

Perception of Fresh Graduates towards Job Portal Sites



Anagha Prakash, Rajiv Nair

Abstract: Job portal sites are one of the effective technologies that deal with employment or careers in today's world. Job portal sites offers vast number of job opportunities. This study aims to determine the factors that influence the perception of fresh graduates towards job portal sites. From this study we are able to find out why fresh graduates prefer using job portal sites. Job portal sites helps people to find employment. Data was collected by mailing questionnaire to 233 fresh graduates in Kerala. The questionnaire was built by incorporating various variables like Productivity, User friendliness, Efficiency, Convenience, Quick response, Corporate preference, Information provision, Security, Privacy, Service quality, Extended services and Career opportunities from previous researches. The questionnaire consisted of 27 questions of which 23 were on a 5 point Likert scale. Factor analysis was used for analyzing the data. The results obtained shows factors such as efficiency, productivity, user friendliness, extended services and information provision influence the perception of fresh graduates. The study is not restricted to just one or two job portal sites, it is generalized and therefore the results are more reliable. The findings of the study also showed that most of the fresh graduates prefer Naukri.com to apply for jobs and also that most prefer using free services. We are also able to identify a problem in using job portal sites viz the job seekers often receive spam mails. The results from the paper can be used by job portal sites to improve their services. The paper provides the various factors that can be incorporated in the job portal sites to improve their services.

Keywords : Fresh graduates, Job portals, Job seekers

I. INTRODUCTION

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 act as a connecting link between job seekers and job providers. On the one hand job providers post new vacancies and the type of employees they require, on the other hand the job seekers also post the type of jobs they are looking for. The job portal scans the requirements of both job seekers and providers and finds the best possible match. Job portal sites play a significant role in building employment as well as make the process of employment easier. There are thousands of online job portal sites and each one provides innovative search tools for the job seeker with filters to cater to their preferences. Top companies form links with the job portal sites to acquire the best candidates.

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There are some job portal sites which also help the candidates in resume writing, tailoring their profile to match the requirement and also providing job alerts. Detailed job descriptions are provided by companies so that candidates can select them accordingly. 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 these services they provide. They charge fees from employees for uploading resumes on the site and from the employers for listing jobs. The emergence of less reliable job portals and job portal frauds has created insecurity and skepticism in the minds of job seekers but has not prevented them from using these job portal sites. The objective of this study is to determine what fresh graduates think about job portal sites and to identify the main reasons why they prefer using these sites. The investigation is restricted to Kerala. Factor analysis is used to find the factors which affected fresh graduates in using or not using the job portal sites. The remainder of the paper is organized as follows. Section 2 reviews current literature in the chosen topic area. Section 3 talks about the ways and means by which the research was conducted. Section 4 evaluates and analyses the data that was obtained through data collection. The findings and conclusion of the study is discussed in section 6 and section 6 includes additional information which can be useful in offering a more comprehensive understanding of the research paper.

II. REVIEW OF LITERATURE

A comparative study between employment websites and career sections of corporate websites says that there are significant differences between the two (Tania Roy Chowdhury & M. Srimannarayana, 2016). They considered parameters like perceived efficiency, information provision and internet selection image of the company; these make the job seekers prefer using career sections of corporate website over employment websites. The study reported that in a survey, 83 % of respondents wished to choose career sections of corporate website over the job portal sites or employment website. In a study which considered only Monster.com as a job seeking avenue, it was found that Monster.com is considered as a moderately useful online job seeking avenue by 70% of the respondents. Majority of the people who used Monster.com preferred job content and value over employer brand or culture and they also preferred using free services (Dr. Umesh B. Patwardhan, 2016). A conceptual study on e-recruitment reports that traditional methods of recruitment should not be replaced by e-recruitment, rather it should be supplemented (Prabjot Kaur, 2015).



E-recruitment helps in making the process faster and global while traditional methods will help in covering the loopholes of e-recruitment. The use of internet is indispensable, so physical boundaries are blurring. When it comes to professional mobility and the hunt for talented and skilled workforce this medium of e-recruitment is definitely going to stay for long.

User friendliness, information provision and website usability were found to be significantly associated with the perception of university students towards internet recruitment. Amongst factors considered by the authors, information provision appears to be the strongest predictor that influences perception of university students towards internet recruitment (Wendy Ming-Yen Teoh, Sy-Cha Tan and Siong Choy Chong, 2013). The study concludes that internet recruitment will continue to gain prominence, and employers must pay considerable attention to their online recruitment information, appearance, features, and functions if they wish to attract the right job candidates.

A study about factors affecting students' perception towards e-recruitment particularly on Naukri.com identified six vital factors which determine the perception of job seekers towards job portals (Anita Venaik & Smrita Sinha, 2018). The factors identified are prospective career opportunities, information quality, perceived usefulness, system quality, perceived ease of use and extended services. Though the paper considers only Naukri.com, factors derived might be applicable for e-recruitment as a whole. A similar study on factors influencing young job seekers perception towards job portals identified seven vital factors with special reference to Naukri.com. Apart from the above factors, this study (Seema Wadhawan & Smrita Sinha, 2018) identifies perceived trust worthiness also to be a factor that affects job seekers decision on using job portals.

Job seekers have a positive attitude towards the intention to use online recruitment for employment opportunities. The dimensions considered were cost effectiveness, time saving, extensive search, reliability of the data and security and confidentiality of data. The study found that different professional status has different views on the cost effectiveness, reliability and security of online job recruitment (Nameirakpam Chetana, 2016). The research also pointed that security and reliability are important considerations for job seekers and current employees when using online recruitment portals.

Existing recruitment strategies have to be replaced by new strategies. It has been observed by HR specialists that social networking websites are effective job search tools and that in a few years job advertisements in newspapers will be replaced by online job boards (Dinesh.N & Dr. Mahesh Kumar.K.R, 2015). The authors report that even job fairs are finding stiff competition from social media and many companies now have their own formal pages on these websites which enable job seekers to learn about the organization, business culture, ethics etc. The study tries to substantiate the point that social media provides recruiters with a large pool of prospective employees.

The results of the study regarding impact of e-recruitment and job-seekers perception on intention to pursue the jobs suggested that internet has been accepted and widely used as the source to find job placement. However, newspapers are

also equally popular as recruitment source (Naveed R. Khan, Marinah Awang & Arsalan Mujahid Ghouri, 2013). This study found that e-recruitment is an effective way for job seekers to find jobs. This study also revealed that recruitment sources and applicants' perceptions strongly and positively affect the intention to pursue the position applied for. The three factors like Internet sources, advertisement placement and interest in job effect job seeker and motivate them to apply for job position according to their requirement.

Hamed Azad Moghaddam, Sajad Rezaei & Muslim Amin (2015), examine job seekers perception and behavioral intention towards online recruitment focuses on the effectiveness and efficiency of electronic recruitment. The study also focused on online job vacancy portals and assessed and evaluated the attitudes and behavior of college graduates toward online recruitment. Vividness, interactivity, attractiveness and effectiveness, ease of navigation, search engine optimization and website ranking were the variables considered. Data was analyzed using Structural Equation Modelling (SEM). The study found that there is a positive relationship between information content qualities, vividness, interactivity, attractiveness and effectiveness, search engine optimization, website ranking and graduate students' behavioral intention whereas the positive relationship between ease of navigation and behavioral intention was not supported.

III. METHODOLOGY

Our study seeks to identify the factors influencing the perception of graduates towards job portals. The results of the study may also give us an idea about why fresh graduates prefer (or not) using job portal sites. Data was collected from primary sources using questionnaire. Primary data was collected from fresh graduates in Kerala. Convenience sampling was used for data collection. The respondents were the final year Post Graduate students of various universities of Kerala. The targeted sample size was 250 and actual sample size was 233. Data was obtained over a period of 3 weeks by mailing the questionnaire. Respondents were asked to fill the questionnaire on the basis of their understanding of job portal sites and their experience while using these sites.

The questionnaire was built by incorporating various variables like Productivity, User friendliness, Efficiency, Convenience, Quick response, Corporate preference, Information provision, Security, Privacy, Service quality, Extended services and Career opportunities from previous researches. A 5 point Likert scale was employed on 23 statements. Factor analysis was used to analyse the data and identify the factors which influence job seekers decisions to use or not use job portal sites. Factor analysis is a technique which is used to extract most relevant factors from a large number of variables.

IV. DATA ANALYSIS

IBM SPSS (Statistical Package for the Social Sciences) was used for data analysis. Factor analysis was used to find out the factors that mostly affects job seekers decision for using job portal sites.



The suitability of the data for doing the analysis was done by using the KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's test. KMO indicates the proportion of variance in our variables that could be caused by underlying factors. The closer the value is to 1 the more accurate the data is for factor analysis. Bartlett's test indicates the strength of relationship among variables. Small values of significance level [less than 0.05] indicate that a factor analysis may be useful with this sample data (IBM Knowledge Center).

Table- I: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.88
Approx. Chi-Square	1835.749
df	253
Bartlett's Test of Sphericity Sig.	0

Table 1 shows that the KMO value is 0.880 which lies between the acceptable range of 0.5 and 1. This means enough items are predicted by each factor. Similarly Bartlett's test of sphericity tests the correlation matrix is an identity matrix, which indicates that factor analysis is suitable for analyzing the data. As per the table 1 the value of Chi-Square is 1835.749 with 253 degrees of freedom at significance of 0.000 which is less than 0.05. This means that the variables are highly correlated for doing factor analysis (IBM_SPSS_5e_Chapter_4).

A. Factor Identification

On the basis of doing factor analysis, 6 components were extracted. All these components or factors which were identified, constituted variables which were having a factor loading greater than 0.5.

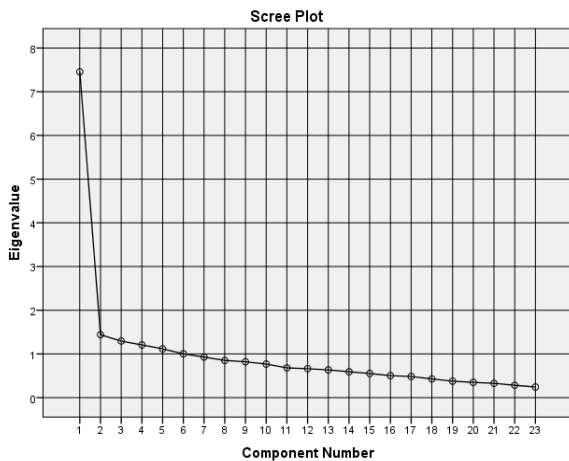


Fig. 1.Scree Plot

Fig.1 is a scree plot of the eigenvalues against all the factors. The graph helps in determining the number of factors to retain. From the graph we can see that only the first 6 factors have eigenvalues greater than 1. Only these factors have been retained. (Refer Appendix 1 for description of factors)

Table- II: Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.65	11.523	11.523

2	2.397	10.42	21.943
3	2.279	9.908	31.851
4	2.263	9.838	41.689
5	2.043	8.882	50.572
6	1.883	8.188	58.76

Extraction Method: Principal Component Analysis.

Table- III: Rotated Component Matrix

	Component					
	1	2	3	4	5	6
Statement 1		0.581				
Statement 2						
Statement 3						
Statement 4			0.577			
Statement 5						
Statement 6			0.572			
Statement 7	0.725					
Statement 8					0.721	
Statement 9	0.527					
Statement 10						
Statement 11		0.514				
Statement 12					0.651	
Statement 13						
Statement 14			0.647			
Statement 15						0.536
Statement 16			0.621			
Statement 17				0.76		
Statement 18		0.684				
Statement 19						0.721
Statement 20					0.572	
Statement 21	0.559					
Statement 22				0.662		
Statement 23	0.692					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

As per Table II, the results display the total variance explained by identified 6 factors affecting the perception of fresh graduates towards job portal sites. From the 23 variables

6 variables are extracted and they are shown as component 1, 2, 3, 4, 5, 6. Our 23 variables seem to measure 6 underlying factors. This is because only our first 6 components have an Eigenvalue of at least 1. From this result we may assume that the other components cannot represent real traits underlying under 23 questions.

The rotated component matrix helps in reducing the number of factors on which the variables under investigation have high loadings. Loadings means extracted value of each item. Effective factor loading should be greater than 0.5. The values shown in the table which are above 0.5 are extracted values. So, the values below 0.5 are suppressed and others are taken.

(ProjectGuru-Publications-<https://www.projectguru.in/publications/interpretation-of-factoranalysis-using-spss/-15/10/2019>)

V. FINDINGS AND CONCLUSION

From our analysis, we identified six factors which determine the perception of fresh graduates towards job portal sites. The results obtained seem to indicate that fresh graduates are well aware of the services provided by the job portal sites and that has helped in building perception towards job portal sites. This may also indicate that people usually prefer using any services with some extra benefits. Various other factors which affect the perception of fresh graduates towards job portal sites are Efficiency, Productivity, User friendliness, Convenience and Information provision.

The factors extracted probably means that fresh graduate job seekers consider job portal sites to be user friendly. A person without a thorough knowledge of using these portals or even a new user can easily use these sites. Fresh graduates consider job portal sites to be a convenient medium to apply for jobs. Once they have uploaded their resume and given preferences, the job portal sites provides notification about new job opportunities. We can also assume that the quality of information helps fresh graduate job seekers to use job portal site. 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.

This study is based on all job portal sites at hand, so a generalized result on the respondent’s reactions to job portal sites can be studied. The sample size was restricted to fresh graduates alone. The perception of other job seekers and recruiters was not considered. The sample needs to include other states to get an accurate result about perception towards job portal sites. Further research taking account of these limitations can be carried out to extend knowledge in this domain. Comparative analysis can also be done of different job portal sites.¹

APPENDIX

Table- IV: Factor Loading

Components	Statements	Loading
	Being able to view the status of your application, able to edit the profile etc is a considerable advantage	0.725
	The recruitment process through job portal sites is a fair procedure	0.527

Through the study we were also able to find that fresh graduates mostly preferred to use Naukri.com. It was also found that Job seekers frequently use job portal sites and that too on a weekly basis. Fresh graduates are using job portal sites to look for jobs that offers leadership position. The study revealed that most of the job seekers prefer to use the free services provided by these job portal sites. Thus, this study provides an understanding on factors influencing fresh graduates perception on job portal sites and which can also effectively be incorporated by job portal sites to increase their usage. (Results undisclosed in this paper but can be provided on request)

Efficiency	How effective is the facility for filtering the jobs according to location	0.559
	Job portal sites increases the knowledge of future career openings	0.692
Productivity	How frequently do you use job portal sites in order to apply for jobs on a weekly basis	0.581
	The response time is less in job portal sites compared to the traditional recruitment procedure	0.514
	There are problems of receiving spam mails once you register with job portal sites	0.684
User friendliness	The instructions for registering and uploading resume through job portal sites is properly provided	0.577
	Applying for jobs using job portal sites is more convenient than traditional recruitment procedures	0.572
	The process of applying for jobs will be easier if it contains details about the position being applied for as this will help in making a better decision	0.647
	The details and resume uploaded in the job portal is secured	0.621
Extended services	Access to candidates profile is denied to non-recruiters who access job portal sites	0.76
	Job Alert services is one peculiar feature of job portal sites	0.662
Convenience	Job portal sites helps in finding jobs that matches your resume	0.721
	Most of the companies that are innovative and updated use job portal sites for recruitment	0.651
	How satisfied you are with the service offered by job portal sites	0.572
Information provision	Information provided in job portal sites is accurate and frequently updated	0.536
	Job portal sites provide online support in case of facing difficulties while applying for jobs	0.721

The table IV shows six factors which were extracted and this shows the factors which affects the perception of fresh graduates in using job portal sites.

The first factor consisted of variables relating to effectiveness of job portal sites, hence it was named as Efficiency. Second factor consisted of variables such as usage, response time and security hence it was named as Productivity. The third factor was named User friendliness because it constituted variables like providing instructions and ease of usage. The fourth factor consisted of variables relating to the services offered by job portal sites, hence it was named as Extended services.



The fifth factor consisted of variables such as filtering jobs and innovative technology, hence it was named as Convenience. The sixth factor was named Information provision because it constituted variables such as relevant information and information provision.

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