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EFFECT OF RECRUITMENT SOURCES AND ADVERTISEMENT ON CANDIDATES' INTEND TO PURSUE THE JOB

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Abstract: This research studied the relationship between the recruitment sources, candidates' perception, and intention to pursue the job. A survey was conducted with 167 respondents and analyzed according to the research objectives. The results of the research showed that Campus Placement and Apps are the most preferred sources used by candidates to search for a job compared to other recruitment sources. Moreover, it is found that the effectiveness of recruitment is significantly related to the placement of advertisement and that Opportunity to use one's abilities is the most influential factor that affects interest in the job applied. Finally, data from the study found that there is also a significant relationship between the recruitment sources, candidates' perception of the job, and intention to pursue the job.

Index Terms – Recruitment, Job Satisfaction, Talent Management

1. INTRODUCTION

Human resources is a vital factor in the success and survival of an organization. Therefore Identifying and attracting the most qualified, competitive, and top-quality talent from the available market should be one of the prime focus of organizations which can be achieved through an effective recruitment process. (MUSCALU, 2015)

Recruitment Sources are the means through which the organization connects with the job seekers suitable for the available job openings. It acts as a standard for communicating or advertising the available jobs in the company in order to get a response from the potential applicants. The employers have to remain careful while choosing any specific source of recruitment. The selection of a particular source of recruitment is affected by the number of employees to be recruited, the cost associated with the source, availability of the candidates, education qualification required, the company's employment policy, etc.

A job advertisement is a form of communication used by companies in order to attract the right talent These advertisements are at times the first impression of an organization for candidates. As a result, the perceived employer brand image in these job postings directly impacts interest in job .Job advertisements generally consist of the job title, explanatory paragraph describing the organization, a description, entry qualifications, etc.

This research aims to examine the relationship between the recruitment sources, applicant's perception created due to job advertisements, and intention to pursue the job in private sector organizations. The following research questions have been framed according to the research objective.

1. Does the effectiveness of recruitment depend upon the placement of advertisement?
2. How are the recruitment sources related to the applicant's perception?

1.1 LITERATURE REVIEW

Talent attraction in the ever-fluctuating business environment has always puzzled HR and Functional Management. Direct Discussions with HRs reveal that recruitment is a lot about relationship building. Attraction implies initiatives soliciting candidate inquiries. This is primarily done by advertising vacancies with the expectancy that they will attract the right applicants who are in line with the required parameters (Shenoy & Aithal, 2018)

Lately, the impact of early recruitment activities on organizational attraction has gained a lot of focus in recruitment studies. (Collins & Stevens, 2002)However, there is little research which studies how recruitment activities affect potential candidates during the initial phase of recruitment (JBarber & Roehling, 1993)

The findings say that applicants accept and reject jobs for different reasons, and it was suggested that applicants may be using a non-compensatory decision process. Among these key factors, to the applicant for accepting a job included the work duties, the company, opportunities for advancement, potential relationships with co-workers, salary, and job security. (Turban, Eyring, & Campion, 1993)

Some research results indicated that location and compensation received the most attention and that participants also responded to the amount of information provided. also suggested that the salary level, opportunity to use knowledge and skills, and challenging and interesting work have high influence on applicant's decision to apply for a position (JBarber & Roehling, 1993)

Additionally, The advertisement and its attributes are vital factors in recruitment. Research says that the recruitment advertisement would be effective when it contains positive information at the beginning when advertised by means of non-expert sources (eg. general media), or have the positive information presented at the end when advertised through a perceived reliable and expert source (eg. employee referral, occupational specific source (Buda & Charnov, 2003) (Marr & Erica, 2007)

Many researches demonstrate how the applicants' choice to apply is affected by advertising, the figure shows that over 20% of the job seekers rejected the job opportunities merely based on poorly developed websites (Pastore & M, 2000)

The job/company website administration also plays a part in the success of the recruitment process. A lot of company-designed websites are complex and not user friendly due to which about three-quarters of all job seekers are unable to use them effectively (Brown, 2004)

Research findings also indicated that providing comprehensive information about posted jobs plays a significant part in urging the applicant to use the website and apply for a suitable job. (R.Zusman & S.Landis, 2002)

(Collins & Han, 2004)found that organizational advertising was the only factor that had consistently significant, direct effect on measures of applicant quantity and quality. This review of literature provided an indication that recruitment is acknowledged as being an important aspect of job/candidate searching for job seekers and organizations.

2. RESEARCH FRAMEWORK

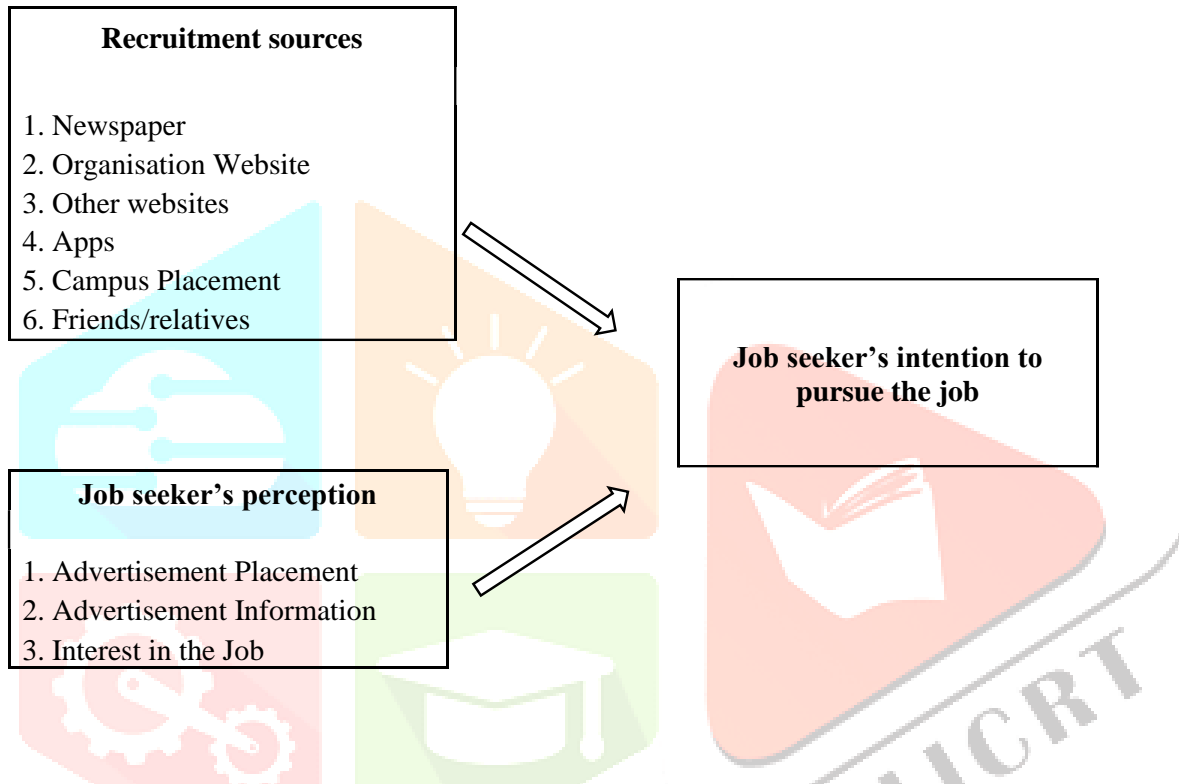


Fig.1 Linking sources of recruitment and candidate's perception with intention to pursue the job applied for.

Based on the research framework in Figure 1 following hypotheses are developed for the study:

- The null hypothesis is H_0 : There is no evidence that recruitment sources and advertisement of job does not influence the candidate's intention to pursue the position applied for.
The research Hypothesis H_1 : There is evidence that recruitment sources and advertisement of job influences the candidate's intention to pursue the position applied for.
- The null hypothesis is H_0 : There is no evidence that the opportunity to use one's abilities is positively related to find interest in the job.
The research Hypothesis H_2 : There is evidence that the opportunity to use one's abilities is positively related to find interest in the job.
- The null hypothesis is H_0 : There is no evidence that Placement of advertisement is related to recruitment.
The research Hypothesis H_3 : There is evidence that Placement of advertisement is related with recruitment.

3. RESEARCH METHODOLOGY

The target sample of the research was the applicants of jobs/internships. Convenience non-probability is used to approach the large pool of targeted respondents. Researcher approached family members, colleagues, and peers to participate in this research, who are economically active and have a job or searching for one. Besides this researcher also used social network circle based on WhatsApp, LinkedIn., via email. The questionnaire items are adopted from the study of Marr (2007) hence pilot study was conducted with the twenty (20) respondents, to analyze the adaptability of the questionnaire. The pilot study generates satisfactory results and found the questionnaire valid and reliable to initialize the survey. Finally, there were a total of 167 respondents from different demographic backgrounds. All questions were examined on the Likert scale.

4. RESULTS AND DISCUSSION

4.1 Demographic Results

Table 1 - Demographics

Category	Items	Frequency	Percentage
Gender	Female	96	57.83%
	Male	70	42.17%
Age	17-20	39	23.35%
	21-25	75	44.91%
	26-30	29	17.37%
	31-35	1	0.60%
	36-40	1	0.60%
	41-45	2	1.20%
	46 -50	5	2.99%
	50 and above	15	8.98%
	Highest Level of Education	Diploma	3
Grade 12		20	11.98%
Masters		17	10.18%
Ph.D.		1	0.60%
Postgraduate		28	16.77%
Undergraduate degree		98	58.68%
Field Applied For	Accounts /Finance /Banking	19	11.38%
	Education &Research/Training	15	8.98%
	Engineering /Technical	22	13.17%
	General Management	10	5.99%
	Human Resource	44	26.35%
	IT	22	13.17%
	Other	16	9.58%
	Sales & Marketing	19	11.38%

The following demographic results have been generated after the analysis of the 167 responses As illustrated above, this study was dominated by young people who participated in the study enthusiastically. Furthermore, HR was the most desired area where the respondents applied for the job. Most respondents were from undergraduate level of education.

4.2 Questionnaire Items

Table 2:The descriptive analysis of the items: computed mean & standard deviation

Item	Mean	Standard Deviation
Part 1 - Recruitment Sources		
Newspaper	1.713	1.042
Organization website	2.916	1.324
Other websites	3.186	1.438
Apps	3.222	1.373
Campus Placement	3.287	1.628
Friends/relatives	2.820	1.341
Part 2- Advertisement Placement / Information		
Ease in finding the advertisement	3.084	0.978
Impact of job title in bringing advertisement to attention	3.419	1.282
Impact of advertisement location in gaining attention	3.090	1.293
Impact of advertisement layout in gaining attention	2.772	1.235
Ease in understanding the info in advertisement	3.796	0.861
Part 3- Interest in the Job		
Interest In Job (salary, opportunity to use my abilities, challenging work, interesting work)	4.886	1.953
Part 4- Intention to pursue the job		
Intention to pursue the job	3.890	0.801

The mean score of recruitment sources in Table 2 illustrates that Campus Placement and Apps are equally popular among the respondents followed by Other third-party websites. Further, the mean scores of section two depict that respondents are high in ability to understand the info in advertisement, the impact of job title is also high compared to, ad location and ad layout to gain the attention as inferred by the mean score. As illustrated by the mean score of Interest in job it is observed that respondents' interest in job is high on the basis of factors including salary, opportunity to use my abilities, challenging work, and interesting work. Lastly, respondents' intention to pursue the job is moderately high in terms of mean score.

4.3 Correlation analysis – Recruitment Sources

The Pearson correlation analysis in Table 3 showed that Apps and Other third party websites is highly correlated in between other four items to find the opportunity for employment with 0.844 and 0.838 respectively, the Organization website and Campus Placement have the result of 0.756 and 0.712 respectively which is also moderately high correlated to recruitment opportunity finder, and other two items Friends/relatives and newspaper have 0.643 and 0.401 correlated respectively. There is also a high correlation between Other third party Websites And Apps

Table 3 – Correlation analysis of recruitment sources

	Newspaper	Organization website	Other third-party websites	Apps	Campus Placement	Friends/relatives	Finding the opportunity for employment
Newspaper	1						
Organization website	0.258	1					
Other third party websites	0.229	0.594	1				
Apps	0.180	0.567	0.812	1			
Campus Placement	0.102	0.386	0.486	0.516	1		
Friends/relatives	0.153	0.399	0.370	0.431	0.358	1	
Finding the opportunity for employment	0.401	0.756	0.838	0.844	0.712	0.643	1

Correlation is significant at the 0.05 level (1-tailed).

4.4 Correlation analysis – Interest in job

The Pearson correlation analysis showed in table 4 below validates that Opportunity to use my abilities is highly correlated to create interest in job, as it correlated at 0.960. Interesting work is also highly correlated at 0.953 followed by Challenging work 0.922. Out of all four factors, salary is the lowest but still moderately correlated with Interest in job at 0.887.

Hence the correlation analysis result confirmed that hypothesis 2 (H2) is accepted.

Table 4 - Correlation analysis of Interest in job

	Salary	Opportunity to use my abilities	Challenging work	Interesting work	Interest in job
Salary	1				
Opportunity to use my abilities	0.781	1			
Challenging work	0.722	0.877	1		
Interesting work	0.780	0.918	0.848	1	
Interest in job	0.887	0.960	0.922	0.953	1

Correlation is significant at the 0.05 level (1-tailed).

4.5 Multiple regression analysis of advertisement placement

The multiple regression analysis showed below explained that the overall influence of advertisement placement on recruitment is .0.676 and R square is .0.457with adjusted R square of 0.423. The standard error of the estimation is 2.33.

This model concluded that 42.3 percent of the variance in e-recruitment has been significantly explained by the advertisement placement. Hence hypothesis 3 (H3) is accepted

Table 5- Multiple regression analysis of advertisement placement

Model	R Square	Adjusted R Square	Standard Error	Significance
0.676	0.457	0.423	2.33	0.002

4.6 Multiple regression analysis of recruitment sources

The multiple regression analysis showed in Table 6 explained that the overall influences of recruitment sources and applicants' perceptions on intention to pursue the position applied for, is .788. The R square and adjusted R square is .622 and .601 respectively. The standard error of the estimation is 1.76.

Regression model suggested that 60.1 percent of the variance at intention to pursue the position applied for has been significantly explained by the recruitment sources and applicants' perception, hence, hypothesis 1 (H1) is accepted.

Table 6 - Multiple regression analysis of recruitment sources

Model	R Square	Adjusted R Square	Standard Error	Significance
0.788	0.622	0.601	1.76	0.001

5. FINDINGS & CONCLUSION

The study revealed that recruitment sources and applicants' perceptions strongly affect the intention to pursue the position applied for. The three factors recruitment sources, advertisement placement, and interest in job affect the job seekers and motivates them to apply for job positions according to their requirements.

Data in this study confirmed that the priority of job seekers is the opportunity to use their abilities while making their decision to either to accept a job. Since this study was largely dominated by young population we can say that the focus of job seekers with less experience or freshers is more towards getting a job that allows them to use their abilities to full potential, has challenging work in their field of interest rather than salary or monetary benefits.

This study also showed that campus placements and apps are widely used by job seekers, and as found by (Werbel & Landau) candidates recruited through campus placement offices have a better initial level of performance than candidates recruited through other sources of advertisements. Hence companies should invest to establishment the recruitment infrastructure which is need and invest in these sources in order to hire the right talent and do cost-effective recruitment.

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