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IMPACT OF E-RECRUITMENT ON FEMALE JOB SEEKERS IN SAUDI ARABIA

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ABSTRACT
Technology has integrated the information into a sophisticated style in the current era which has affected on everything related to daily life. Hence, with the internet epoch job seekers get availed with it in looking for jobs online. This study investigates the relationship of e-recruitment sources, candidates' perception and intention to pursue the job in private sector organization in Saudi Arabia. The data was gathered from 63 respondents and evaluated. The findings of this study present that LinkedIn is the most accepted source by respondents to seek jobs within other e-recruitment sources. The impact of e-recruitment depends on the advertisement placement, perception of job seekers and the opportunity of interesting job.

INTRODUCTION

Human lifestyle has changes due to electronic revolution and globalization. Internet is becoming essential for life survival as the other needs of life. Additionally, Technological adaptation is becoming necessary for business performance and competition intention (Khan, et al., 2013). Internet brings all data across the globe on to the Fig. click. People accustomed to spend most of their time on internet for work or entertainment. According to the Internet World Stats (2015), around 18.300.000 people are using internet in Saudi Arabia, which is 14.9 % of the total population. In 1995, internet has been broadly permeated from its beginning, into social, education, economics and setting of business. Thus, internet has been adopted by businesses in their work in order to be the lead in the industry (Khan, 2011). Hence, websites and job portals become easily accessible, brought success to their image-building as an online job market and remarkably switch the traditional newspaper-based job market (Khan, 2011).

This electronic advancement created the assumption that online recruitment facilitates to locate a suitable job (Khan, et al., 2013). E-recruitment helps to gather job seekers and employers into one e-platform as it reduces the boundaries geographically where prospective job seekers can look for jobs around the world (Khan, et al.,2013). As (Frost,1997), recommended that recruiting process could be easier for employers via using the internet that has potential to get rapid changes. Moreover, e- recruitment acts as a major role in improving organizational endurance and success (Parbudyal & Dale, 2003). Online recruitment has been embraced at international level, as currently is used by 500 international companies with a percentage of 94, in contrast with 29% of companies that used e-recruitment in 1998 (Greenspan, 2003).

Lately, the internet has switched the way how recruiting industry is functioning instead of low-tech methods such as employee referrals, newspaper, media advertisements, recruitment agencies, and job exhibitions (Kay, 2000). According to (Anderson, 2003), study results showed that 90% of large American companies employ their candidates through the internet, with many companies placing a massive reliance on jobs sections in their websites (Anderson, 2003). Also, it has been resulted that companies take advantage of the internet usually for recruiting intention more than any other function in human resources (Elliot & Tevavichulada, 1999). A study conducted by NASSACOM showed that, in addition to e-mail, finding jobs is one of the top reasons why number of internet users is increasing. It has been pointed that there are over than 18000,000 resumes floating online over the world (Hagargi & Laxman, 2011). Therefore, this study aims to investigate the relationship of e-recruitment sources, candidates' perception and intention to pursue the job in private sector organization in Saudi Arabia as well as, to examine the acceptance level of the internet as a recruitment source.

METHODOLOGY

The questionnaire is adopted in this study (Marr, 2007). The question is design for the five-point Likert scale and multiple-choice questions. The questionnaire is distributed via email together with a cover letter mentioning the study purpose. Besides email, other social media such Whatsapp and LinkedIn are used in order to reach a larger pool of respondents. The given time to complete the questionnaires is around 2 weeks.

Data Collection Tools

Primary data is referred to the information which has been collected for a particular research goal. The questionnaire is filled by senior and fresh graduate students from the four colleges at Effat University. Secondary data refer to the data that has been collected using previous studies such as literature review of peer reviewed journals.

Sample Size

The sample size of the study is 100 and the target sample of the study is job/internship seekers. All senior and fresh graduate students from the four colleges at Effat University are targeted for the study. Respondents are requested to communicate their colleagues to participate in this study especially those are looking for a job or internship. About 100 questionnaires are emailed and sent through social media. There are 63 participants have completed the questionnaires.

Data Assessment

The questionnaire used to investigate the relationship of e-recruitment sources, candidates' perception and intention to pursue the job in private sector organization in Saudi Arabia as well as to examine the acceptance level of the internet as a recruitment source.

RESULT AND DISCUSSION

This study used online survey to gather the study data from the four colleges at Effat University. There are 63 participants have completed the questionnaire.

Demographic Data

Fig. 1 shows majority about 87% of the participants are age between 21 and 25 years old. The second large age group is between 26 to 30 years old, which is 8%. The remaining 5% of the participants are from age group less than 20years old, 31 to 35 years old and more the 35 years old. Fig. 2 shows that 48% and 46% of the participants are from undergraduate and bachelor degree respectively. There are 6% of the participants have a master degree. Table 1 tabulated the marital status and current position of the participants. About 85.71% of the participants are unmarried and about 53.97% of the participants are unemployed.
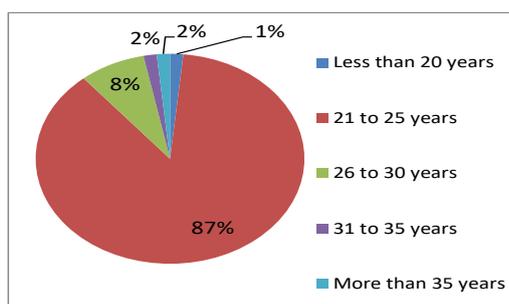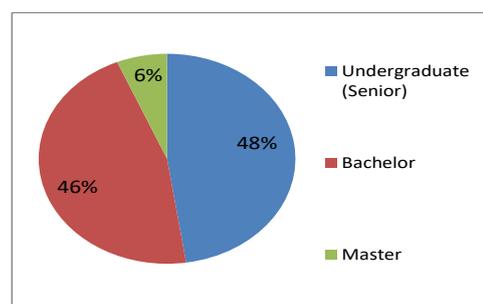

Fig. 1. Participant's age

Fig. 2. Participant's educational level

Table 1. Participant's marital status and current position

Categories	Items	Frequency	Percentage
Marital Status	**Married**	9	14.29%
	Unmarried	54	85.71%

Current Position	Employed	29	46.03%
	Unemployed	34	53.97%

Fig. 3 illustrates the position that the participants applied. The majority of respondent applied for managerial level 38%, 32% of the respondents applied for non-managerial level and 30% of the respondents are not applicable. Fig. 4 show the fields of the participants applied. The highest percentage of the filed applied for is Human Resources Management/ Administration 25%. There are 11% of the participants applied for general management, 8% represents respondents who applied for accounts/finance/banking. In sales/ marketing and education & research/training, both showed 6% and 5% of respondents applied for engineering/Technical. About 22 % of respondents are not applicable and 16% of them applied for other fields.

Fig. 5 shows the highest percentage of participants are from entry level (0-2 years of experience), which is 75%. About 6% of respondents are from Intermediate level (minimum 3 years), 3% of respondents are from expert level (+ 20) and 2% of them are form experienced (minimum 6 years). While, 14% are not applicable where none of them are from advanced level (minimum 10 years). Fig. 6 shows majority of respondent applied for full-time position46%, 14% of the respondents applied for part-time position and 40% of the respondents are not applicable.
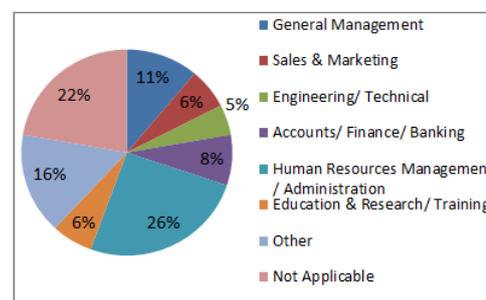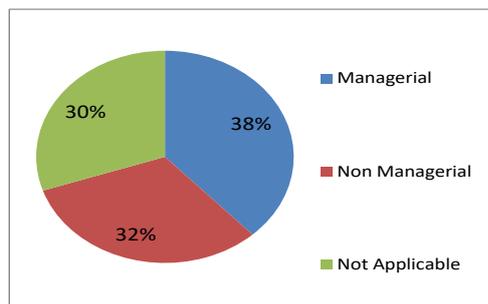

Fig. 3. Position application of participants

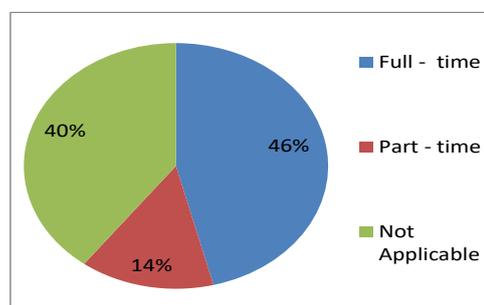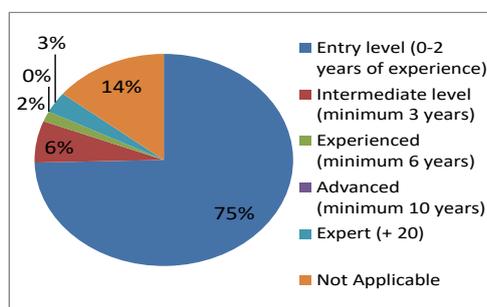**Fig. 4**. Field application of participants

Fig. 5. Career level of participant's application

Fig. 6. Position type of participant's application

Section 1: Data Analysis of survey questions

Fig. 7 shows the usage of E-Recruitment sources and the most favourite e-recruitment sources used by the respondents are LinkedIn (65%), Bayt.com (46%) and Company Websites (41%). While, e-recruitment sources such Twitter, Facebook, Careers-SA, Mihnati.com and other medium are reported less than 19% of usage. The usage of Indeed for application is very less and almost none. Fig. 8 shows the usage of LinkedIn in searching for jobs. About 19% of respondents are always using LinkedIn for their job search and 30% of respondents often use LinkedIn. While, 19% of respondents sometimes use it and 18% are seldom using LinkedIn. About 14% of respondents don't use LinkedIn.
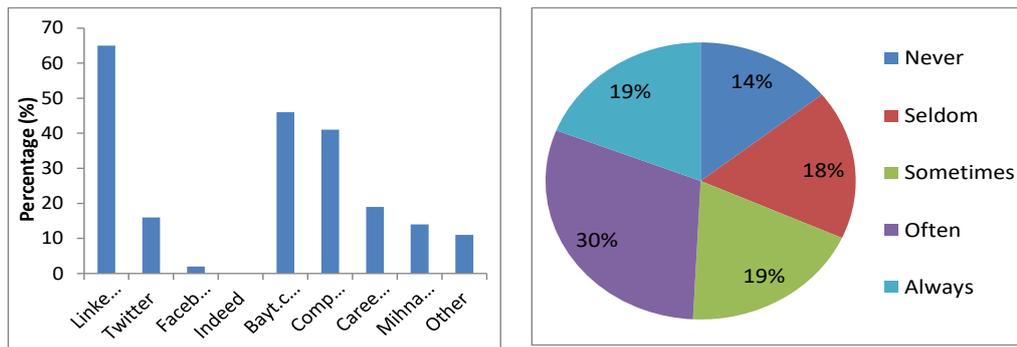

Fig. 7. Usage of E-Recruitment sources

Fig. 8. Usage of LinkedIn

Fig. 9 shows the usage of Twitter in searching for jobs, 11% of respondents are always using Twitter for their job search, 6% of respondents often use Twitter, while 25% of respondents use it sometimes, and 10% of them seldom use Twitter. About 48% of the participants don't use Twitter which represents the majority of them. Fig. 10 shows the usage of Facebook in searching for jobs, 3% of respondents are always using Facebook for their job search, 3% of respondents often use Facebook, while 8% of respondents use it sometimes, and 10% of them seldom use Facebook. Three are 76% of respondents don't use Facebook which represents the majority of them.
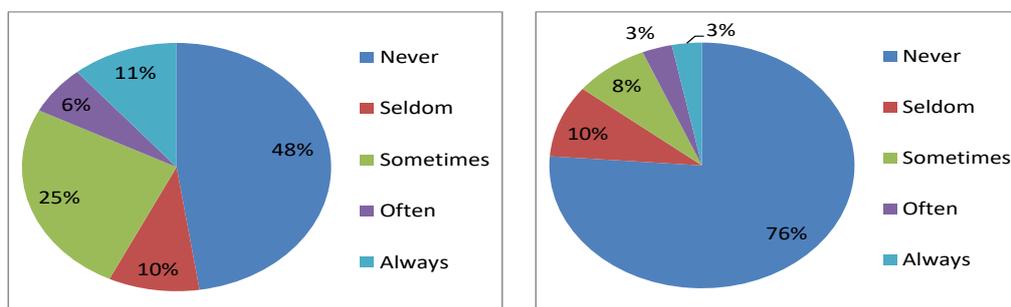

Fig. 9. Usage of Twitter

Fig. 10. Usage of Facebook

Fig. 11 show the usage of Indeed in seeking for jobs, 0% of respondents are always using Indeed for their job search, 3% of respondents often use Indeed, while 5% of respondents use it sometimes, and 6% of them use Indeed seldom, finally, 86% of respondents don't use Indeed which represents the

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majority of them. Fig. 12 shows the usage of Bayt.com in searching for jobs, 11% of respondents are always using Bayt.com for their job search, 17% of respondents often use Bayt.com, while 21% of respondents use it sometimes, and 11% of them seldom use Bayt.com for searching for their job. About 40% of respondents don't use Bayt.com which represents the majority of them.
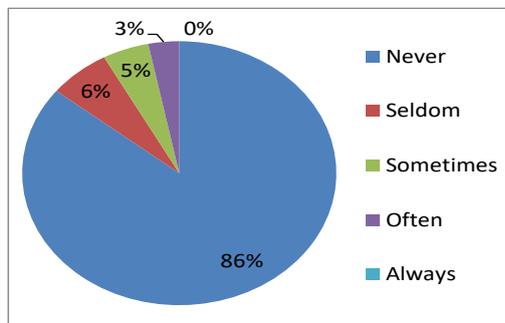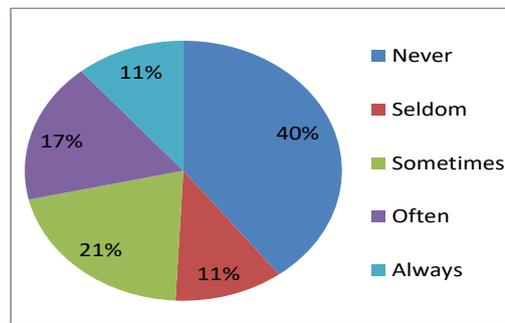

Fig. 11. Usage of Indeed   **Fig. 12**. Usage of Bayt.com

Fig. 13 shows the usage of company websites in searching for jobs, 17% of respondents are always using company websites for their job search, 29% of respondents often use company websites, while 32% of respondents use it sometimes, and 6% of them use company websites seldom, finally, 16% of respondents don't use company websites. Fig. 14 shows the usage of Careers-SA in searching for jobs, 6% of respondents are always using Careers-SA for their job search, 19% of respondents often use Careers-SA, while 24% of respondents use it sometimes, and 5% of them seldom use Careers-SA. About 46% of respondents don't use Careers-SA, which represents the majority of them. Fig. 15 shows the usage of Mihnati.com in searching for jobs, 2% of respondents are always using Mihnati.com for their job search, 8% of respondents often use Mihnati.com, while 17% of respondents use it sometimes, and 11% of them seldom use Mihnati.com, 62% of respondents don't use Mihnati.com which represents the majority of them.
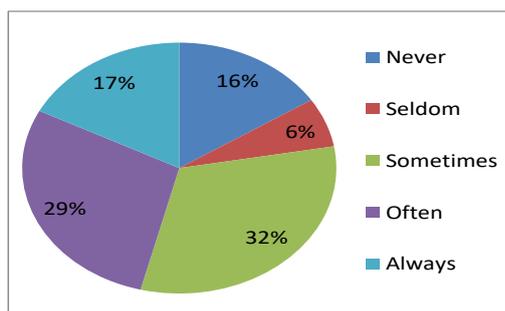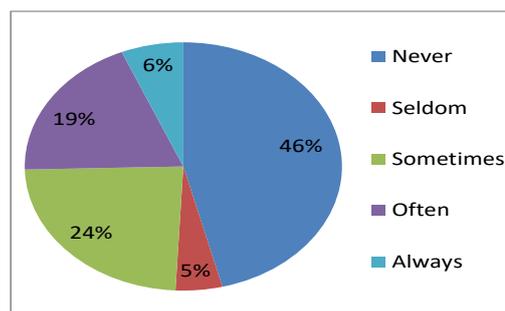

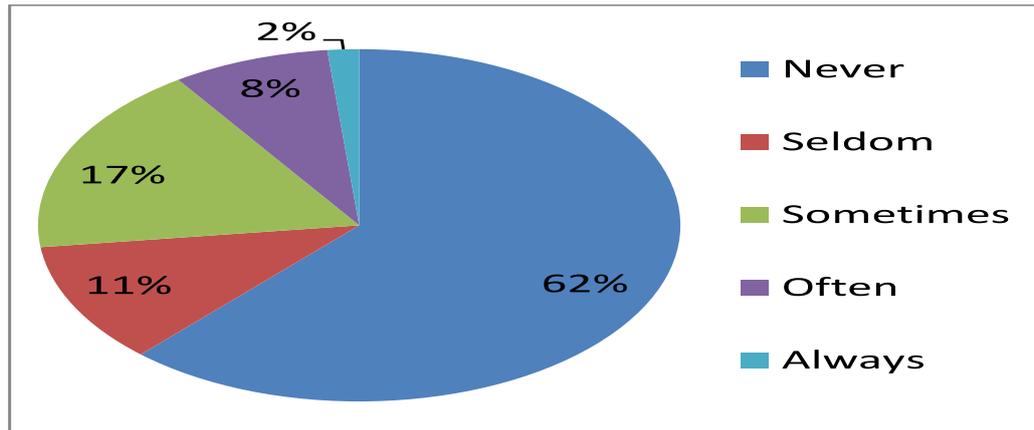**Fig. 13**. Usage of Company Websites   **Fig. 14**. Usage of Careers-SA

Fig. 15. Usage of Mihnati.com

Section 2: Advertisement Placement/Information

Fig. 16 describes if it is easy for job seekers to find jobs through media sites. 11 % of respondents found extremely easy to locate jobs, where 22% found it easy to find jobs, 46% found it Neutral, 18% of jobseekers found it difficult, and 3% of them found it extremely difficult. Fig. 17 describes how much easy to understand the information included in job advertisement. About 11 % of respondents found extremely easy to understand the information, where 25% found it easy to understand, 44% found it Neutral, 18% of job seekers found it difficult, and 2% of them found it extremely difficult.
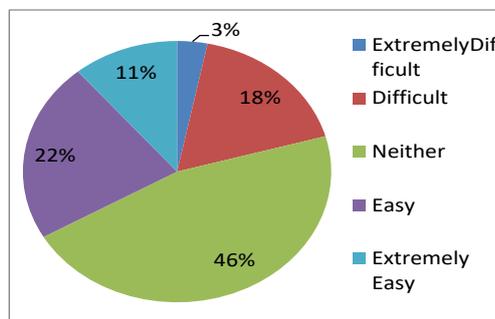

Fig. 16. Respondent`s feedback on "How much easy is it to find/search job ads on the above media sites?"
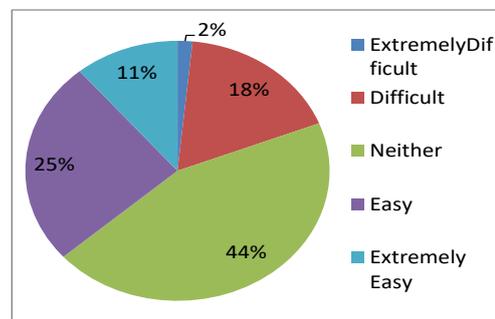
Fig. 17. Respondent`s feedback on "Easiness in understanding information included in the advertisement"

Fig. 18 shows the factors that could affect grabbing job seekers' attention in job advertisement. About 30% said that job title has a very high impact on getting their attention, 33% said that it has a high impact, 25% of candidates said that has some impact, 10 % said it has a little impact and 2% said it has no impact. Fig. 19 shows about 24% of respondents said that advertisement location has a very high impact on bringing their attention, 32% said that it has a high impact, 27% of candidates said that has some impact, 12 % said it has a little impact and 5% said it has no impact.
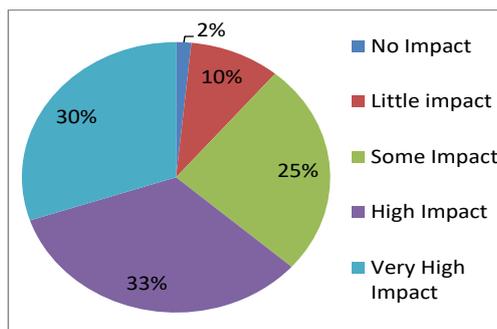
Fig. 18. Respondent`s feedback on "To which extent the following characteristics in the advertisement effects on grabbing your attention – Job Title?"
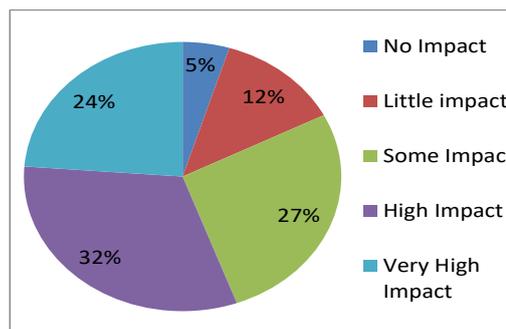
Fig. 19. Respondent`s feedback on "To which extent the following characteristics in the advertisement effects on grabbing your attention - Advertisement Location?

Fig. 20 indicates about 14% of respondents said that advertisement layout has a very high impact on getting their attention, 30% said that it has a high impact, 41% of candidates said that has some impact, 13 % said it has a little impact and 2% said it has no impact.

Besides that, survey question on "Have you obtained any additional information about the job after first finding the advertisement?" and about 52% of the respondents said they found additional information which represents the majority where 48% said they haven't obtained additional information.
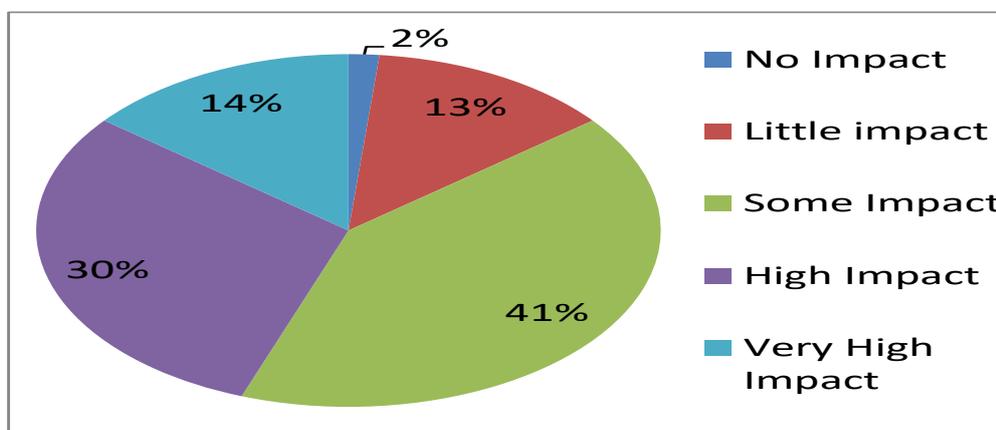

Fig. 20. Respondent`s feedback on "The advertisement layout has a very high impact on getting your attention?"

Section 3: Interest in the Job

Fig. 21 shows how much salary is important for job seekers they consider when applying for a job. About 40% of the respondents consider it as an extremely important factor, 28% of the respondents consider it as an important factor, 28 % of the respondents consider it as somewhat important, and 2% consider it unimportant as also 2% consider it as extremely unimportant factor.

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Fig. 22 shows how much the opportunity to use abilities is important for job seekers they consider when applying for a job. About 54% of the respondents consider it as an extremely important factor, 30% of the respondents consider it as an important factor, 11% of the respondents consider it as somewhat important, and 3% consider it unimportant as 2% consider it as extremely unimportant factor.
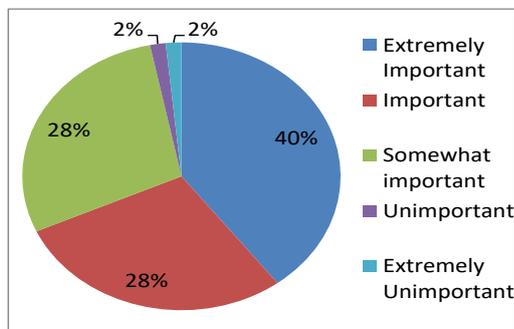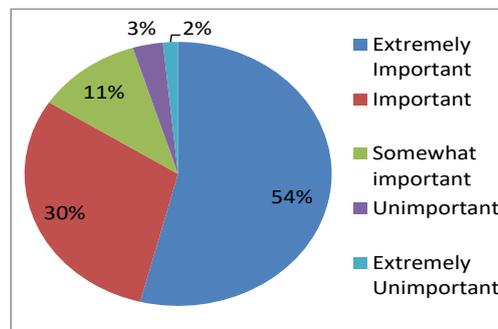

Fig. 21. Salary

Fig. 22. The opportunity to use my abilitie

Fig. 23 shows how much having challenging work is important for job seekers they consider when applying for a job. About 18% of the respondents consider it as an extremely important factor, 43% of the respondents consider it as an important factor, 33% of the respondents consider it as somewhat important, and 6% consider it unimportant as none of them consider it as extremely unimportant factor. The Fig. 24 showed how much having challenging work is important for job seekers they consider when applying for a job. About 54% of the respondents consider it as an extremely important factor, 28% of the respondents consider it as an important factor, 13% of the respondents consider it as somewhat important, and 3% consider it unimportant as 2% of them consider it as extremely unimportant factor.
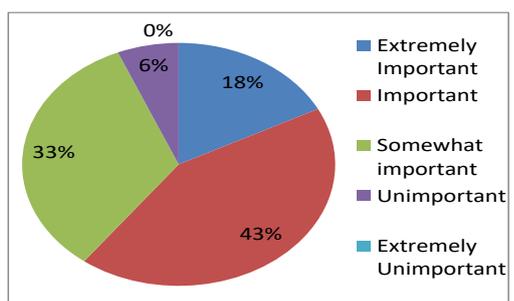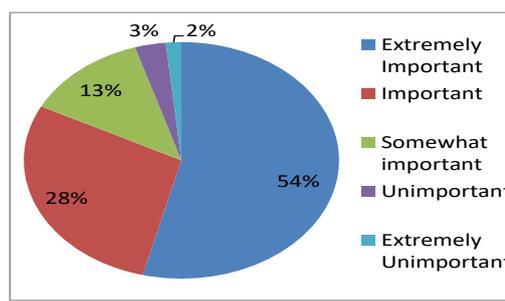

Fig. 23. Challenging work

Fig. 24. Interesting work

Section 4: Interest in the Job applied for

Fig. 25 explores the job seekers motivation in accepting the job applied for recently. About 16% of respondents strongly agree, 48% of job seekers agree about their recent job, 30 % are uncertain about the job applied for, 5% disagree about accepting the job and 1% strongly disagree in pursuing job applied for recently. Fig. 26 explores the job seekers motivation in making the

job applied for in one of the priorities. About 19% of respondents strongly agree, 33% of job seekers agree about their recent job, 43% are uncertain about making the job in one of the priorities, 5 %disagree about the job, and none of them are strongly disagree putting the job as a priority. Fig. 27 explores the job seekers motivation in spending a great effort to get the job. About 22% of respondents strongly agree about working hard for the job applied for,33% of job seekers agree about spending a great effort in their recent job, 33% are uncertain about the job, 10 % disagree about the job, and 2% of them are strongly disagree in spending a great effort to get the job.
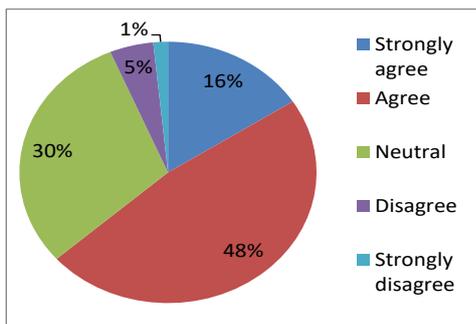
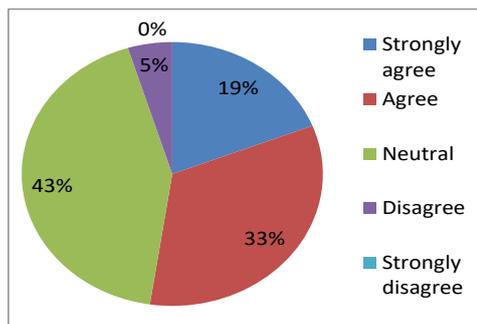**Fig. 25**. Respondent`s feedback on "I would accept the job applied for"

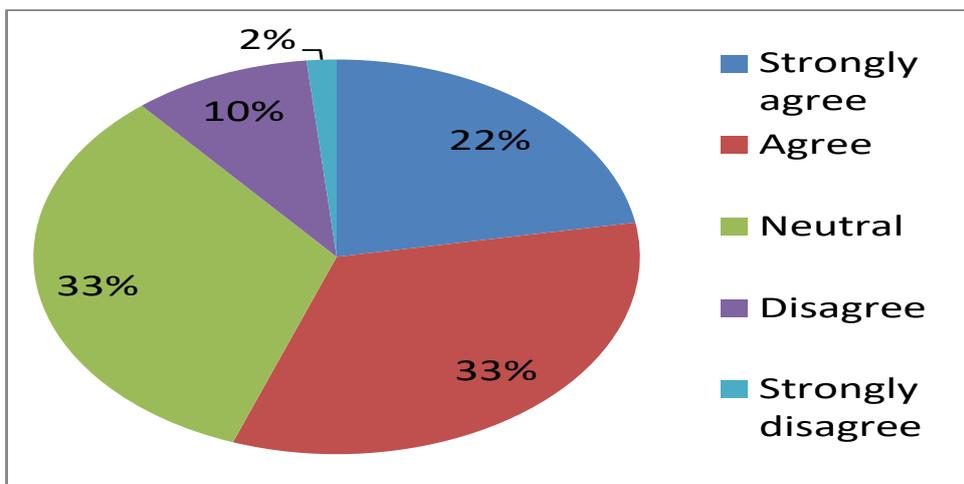**Fig. 26**. Respondent`s feedback on "I would make this job one of my first choices"

Fig. 27. Respondent`s feedback on "I would spend a great effort to get this job"

E-recruitment tool has an effect on firms' selection process as it increases effectively since the study support the assumption that people start using online recruitment sources to look for potential positions (Khan, et al.,2013). Also, advertisement placement played as major role in internet recruitment, as job applicants are favourably locating job advertisement on e-recruitment sites that has engaging available job title, job place and attractive advertisement layouts (Khan, et al.,2013).The assumption hasn't been demonstrated and approved by this study which is the salary came in the second priority while having an interesting job and opportunity to use abilities came as the first

priority by most of respondents and could affect job seekers decision either to accept the job or to look for another job. Furthermore, it has been shown that e-recruitment sources and job seekers' perception have strong and positive influence on intention to pursue the job applied for. As these three factors; online recruitment sources, placement advertisement with interest in the position, has psychological influence on candidates and stimulate them to apply for position based on their requirements (Khan, et al.,2013). The study found that LinkedIn is an efficient source for job seekers and employers, according to (MSHR, 2013), In 2012, 89% of recruiters hired employees using LinkedIn as HR professional also use LinkedIn in their recruitment practices. Lastly, "All recruiting professionals are aware that LinkedIn has been a major influence in the industry and has the potential to completely revolutionize how companies fill their vacancies" (MSHR, 2013).

CONCLUSION

The collected results showed that LinkedIn has been accepted and broadly used as a recruitment source to find jobs and it's equally a common source for job seekers. E-recruitment benefits the organizations to meet the demand of competent employees with the required skills, knowledge, abilities to perform tasks required for the job.

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