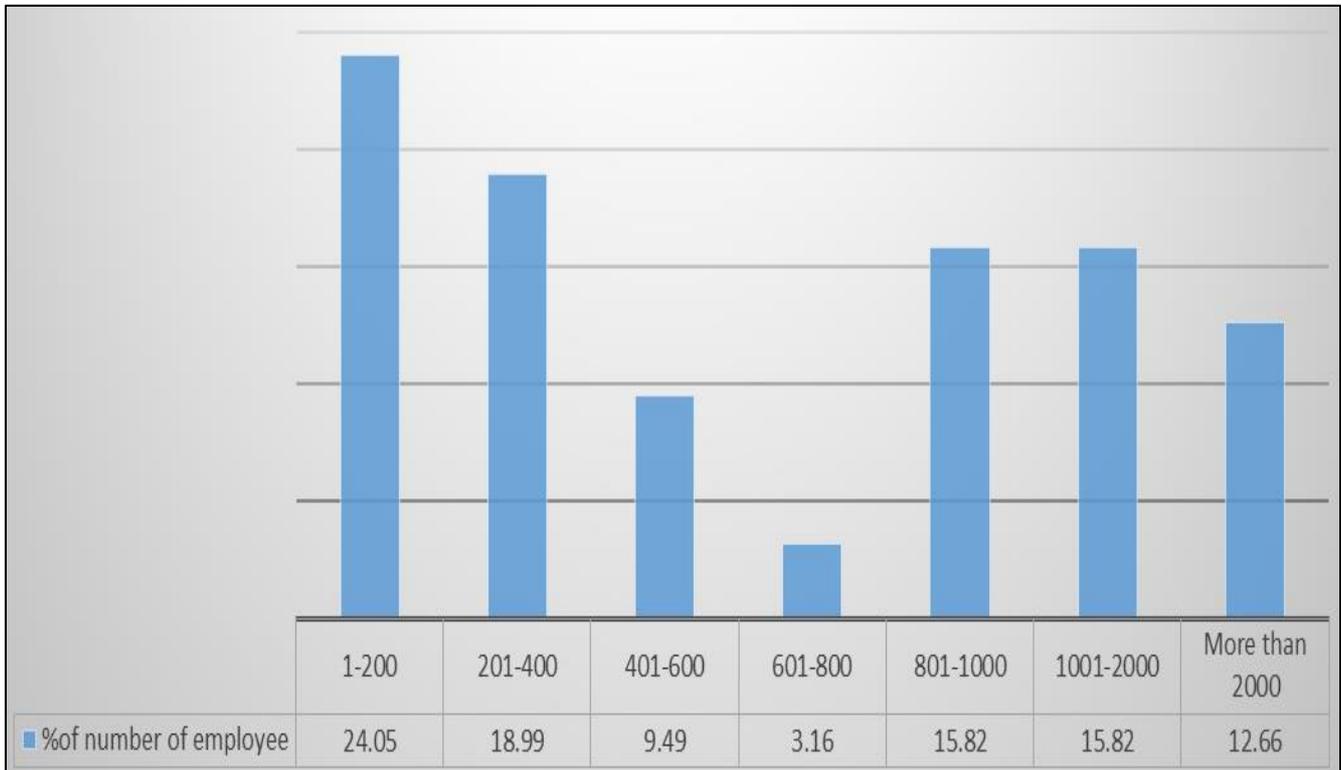


Fig 3: Based of number of employee

Interpretation: 24.05% of respondents are from the company having employee between 1 and 200. It is further 18.99% respondents are from the company having employee ranging from 2001 to 400. 15.82 % respondents are from the company having employee between 8001 to 1000 and 1001

to 3000 each of the two. While 12.66 % are from the company having employee more than 3000 9.49% are from the company having 401 to 600 employee and 3.16% is from the company having 601 to 800 employee.

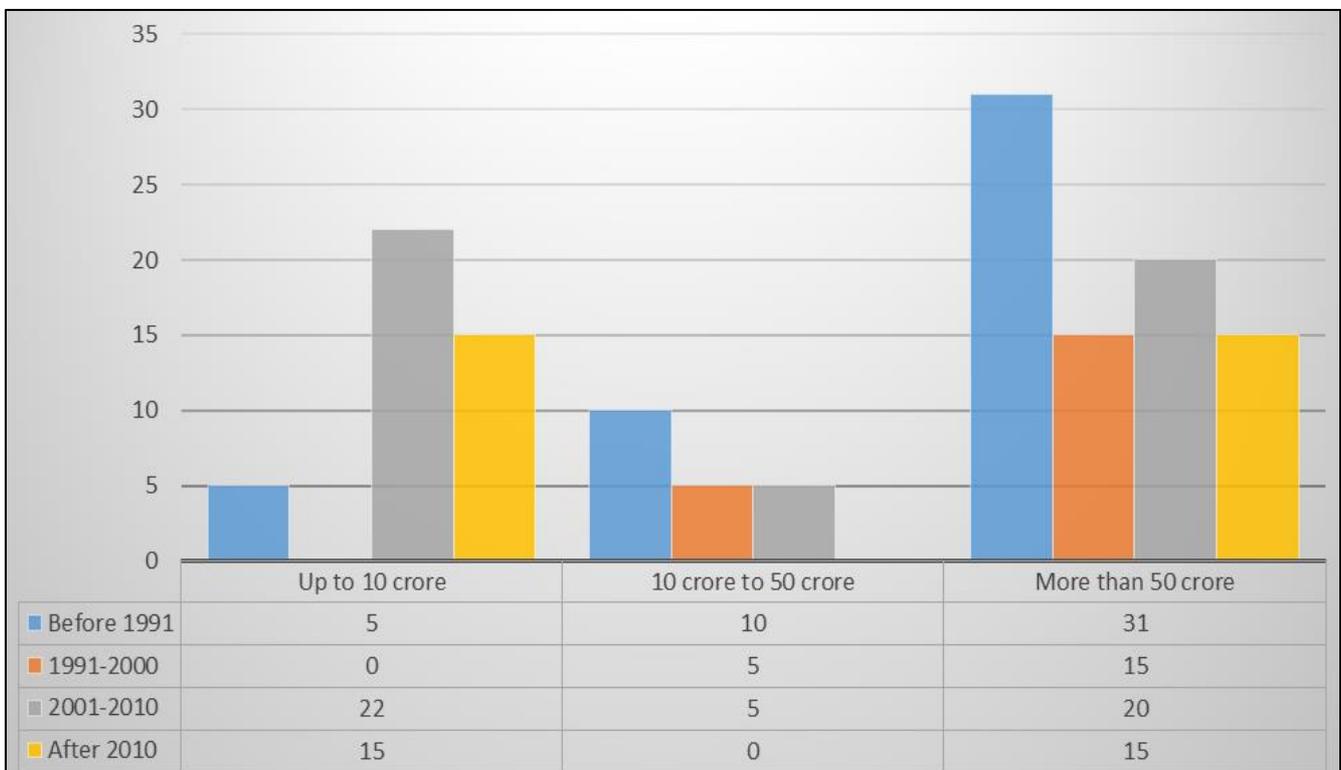


Fig 4: Turn-over based number of Respondents

Interpretation: As per the turnover of the company there are 91 respondents from the company having turnover more than 50 crore while 42 respondents are from the company

having turnover up to 10 crore and 10 respondents are from the company having turnover between 10 and 50 crore.

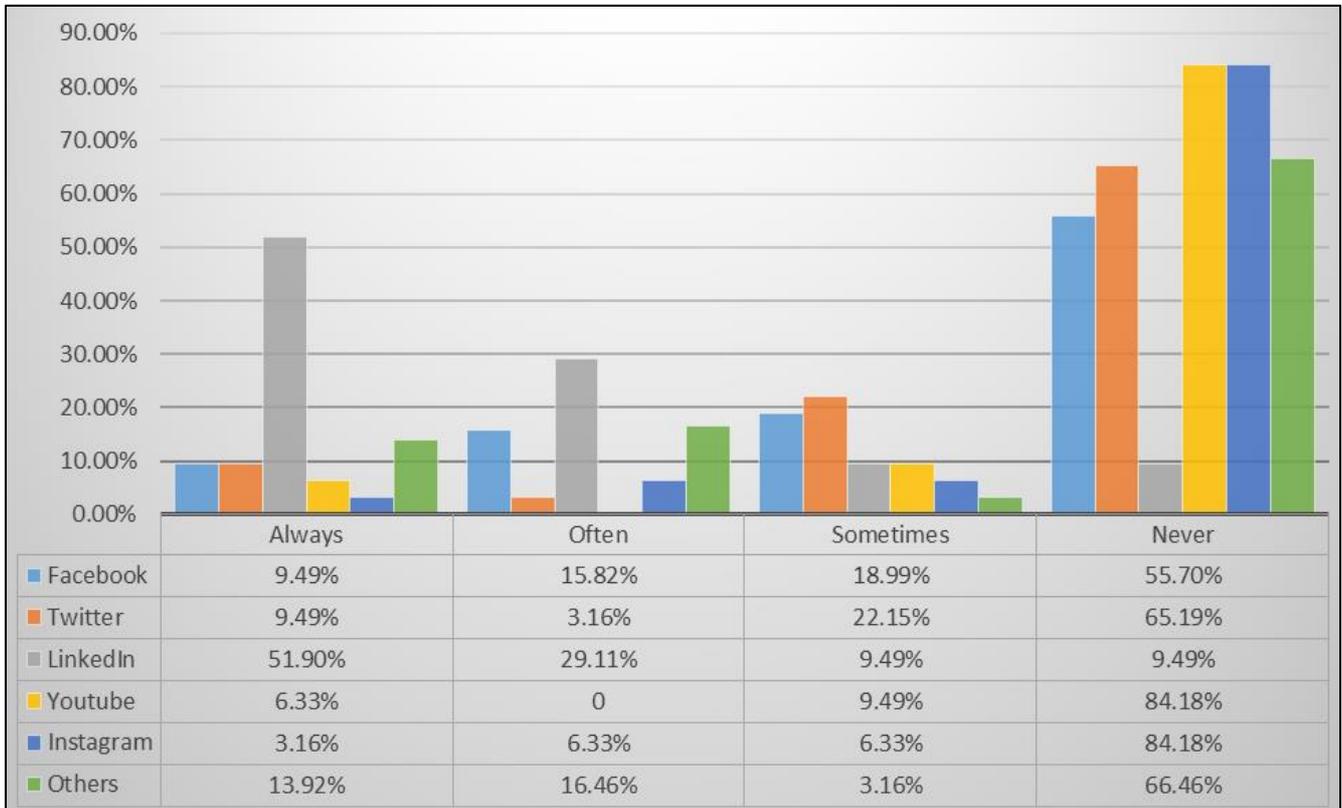


Fig 5: Frequency of using Social Media for Recruitment

Interpretation: The above data shows the frequency of using Social media platform for recruitment. The data shows that the most frequent used Social media for recruitment is LinkedIn which is 51.89% responded by respondents that they used always while 29.11 % says they often use LinkedIn for recruitment. While only 9.49% respondents says that they never used LinkedIn for recruitment

The second most famous Social media for recruitment is Facebook & Twitter, which accounts for 9.49 each used always while 15.82% used Facebook often, while only 3.16% often used twitter and 18.98% use Facebook sometimes for recruitment and 22.15% used twitter sometimes for recruitment. The YouTube is the least used Social media for recruitment.

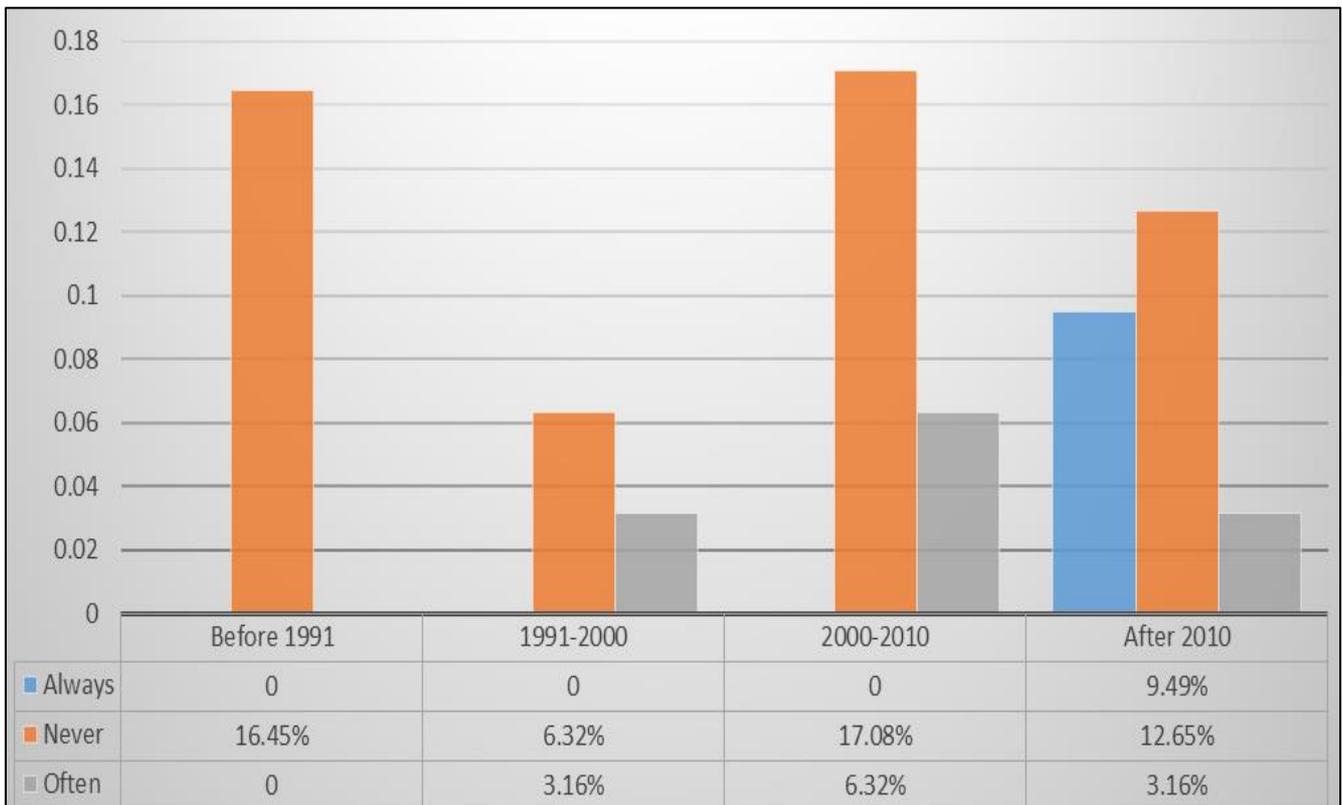


Fig 6: Adaptability of Facebook by the company established in specific period

Interpretation: The above data shows the adaptation of Social Media by the company established in certain period of time. The company established after 2010 are only always using Facebook for recruitment which is 9.49%

while company established before 1991 16.45% say they never used Facebook for recruitment while only 6.32% says they sometimes use Facebook for recruitment.

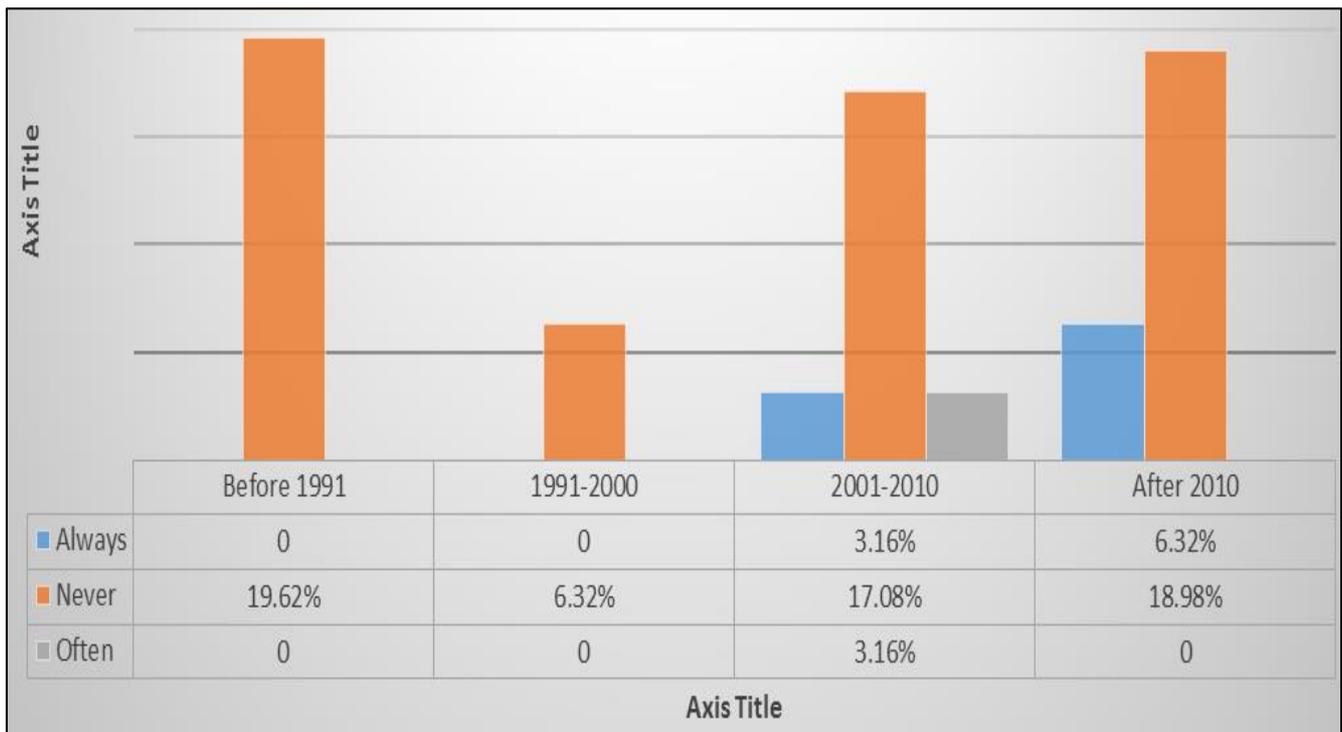


Fig 7: Adaptability of Twitter in by Organization in Specified Established Year

Interpretation: The above data shows the adaptation of Twitter by the company established in certain period of time. The company established between 2001 and 2010 after 2010 are always using Twitter for recruitment which are 3.16% & 9.49% respectively, while company established

before 1991, 19.62% say they never used Twitter for recruitment while only 3.16% says they sometimes use Twitter for recruitment. The company established between 1991 and 2000, says only 9.49% sometimes uses Twitter for recruitment.

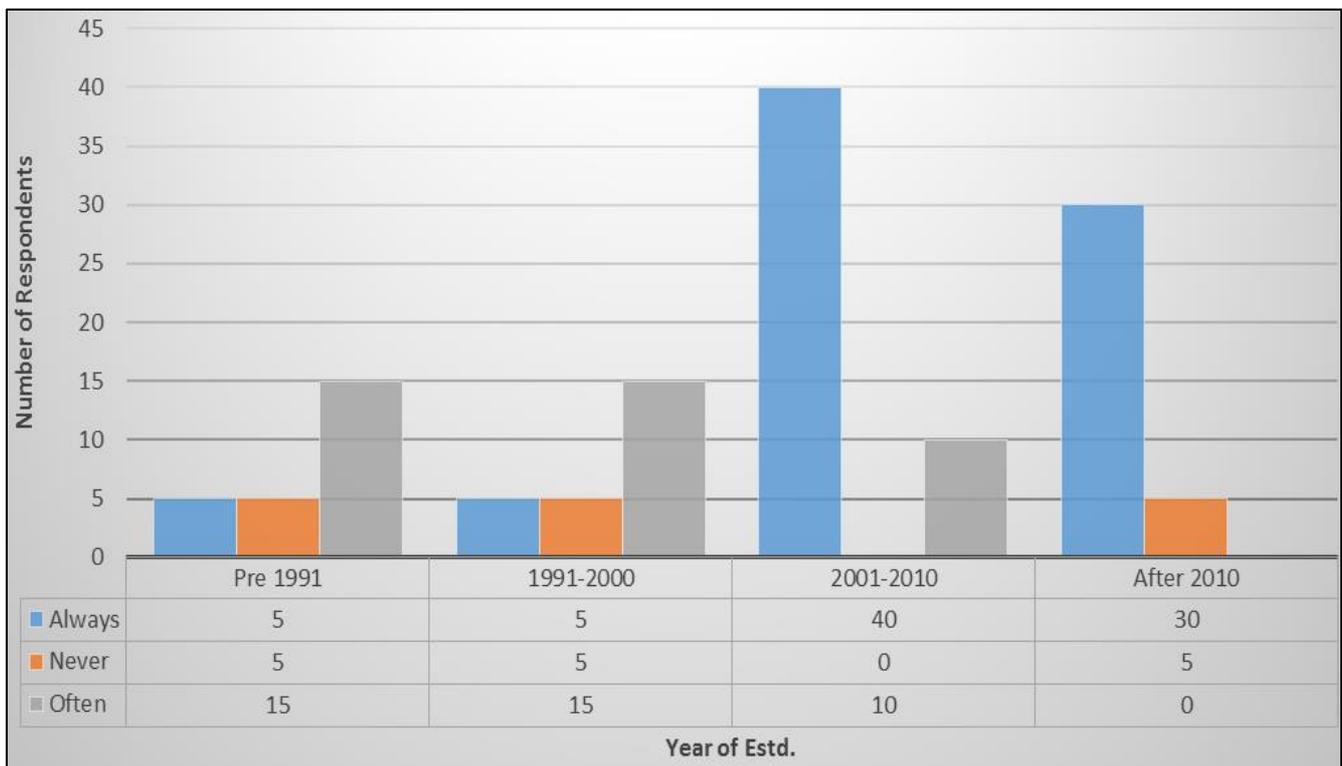


Fig 8: Adaptability of LinkedIn by the company established in specific period

Interpretation: The Company established after 2000 are more active on LinkedIn. While respondents of company

established between 1991 and 2000 are very less active on LinkedIn.

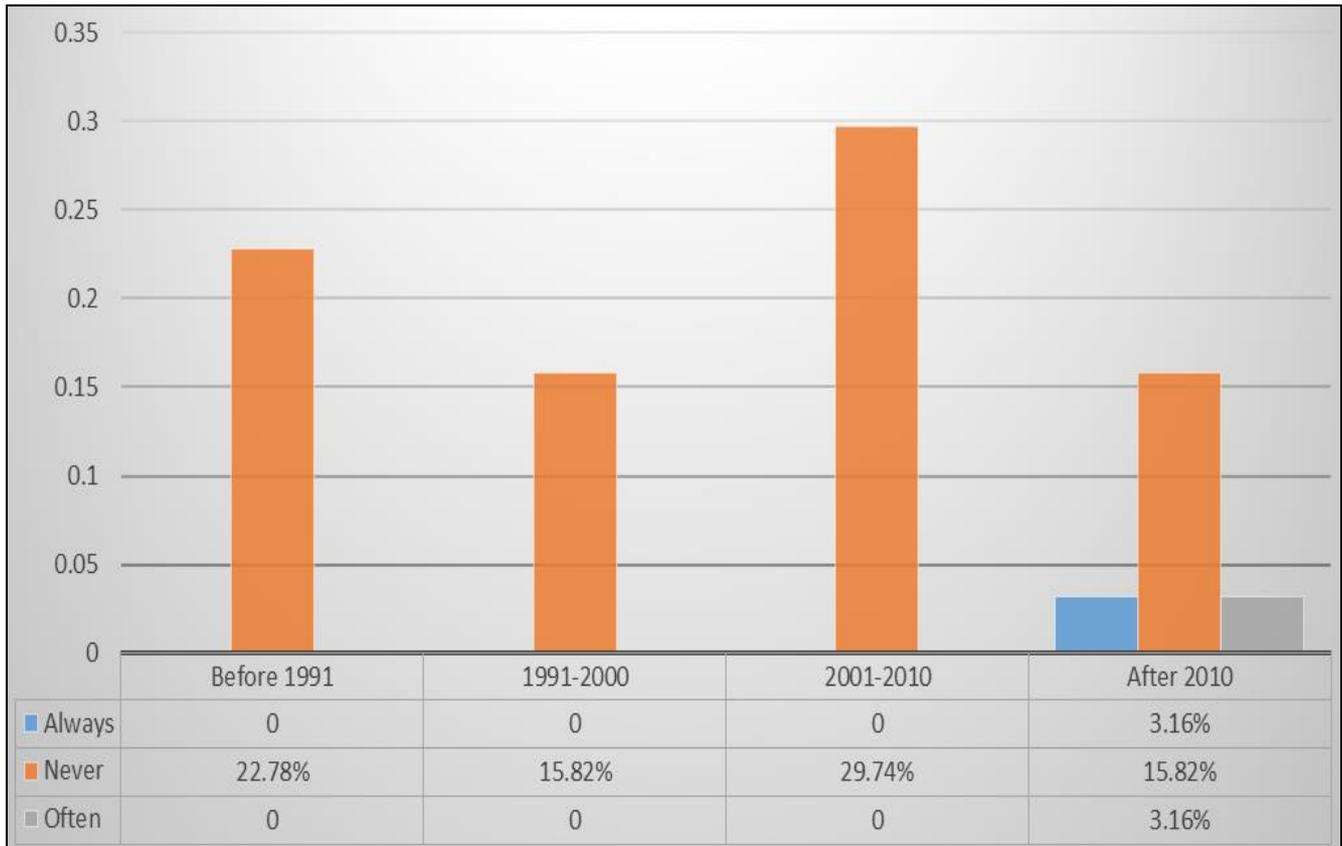


Fig 9: Adaptability of Instagram by the company Established in specified year

Interpretation: The above data shows the adaptation of Instagram by the company established in certain period of time. The company established after 2010 are always using Instagram for recruitment which is 3.16%, 15.82% never used Instagram and 3.16% often and sometimes used Instagram. While rest of the respondents have never used Instagram for recruitment.

Table 1: Why Social media is used for recruitment?

S. No.	Reasons for Using SM	Respondents (%)
1.	To reach passive candidates	31.64
2.	To target the right candidate	12.66
3.	It's Free of use	16.46
4.	Screen your candidates	16.46
5.	All of the above	13.29

Interpretation: When asked about the reason for using social media for recruitment, 31.64% respondents prefer to use social media to reach out to passive candidates. 16.46% uses social media for recruitment because it is free to use and helps in screening the candidate. Through Social media recruiter can connect to those candidate who needs job but he/she doesn't want job in that particular profile but ones he/she comes to know about the opening he/she may go for that. And only 12.66% says they target right candidate through social media.

When question regarding the stability of employee is asked and to rank social media accordingly with 5 being highest and 1 the lowest. The response is as follows.

Table 2: Question regarding the stability of employee is asked and to rank social media accordingly with 5 being highest and 1 the lowest

Social media Used	Ranking	No. Of respondents
Facebook	1	5
	4	10
Instagram	1	5
	2	5
LinkedIn	3	5
	4	5
	5	31
Twitter	1	5
	3	5
You-tube	1	10
	2	5
	3	5

Interpretation: 31 respondents have ranked Linked as the most preferred for recruitment and ranked the highest 5. While 5 respondents have ranked 4 and again 5 respondents have ranked 3 for the stability of candidate hired through LinkedIn. The second preferred social media for recruitment is Facebook which accounts for 10 respondents have ranked 4 for the stability of employee while 5 respondents have considered the least stable platform for candidate. The least stable candidate is hired through Instagram, followed by Twitter and then YouTube.

Conclusion

The use of social media for recruitment is now in trend as more and more people are adding up on social media and spending time on it to get information and share knowledge amongst friends and family. Through this research it is found that companies established after 2010 are the most frequent users of social media for recruitment. Also more than 52% respondents always prefer LinkedIn for recruitment as it is professional and a back ground check can be done easily

There are certain loopholes in using social media for recruitment. The respondents are of the opinion that they miss the right candidate when their profile is not updated properly. It also happens that a candidate shows interest for the job over the phone but when called for an interview they don't turn up. There are many resumes which are not suitable for the openings but candidates send it to the recruiter which then creates a problem for the recruiter. In case of a senior position, they ignore the openings if anyone comes across on social media.

Despite having a number of loopholes, it is preferred because it gives faster results and also helps in reaching out to right candidate in a short span of time. Social media helps in understanding the candidates better and hence the dependency on social media for recruitment will also increase in the near future. Also the security features on social media are increasing day by day and hence transparency of data will also increase and help the recruiter in getting the right information about the candidates.

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