A Study on Understanding user Intention to use Job Portals Using Tam Model

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Abstract

Using online job boards is helpful. With the help of the employment site, the hiring process is automated. Because of this, numerous companies use their job platform. These are a productive method of connecting recruiters and job seekers, and it also helps the recruiters get more applications. Because of the online job board, the business spends significantly less time on the hiring process. The recruitment process, which might include a variety of steps, can be swiftly streamlined with the help of automation technologies. The online employment portal creation solution allows all applications to be stored in one place and shared in tags, book marks, archived, and sorted folders. The study can bring out the usefulness of Job portal in Job Hunting. The study helps the candidates who apply for the job can get in depth knowledge on job portal. From this study the company can take remedial measures to make the selection process much easier. The study will say about how E Process rules the Job search and selection process.

Keywords: User Intention; Job Portals; TAM Model.

INTRODUCTION

A job portal, which is sometimes referred to as a job website, job board, or employment website, is a website that enables employers to advertise jobs and assists job seekers in locating the position that best suits their qualifications. Every hiring process involves the use of a job portal. Using it effectively enables recruiters to locate the best candidate for their open position at a reasonable price. The most interesting prospects were easy for the unemployed to get thanks to Job Portal. Continue reading to learn how government agencies, non- profits, schools & universities, commercial firms, and coaching institutes can benefit from the job portal.

It is common knowledge that in the contemporary context, job portals are especially important for bridging the gap between employers and job seekers. The knowledgeable job seekers hunt for a place where they can put their skills to use and

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progress professionally.[3] The hiring managers, on the other hand, look for candidates who have the skills, qualifications, aptitude, and efficiency required to fill the post. In other words, it serves as a place for employers and job seekers to engage and meet, regardless of their level of experience.

Need for the Study:

- The study can bring out the usefulness of Job portal in Job Hunting.

- The study helps the candidates who apply for the job can get in depth knowledge on job portal.

- From this study the company can take remedial measures to make the selection process much easier.

- The study will say about how E Process rules the Job search and selection process.

Objective of the Study:

- To know why the candidates, choose E Process rather than walk in and website.

- To do a comprehensive study of Job portal usage in Job Hunting.

- To measure the level of use of job portal individually.

- To suggest more improvement in the use of job portal.

Literature Review

Kelley, E. M., Ksoll, C., & Magruder, J. (2022).[5] In this article, they found that, as good job offers fail to materialize on the platform, some job seekers adjust their expectations downwards and resume working. These results imply that the effectiveness of matching interventions is mediated by job seekers' views about the rate of job arrival. Job searchers prefer to wait for good positions rather than take ones they can get both on and off the portal, according to the conclusion, which they see as solid evidence for voluntary unemployment. The priority treatment group experiences a less significant disemployment effect and receives more information from the job portal.

Amanova, C., Ozgur, S. B., Msilu, F., & Demir, F. (2021).[1] In this article, Since the on set of the COVID-19 pandemic in 2020, the demand for job search engines has increased because of the availability of searching for remote job positions. They carried out use able research to evaluate the effectiveness of the well known job portal Indeed.

com. They conducted their study using both qualitative and quantitative data using a mixed method approach. They collected a subjective usability score (SUS) for the website in addition to measuring the efficacy and efficiency of the time in terms of task execution and task completion rate. It is important to note that there aren't many usability studies on job search engines that measure user satisfaction with a website using validated evaluation surveys, like SUS. In general, participants were satisfied with Indeed. com, as seen by their 75 percent satisfaction rating. Their findings also demonstrated that the job seekers valued the accessibility of a large number of openings in the connected fields and, as a result, expressed their happiness with the website.

Soni, M., Gomathi, S., & Adhyaru, Y. B. K. (2020, July).[7] In 2020 7th International Conference on Smart Structures and Systems (ICSSS) (pp. 1-4). IEEE. In this article, they made clear about the key advantages are some what accessible and economical in utilizing electronic job platforms. Candidates can post their resumes for free and look for opportunities in all sectors. However, other services, such resume building and visibility services, are required to improve the work profile. It was designed to give customers and end users a platform to take advantage of amazing opportunities like Job to Talent, Talent to Job, and Similar Talent. As modern information and communications technology (ICT) has developed quickly, more and more job seekers are turning to the Internet for information. Due of this, electronic recruitment systems, also referred to as online recruitment, are used.

Pinjari, M., De, N., Kokne, R., Siddiqui, A., & Chitre, D. (2019).[6] This article aims to assess the job seeker's knowledge of online job search engines in relation to their qualifications in order to secure employment. They provide a summary of job seekers' understanding of the electronic recruiting process with the aid of job board websites, as well as how they are utilising the electronic resources on the market to establish a note worthy career path. Because they lack a scientific understanding of erecruitment techniques, graduates and postgraduates are not properly utilising these job portals to find suitable opportunities for their careers. When they compare job seekers with postgraduate degrees and those with undergraduate degrees, they find that postgraduate job seekers are more familiar with e-recruitment and online job portals like monster.com, shine. com, naukri.com, etc., where as undergraduate job

seekers need to learn more about the technological advancements that are affecting e-recruitment techniques/methods like Online Job Portals, etc.

Banerjee, S., Chauhan, S., & Banerjee, R. (2019).[3] In their article, "Impact of E-recruitment and Job Seekers' perception: A Study in Gwalior Region", They says that, E-recruitment works well for both companies and job seekers, therefore it is essential to maintaining a competitive advantage in the job market. Job seekers may apply for many positions quickly and cheaply, and employers can receive a great shot at prospects. They emphasise that businesses should invest in setting up the Erecruitment infrastructure because it is unquestionably more cost-effective than using traditional sources. E-recruitment is a field that has a global option, is regarded as an efficient instrument in human resources, and will change the field's specific scope. They at last concluded by saying that there is a impact of e-recruitment on job seekers therefore internet has been acknowledged as a most suitable & enhanced tool to find the jobs.

Ibrahim, W. M. R. W., & Hassan, R. (2019)[4] In their article, they researched about a recruiting and talent acquisition blog suggest that AI is expected to replace 16% of HR jobs within the next 10 years. AI is increasingly being used in the hiring process. AI can assist HR managers in doing recruitment tasks more effectively, particularly when choosing the best personnel available for their company. Additionally, they talked about various hiring practises. They state in their conclusion that the younger generations, including Millennials, are now using social media and consider it 31 to be an integral part of their lives. And they came to the conclusion that while there may be worries that AI may eventually replace some human occupations, whether we like it or not, the world's technology is moving towards AI application, and those who can't keep up with technological advancements will fall behind.

Ekanayaka, E. M. M. S., & Gamage, P. (2019)[3] Their main objective in this study was to examine the factors affect to job seekers' intention to use e-recruitment. According to the findings, there are two aspects that affect job searchers' intentions to utilise electronic recruitment: Their perceptions of the utility and the convenience of use of the system. Additionally, the study tried to determine how perceived usefulness affected job seekers' intentions to employ electronic recruitment. They concluded that perceived utility has a moderately beneficial impact on job seekers' intentions to employ e-recruitment. Additionally, the second specific

goal examined how job searchers' intentions to employ e-recruitment were impacted by perceived ease of use. A specific goal was to determine how perceived trust affected job searchers' decision to employ electronic recruitment.

Wadhawan, S., & Sinha, S. (2018).[8] In this article, they identified seven vital factors which determine the millennial job seekers perception towards job portals in the job search activity with special reference to naukri.com. Giving job seekers information about pertinent vacant positions is merely one of the factors that affect how they perceive job portals. Perceived Usefulness, Perceived Ease of Use, Extended Services, Prospective Career Opportunities, System Quality, and Perceived Trust worthiness are a few other variables that affect perception. They also concentrated on identifying important differences in how job applicants perceived each age group. Further more, they noted that there are considerable differences in how useful, simple, and extended services are seen by job seekers of different ages. This demonstrates that millennial job seekers are tech savvy and anticipate the job portal to be simple to use with little mental effort to be necessary in job search.

Ahmed, S., Tahir, H., & Warsi, S. W. (2015).[1] In their article, according to the report, e-recruitment is popular with job seekers, and that popularity is growing as the internet continues to establish itself as a trusted and practical medium for a wide range of transactions. With the rise of e-recruitment, many previously existing barriers in the job market have been broken, and opportunities that were previously only available to a select few hopeful candidates are now available to everyone. This has resulted in people being aware of more opportunities with less effort and expense. And it clarifies why prospective employees choose to utilise e-recruitment instead of more conventional ways of application: cost savings, time savings, extensive search, infinite 29 excess.

Zhitomirsky-Geffet, M., & Bratspiess, Y. (2015)[9] In their article, they examined that, the networks is perceived as more effective by the users and which one is actually more effective in practice. They found that users who post more professional information about themselves also report higher levels of actual helpfulness for both networks. In addition, social networks are used more frequently for job hunting by working people than by jobless people because they are perceived as being more effective. Additionally, respondents who are employed share more personal and professional information about

themselves on Facebook and create more Linked In accounts.

METHODODLOGY

Research Design

Descriptive research design was adopted for this study. A descriptive study is required when the research is interested in learning the characteristics of particular groups, such as age, occupation, experience, etc. Therefore, the descriptive research approach was chosen by the researcher for the investigation.

Sampling Methodology

Population: The study of various characteristics relating to items/individuals belong to a particular group is called as population. The Population of the study consists of students from various educational institutions.

Sampling Frame: The frame describes the population in terms of sampling units. Samples are drawn from lists are called as sources lists/ sampling frames.

Sampling Unit: It is a set of elements considered for selecting a sample. In this research, we have taken survey from students of various individuals who either own or plan to own and even rent spaces for their respective needs.

Sampling Method/Technique: The sampling technique used was Convenience Sampling method. It refers to the technique where the convenience sampling of each cases being selected from the total population is known. In this study, random sampling was adopted for the survey.

Sample Size: A total of 140 respondents were chosen for the study. The respondents who could be approached were chosen as samples.

Data Collection Methods

Primary Data Primary Data are generated by a study specifically designed to accommodate the needs of the problems at hand. Data from primary sources have been collected by conducting the survey with the help of structured questionnaire.

Secondary Data Secondary Data are those, which aren't collected specifically for solving the problem currently being investigated. Here secondary data were collected from the records available in the company and through the internet. Secondary data has also been collected through journals, magazines, websites, annual reports, etc.

Statistical Tools:

The statistical tools used for the study are:
- Chi-square Test
- One Way ANOVA
- Pearson Correlation
- Cochran's Q Test
- T Test

Limitations of the Study

- The research was conducted within a short duration.
- The validity of the study depends on the reliability of the primary data and secondary data.
- The study is focused on a very general level rather than a full scale detailed report.

Data Analysis

One Way Anova

Null Hypothesis (H0): There is no significance difference between Age Group and Attitude towards use of Job Portal.

Alternative Hypothesis (H1): There is significance difference between between Age Group and Attitude towards use of Job Portal.

Anova					
Attitude towards use of Job Portal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	48.008	2	24.004	3.776	.025
Within Groups	870.984	137	6.358		
Total	918.993	139			

P Value = 0.025

Since P <0.05

Reject null hypothesis

Inference

There is significance difference between Age group and Attitude towards use of job portal.

Interpretation

In his case, there is difference in Attitude towards use of Job Portal in comparison of Age group between 18-25 years and 36-45 years.

One Way Annova

Null Hypothesis (H0): There is no significance difference between Age Group and Actual use of Job Portal.

Alternative Hypothesis (H1): There is significance difference between Age Group and Actual use of Job Portal.

Anova				
Actual use of Job Portal				
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	36.524	2	18.262	3.588	.030
Within Groups	697.219	137	5.089		
Total	733.743	139			

P Value = 0.030

Since P< 0.05

Reject null hypothesis

Inference:

There is significance difference between Age group and Actual use of job portal.

Interpretation:

In this case, there is difference in Actual use of Job Portal in comparison of Age group between 18-25 years and 36-45 years.

One Way Annova

Null Hypothesis (H0): There is no significance difference between Education and Perceived usefulness of Job Portal.

Alternative Hypothesis (H1): There is significance difference between Education and Perceived usefulness of Job Portal.

Anova				
Perceived Usefulness of Job Portal				
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	60.523	3	20.174	3.238	.024
Within Groups	847.363	136	6.231		
Total	907.886	139			

P Value = 0.024

Since P< 0.05

Reject null hypothesis

Inference:

There is significance difference between Education and Perceived usefulness of Job Portal.

Interpretation

In this case, there is difference in Perceived usefulness of Job Portal in comparison to Education.

One Way Annova

Null Hypothesis (H0): There is no significance difference between Education and Behavioural intention to use of Job Portal.

Alternative Hypothesis (H1): There is significance difference between Education and Behavioural intention to use of Job Portal.

Anova				
Behavioral Intention to use of Job Portal				
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	53.572	3	17.857	2.742	.046
Within Groups	885.828	136	6.513		
Total	939.400	139			

P Value = 0.046

Since P< 0.05

Reject null hypothesis

Inference:

There is significance difference between Education and Behavioral Intention to use of Job Portal.

Interpretation:

There is difference in Behavioral Intention to use of Job Portal in comparison to Education.

One Way Anova – 8

Null Hypothesis (H0): There is no significance difference between Effective Job Portal for Job Hunting and Attitude towards use of Job Portal.

Alternative Hypothesis (H1): There is significance difference between Effective Job Portal for Job Hunting and Attitude towards use of Job Portal.

Anova					
ATU					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	63.964	3	21.321	3.391	.020
Within Groups	855.028	136	6.287		
Total	918.993	139			

P Value = 0.02

Since P = 0.05

Reject null hypothesis

Inference:

There is significance difference between Effective Job Portal for Job Hunting and Attitude towards use of Job Portal.

Interpretation:

There is difference in Attitude towards use of Job Portal in comparison to Effective Job Portal for Job

Hunting.

Independent Sample T-Test -2

Marital Status vs Attitude towards use of Job portal.

Null Hypothesis (H0): There is no significance difference between Marital status and Behavioural intention to use of Job Portal.

Alternative Hypothesis (H1): There is significance difference between Marital status and Behavioural intention to use of Job Portal.

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
B I	Equal variances assumed	4.22	0.04	1.76	138	0.08	0.78	0.44	-0.1	1.65
U	Equal variances not assumed			1.86	137.99	0.06	0.78	0.42	-0.05	1.6

P Value = 0.78

Since P>0.05

Accept null hypothesis

Inference:

There is no significance difference between Marital Status and Behavioral intention to use of Job Portal.

Interpretation:

Married and Unmarried have no difference in opinion on Behavioral intention to use of Job Portal.

Correlation

Marital Status vs Attitude towards use of Job portal

Null Hypothesis (H0): There is no significance

association between independent variables and Actual use of Job Portals.

Alternative Hypothesis (H1): There is significance

association between independent variables and Actual use of Job Portals.

Correlations		PU	PE	ATU	BIU	AU
PU	Pearson Correlation	1	.696**	.543**	.577**	.342**
	Sig. (2-tailed)		0	0	0	0
	N	140	140	140	140	140
PE	Pearson Correlation	.696**	1	.509**	.583**	.410**
	Sig. (2-tailed)	0		0	0	0
	N	140	140	140	140	140
ATU	Pearson Correlation	.543**	.509**	1	.528**	.365**
	Sig. (2-tailed)	0	0		0	0
	N	140	140	140	140	140
BIU	Pearson Correlation	.577**	.583**	.528**	1	.406**
	Sig. (2-tailed)	0	0	0		0
	N	140	140	140	140	140
AU	Pearson Correlation	.342**	.410**	.365**	.406**	1
	Sig. (2-tailed)	0	0	0	0	
	N	140	140	140	140	140

Pearson's Coefficient of Correlation between Perceived Usefulness of Job Portal and Actual use of Job portal is 0.342.

Pearson's Coefficient of Correlation between Perceived ease of use of Job Portal and Actual use of Job portal is 0.410.

Pearson's Coefficient of Correlation between Attitude towards use of Job Portal and Actual use of Job portal is 0.365.

Pearson's Coefficient of Correlation between Behavioural intention to use of Job Portal and Actual use of Job portal is 0.406.

Since P< 0.95

Reject null hypothesis

Inference

There is significance association between Independent Variables and Actual use of Job Portal.

Interpretations

All the independent variables have moderate association with actual use of Job Portal.

RESULTS

- Executives mostly used Job Portal in the Past than the Analyst.

- Female uses Social Media searches highly than Male who uses social media for job search.

- The unmarried (single) has higher search for job in social media than the Married one.

- 1-3 years of experienced candidate highly uses internet browsing than the respondents of more than 5 years experienced candidates.

- Respondents mostly prefers *Linkedin* as most important than *Glassdoor*.

- Companies mostly prefers to choose *Linkedin* and *Naukri* for Job Acquisition rather than Instagram and others.

- There is difference in Attitude towards use of Job Portal in comparison of Age group between 18-25 years and 36-45 years.

- There is difference in Perceived usefulness of Job Portal in comparison to Education.

- There is difference in Behavioural Intention to use of Job Portal in comparison to Education.

- There is difference in Attitude towards use of Job Portal in comparison to Year of experience.

- There is difference in Perceived ease of use of Job Portal in comparison to Year of experience in present company.

- There is difference in Perceived ease of

use of Job Portal in comparison to Year of experience in present company.

• There is difference in Attitude towards use of Job Portal in comparison to Effective Job Portal for Job Hunting.

• Married and Unmarried have no difference in opinion on Attitude towards use of Job Portals.

• Married and Unmarried have no difference in opinion on Behavioural intention to use of Job Portal.

• All the independent variables have moderate association with actual use of Job Portal.

DISCUSSION

• Since most of the respondents are willing to choose Company's Website, the selection process for the job postings can also be done through having a look at website of the company, where candidates apply in the website and candidates can also be selected through websites rather than Job Portals.

• Most of the respondents are choosing Naukri and Linked In to search and find jobs rather than other Job Portals, so the other portals can also concentrate more towards the attraction of the candidate to apply jobs through their website. They can take necessary measures by changing some of their features and can make easy ways to apply for the jobs.

• Still few candidates are not aware of the usage of Job Portals, companies and other institutions and associations can take measures to give awareness to the upcoming fresh candidates and also to the working employees.

CONCLUSIONS

• The study and the analysis that was made concludes that there is acceptance of technology by most of the employees to find and search for jobs in Job Portals.

• The overall study of the usage of Job Portals says that Job Portals are very useful for the applying candidates in Job hunting.

• Most of the Job Portal users are highly confident in getting jobs through Job Portals rather than other sources.

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