

An analysis of Youth preference level towards social media recruitment process

1.Dr.SaritaSatpathy, Associate Professor, Department of Management Studies, Vignan'sFoundation for Science, Technology & Research University, Vadlamudi, Andhra Pradesh, India

2.Godavarthi. Vasantha Lakshmi, 2 nd MBA Student, Department of Management Studies, Vignan'sFoundation for Science, Technology & Research University, Vadlamudi, Andhra Pradesh, India

ABSTRACT:Now a day's people are using social media recruitment process. The research has been done in semi rural areas of Andhra Pradesh. The research is aimed to find out the youth preference level towards the social media recruitment process. And to analyses the factors that motivate the youth preference towards social media recruitment process. The research refers to the social media recruitment to know about the various platforms and to know about the process of social media recruitment. To get the desirable findings survey method has been adopted where primary data has been collected collected from 130 respondents through a structured questionnaire from different areas of Andhra Pradesh. chi-square has applied as statistical tools to analyses the data .The research findings explore that

The design of the research explains the hypothesis test in the chi-square test is the type of design and analysis was used to known about through social media recruitment. The finding analysis many factors like most of the people aware in the recruitment process through social media. It is the easy process when compare to the offline campus recruiting. But few people are not utilizing this recruitment process through social media.

Key words: social media, preference level, youth, recruitment, factors motivating

INTRODUCTION

In recent years social media recruitment process have to become an essential element of the modern internet user's life. Social media is defined in various ways. In Social media is a combination of internet application and technology used of transferring the information between the people. In social media, it is used for communicating with more number of peoples. This strategy can be useful to find various

aspects such as professional experience, can filter among requirements, specific hard and soft skills, cultural fit, Industry related pasts, professional experience. These social media recruitment platforms like LinkedIn, Face book, Twitter, you tube, blog, pinterest, Instagram, Xing and users can search for jobs, researching potential employers pages, personal branding, professional networking. In social media recruitment is not a time building process. This Strategy builds employers brand, by reaching many potential candidates who does not apply for the position. In recent trends where everything is unpredictable due to the reason of covid-19 anyone can't wait for things to set right, but everything is available at fingertips, so social media is the platform where things comes to us and can search, compare, evaluate to choose the best and beneficial part is the tradition is changing in recent times as employer can manage the entire process by social media platforms. People are searching for new jobs in social media networks.

Recruitment: It is the identification of the people and choosing the best candidates for the organization

Recruitment process: It is the process of attracting, identifying the people and analyzing the job requirements and to screening, short listing the best candidates.

In the recruitment process there are some steps

Step1: Before you start for looking

Step 2: Preparing a job description

Step3: Finding candidates

Step4: Managing the application process

Step5: Selecting the candidates

Step6: Making the appointment

Step7: Induction

Objectives of the Study

To find out youth preference level towards social media for recruitment process?

To identify the factors motivating the preference level towards social media recruitment process

To identify the factors demotivating the youth for preferring social media recruitment process

REVIEW OF LITERATURE

Chloe Guillot-Soulez:-

In the generations theory to attract the qualified employees to attract a job in an organizations. In a quality work force is for a competitive advantage. In generation theory the most of the people have complete their graduate and post graduate are eligible for the job in an organization. If the companies attract the employees we need to develop a better understanding of the expectations of graduates. In this methodology a homogeneous and a sample in terms of career stage, age group.

Mikhail Tokovarov:-

In this paper, cover the topic of social networks. In social media, teaching and learning courses in online. In 2017, the active users of social media are 2.789 billion. The most of the users in social media between the ages group 18-30. The pros and cons of the social media survey are conducted. In social media we have most interacted and communicate with the more people.

Scott Gates:-

In this paper analyzing about the foreign fighters in the recruitment and problem to affecting the process of recruitment in the foreign fighter. The significance between the motivation and the recruitment for joining in organizations and to improve the technology of social media in the process of recruitment.

Fawzieh Mohammed Masa'd (2015):-

Using technology we have many opportunities for recruitment process and selected for the job. In social networking sites this leads to knowledge about the recruitment. In recruitment process some advantages like cost, time saving etc. In social networking site it is a part of recruitment and a positive influence of a social media. The qualities chosen in these social networking sites are networking, quality, and popularity.

Nemanja Berber (2017):-

In the process of selection is a logical continuation of the recruitment process to collect data of potential candidates is evaluated. In the use of modern technologies can improve the process of sorting and contacting candidates. If you use the internet purpose selection of candidates provides many opportunities. In the recruitment and selection process to inform available and suitable candidates about the free job positions, best and most qualified candidates are applied for the job.

Aleksandra Stoilkovska (2015):-

In all citizens to exercising their rights, race, gender, color, national, political and religious these are all the equal fundamental value. Once the planning is completed then recruitment is started. In employment opportunities they necessary qualifications, potential and communicate. In selection process to selecting the best candidate are selected without influence of the party affiliation.

Ariadne Vromen (2014):-

In this paper focusing on young people in social media for political talk. It involves a better understanding about social media and self-actualizing norms preference online. In this paper they also research of focus on changing forms of youth in the political and also everyday report of the data in social media.

DietlindStolle (2004):-

In this paper the political recruitment and political socialization and the youth organizations. In the present generation the parties are membership and also mass based parties. The political parties serve as a crucial recruitment channel. In Belgium politician a survey is conducted in youth organization.

Haslam (2007):-

In this paper the social media is a communication habits. To providing opportunities in social media recruitment process. The perception of social media in online support was also required. They frequently used social media process. The perception towards the internet and online support for controlling the demographic people.

Richard Rutter(2016):-

In this paper the social media to develop a brand. Utilizing the brand equity to deal with the competitive attracts. The social media is the relation of branding activities. In this paper is to develop the branding of the higher education. The most benefits are in face book and twitter.

Research Methodology:-

This research descriptive and empirical by nature. This research aims to find preferencelabel of youth towards the social recruitment process .For this Primary data Three independent variable like convenience ,easiness and time saving has taken into consideration to measure the Youth preference level. To collected the more information through the respondents by a systematic questions. The data is collected from 130 respondent of Guntur and Vijayawada city.Secondary Data: This data is collected from the different articles and journals related to the research topic. Further the collected data has been analyzed by using appropriate statistical tools with the help of SPSS. To get the desired result hypothesis has developed by identifying independent and dependent variable and the relation between these variables has been tested by applying chi-square testing method

HYPHOTHESIS OF THE STUDY:

H1: Conveniencehas a significant relation between the youth preference level towards social media recruitment

H2:Easinesshas a significant relation between the youth preference towards social media recruitment

H3: Timesaving has a significant relation between the youth preference towards social media recruitment

DATA ANALYSIS AND INTERPRETATION

Table 1:H1: Convenience has a significant relation between the youth preference level towards social media recruitment

Independent Variables	Dependent Variable : preference Lebel					Total
	dis satisfied	Average	good	satisfied	highly satisfied	
Convenience	1	8	14	13	11	47
Easiness	0	1	12	8	8	29
Time saving	1	9	24	10	10	54
Total	2	18	50	31	29	130

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.824 ^a	8	.556
Likelihood Ratio	8.280	8	.407
Linear-by-Linear Association	.855	1	.355
N of Valid Cases	130		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .45.

Hence significant value p is 0.556 it is more than the standard value 0.05. So there is no significant relationship between offers convenience and youth preference towards to social media recruitment. Hence, we can accept the null hypothesis and reject the alternative hypothesis.

Table 2:H1: Convenience has a significant relation between the youth preference level towards social media recruitment

Independent Variables	Dependent Variable : preference Lebel	Total
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	dis satisfied	Average	Good	satisfied	highly satisfied	
Convenience	4	6	9	17	11	47
Easiness	1	2	7	9	10	29
Time saving	3	3	16	18	14	54
Total	8	11	32	44	35	130

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.576 ^a	8	.802
Likelihood Ratio	4.511	8	.808
Linear-by-Linear Association	.406	1	.524
N of Valid Cases	130		

Hence significant value p is 0.802 it is more than the standard value 0.05. So there is no significant relationship between offers easiness and youth preference towards social media recruitment. Hence, we can accept the null hypothesis and reject the alternative hypothesis.

What are the factors motivate you to prefer social media for recruitment? * timesaving Cross tabulation

Count

	timesaving					Total
	dis satisfied	Average	good	satisfied	highly satisfied	

What are the factors convenience	4	5	11	15	12	47
motivate you to prefer e						
social media for easiness	2	0	9	6	12	29
recruitment? timesaving	1	5	18	14	16	54
Total	7	10	38	35	40	130

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.426 ^a	8	.393
Likelihood Ratio	10.839	8	.211
Linear-by-Linear Association	.497	1	.481
N of Valid Cases	130		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.56.

- Null Hypothesis (Ho) = Timesaving is not having a significant relation with youth preference towards social media recruitment.
- Alternative Hypothesis (H1) = Timesaving having a significant relation with youth preference towards social media recruitment.

Hence significant value p is 0.393 it is more than the standard value 0.05. So there is no significant relationship between Timesaving and youth preference towards social media recruitment. Hence, we can accept the null hypothesis and reject the alternative hypothesis.

Interpretation: In the overall analysis the most of the respondents are female and the post graduate people most of the people aware about social media recruitment and more aware about the advertisement and most of the people are using linked in and active user are more people most of the people using more than three times and one time get a job through social media hire to people the more people and it is more useful for social media recruitment. In chi-square test there is no significant relation between the convenience, timesaving and easiness.

FINDINGS AND CONCLUSION:

In the above research paper to prepare a questionnaire and to analyze the data the most of the females are using the social media and the youth people between the age 18-25 is the most users are using the social media and the most of the people are post graduate are the recruitment platforms like linked, face book, naukari.com, Indeed are used the most of the people and aware about the social media recruitment to most of the people through the friends and advertisements. The most of the people are the active users and more than three times in a day using the social media to know about the jobs and the process. To time to hire is improved and easiness is the most factor to motivate the people. It is more useful in the future generations of the social media recruitment process

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