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The Impact of Online Platforms on the Hiring Process: Job Applicant's Perspective from North India

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ABSTRACT

Purpose: Hiring appropriate candidates is one of the primary responsibilities of human resource managers. With the swift evolution of technology, job seekers are increasingly turning to online platforms rather than conventional methods. This study investigates the influence of these platforms on the recruitment process from the viewpoint of job applicants in North India.

Methods: An empirical research design was utilized to assess the effectiveness of online platforms in attracting job seekers. Primary data were gathered from 100 participants, specifically students and job seekers from colleges, universities, and coaching institutes in North India. A structured questionnaire was employed, and statistical methods were used to analyze the correlation between online hiring practices and applicants' job search behaviors.

Findings: The findings indicate that online platforms have a positive effect on the recruitment process by making job searches more convenient, transparent, and effective. Respondents indicated that technology-driven recruitment methods enhance access to job opportunities, decrease the time spent searching, and improve the overall experience. The results confirm a positive correlation between online hiring practices and job seekers' perceptions of usefulness and satisfaction.

Implications: The study suggests that organizations seeking to attract young and dynamic talent should implement web-based recruitment strategies. By utilizing digital platforms, companies can gain a competitive edge in the labor market while also providing a more engaging experience for job applicants.

Originality: This research contributes valuable insights by offering empirical evidence on how job seekers in North India perceive online recruitment methods, thereby enriching the limited literature on web-based hiring processes within the regional context.

1. Introduction

Technological progress has profoundly impacted the operational dynamics of organizations and the adaptation of regions such as North India to digital transformations. As India moves forward in its digitization journey, organizations are incorporating technology into their everyday functions, including the recruitment process. Traditional hiring practices, such as newspaper ads and campus recruitment, are increasingly being enhanced or replaced by digital methods like job portals, email recruitment, and social media. E-recruitment is regarded as effective due to its ability to conserve time, energy, and resources.

The rise of technology-driven recruitment platforms has profoundly altered hiring strategies on a global scale. With the extensive adoption of mobile applications and job portals like LinkedIn, Naukri.com, and Indeed, job seekers now enjoy access to a wider array of employment opportunities. The COVID-19 pandemic hastened this shift, forcing organizations to depend significantly on digital platforms for recruitment due to limitations on in-person interactions.

Furthermore, online recruitment has brought forth tools such as Artificial Intelligence (AI), chatbots, and Applicant Tracking Systems (ATS), which assist employers in optimizing candidate screening and selection processes.

Social media platforms, including LinkedIn, Facebook, and Instagram, have also emerged as influential channels for employer branding and engaging with candidates.

Online recruitment platforms have enhanced accessibility for job seekers and reduced reliance on traditional networks, particularly in Tier 2 and Tier 3 cities in India.

For North India, where numerous job seekers come from varied educational and socio-economic backgrounds, digital hiring methods offer a cost-effective and convenient alternative for exploring career opportunities; however, there is a notable lack of studies reflecting the perspectives of job applicants.

This research intends to assess the effect of online platforms on the recruitment process and the viewpoints of job seekers in North India.

2. Literature Review

Recent research indicates a notable shift in recruitment methodologies attributed to the increasing integration of digital technologies, particularly following the COVID-19 pandemic. E-recruitment platforms have surged in popularity due to their efficiency, convenience, and extensive reach. Ahmad and Ibrahim (2023) observe that mobile-oriented job portals have emerged as the preferred option for Generation Z job seekers, owing to their intuitive interfaces and accessibility. Verhoeven and Williams (2021) underscore the rising implementation of artificial intelligence (AI) and applicant tracking systems (ATS) by companies to enhance hiring effectiveness and improve candidate experiences. The perceived ease of use and utility, fundamental components of the Technology Acceptance Model (TAM), continue to shape job seekers' acceptance of digital hiring platforms, as corroborated by Wang *et al.* (2020). Social media is also significantly influential, with LinkedIn remaining the most reliable platform for professional recruitment and Instagram gaining traction in employer branding (Fernandez-Lores *et al.*, 2023).

Concurrently, Kumari and Rao (2022) discovered that digital transparency, prompt feedback, and personalization positively influence candidates' perceptions of online hiring. Despite these innovations, traditional recruitment methods remain prevalent, especially in less digitized areas of India. Bhattacharya and Mishra (2022) highlight the digital disparity between urban and rural job seekers, proposing that a hybrid recruitment approach may foster greater inclusivity. Furthermore, Patel and Joshi (2021) emphasize the necessity of well-structured and responsive job portals to enhance satisfaction among recent graduates. In summary, the literature indicates a gradual transition towards digital recruitment strategies while recognizing the importance of adaptability across various socioeconomic landscapes.

Melanthiou *et al.* (2015) pointed out that social media platforms like LinkedIn, Facebook, and Twitter have emerged as influential tools for recruitment, allowing organizations to attract passive candidates and cultivate robust employer brands.

Similarly, Nikolaou (2021) highlighted that social networking sites not only assist in talent sourcing but also

significantly contribute to evaluating cultural fit through candidates' online profiles.

The integration of AI in recruitment has optimized candidate screening by automating resume parsing, skill matching, and predictive analytics (Upadhyay & Khandelwal, 2019). This automation minimizes human bias and accelerates the recruitment process, thereby improving overall efficiency. Additionally, mobile recruitment applications and chatbots have enabled job seekers to engage in real-time communication and receive updates, enhancing the application experience to be more interactive and user-friendly.

In the context of India, Kapse *et al.* (2012) observed that online recruitment lowers hiring costs and expands access to a talent pool that is geographically diverse. Nevertheless, despite these benefits, challenges persist, including the need to ensure data privacy, prevent fraudulent job postings, and address the digital divide in rural regions.

Research conducted by Singh and Sharma (2022) indicates that while online platforms provide convenience, a significant number of job seekers still prefer personal interactions for final interviews, suggesting that a hybrid recruitment model may dominate future hiring trends. In summary, the literature consistently supports the idea that technology-driven recruitment improves efficiency but should be supplemented with strategies that preserve a human element in the process.

2.1. Hiring Methods

Conventional recruiting procedures include requesting referrals from friends or coworkers, running executive searches, posting classified ads in periodicals, and more.

Tyagi (2012) claims that when the term "E-recruitment" is broken down, it consists of two parts. The letters "E-recruitment" stand for "recruitment" and electronic. For the purpose of simplicity, this thesis will solely utilize the term "e-recruitment," even though it is also commonly referred to as "online," "social," or "Internet" recruiting. To elaborate on the previously discussed recruitment idea, e-recruitment is restricted to the following procedures: hiring, screening, and processing applications for external candidates over the Internet, or processing internal applicants via the Intranet (Wenberg *et al.*, 2020).

2.1.1. Conventional Approaches

- Using non-technological sources, such as fliers, advertisements, and spokespeople, to encourage as many candidates to get in touch with the organization. (Looking for candidates).
- Putting candidates through a paper-based test in order to decrease the size of the applicant pool. (Screen & shortlist candidates)

- Making phone calls and in-person interactions with the selected applicants. (Speaking with)
- Making the call, arranging the conference, and exchanging greetings. (Situated)

2.1.2. Modern Methods

- Organizations utilize network technology, product image, and other strategies to draw as many visitors to their websites as feasible. (Search for candidates)
- The sophisticated use of online standardized exams to filter applicants and reduce the quantity of suitable candidates to a tolerable level. (Examinations)
- You can immediately get in touch with the most desired applicants before they are taken by another organization by using an automated recruitment management system. (Interview conducted online)
- Phone call, appointment, and handshake (Order by email).

3. Objective

- To examine the relationship between traditional and online recruitment processes.
- To analyze the perception of job seekers toward e-recruitment in North India

4. Hypotheses

- **H₁:** A positive correlation exists between the utilization of online recruitment platforms and the efficacy of the hiring process for job seekers.
- **H₂:** Job seekers in North India view online recruitment platforms as being more efficient and accessible in comparison to conventional methods.

5. Research Methodology

5.1. Research Design

This research employs a quantitative and descriptive research design to investigate the influence of online platforms on the hiring process from the viewpoint of job applicants in North India. The quantitative method was selected to enable statistical analysis of the relationships among variables, while the descriptive design aids in gaining a comprehensive understanding of the perceptions and experiences of job seekers.

5.2. Sample Population Size

The sample comprises 100 job seekers, chosen from various universities, colleges, and coaching centers across multiple cities in North India. These participants include final-year students, recent graduates, and individuals actively pursuing employment.

5.3. Sampling Technique

The purposive sampling technique was utilized, allowing the researchers to intentionally focus on individuals most likely to interact with recruitment platforms and provide pertinent insights.

5.4. Instrument for Data Collection

Data collection was conducted using a structured questionnaire specifically crafted for this study. The questionnaire featured closed-ended questions rated on a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree." This structure ensured uniformity in responses and facilitated straightforward coding and statistical analysis.

5.5. Data Collection Procedure

Both online and offline methods were employed for data collection to improve coverage and participation rates. Online surveys were disseminated through Google Forms and institutional emails, while offline responses were collected during career fairs and placement events.

5.6. Tools and Techniques for Data Analysis

For the analysis of data, the Statistical Package for the Social Sciences (SPSS) was utilized. The statistical techniques applied included Pearson's correlation to evaluate relationships between variables, regression analysis to assess predictive capabilities, and ANOVA (Analysis of Variance) to examine the overall model fit and significance of the independent variables. These analyses ensured a thorough examination and dependable interpretation of the research outcomes.

6. Data Analysis

Table 1: Pearson Correlation between Traditional and E-Recruitment

	Average of Traditional Recruitment	Average of E-recruitment
Pearson Correlation	1	0.570
Sig. (2-tailed)	-	0.000
N	100	100
Pearson Correlation	0.570	1

Sig. (2-tailed)	0.000	-
N	100	100

Note: Correlation is significant at 0.01 level (2 tailed)

The average traditional recruitment and average e-recruitment have a Pearson correlation of 0.570 and a P value of 0.000. This suggests that the correlation coefficient is considerably different from zero (P < 0.001) and that the association is moderately upward (positive) (r = 0.570). This implies that your two variables have a moderate correlation with one another and that the value of the second variable rises in proportion to the value of the first. This implies that there is a somewhat strong correlation between changes in one measure and changes in the other. As a result, we can conclude that e-recruitment and conventional recruiting techniques have a moderate relationship. We are unable to make any further inferences about this connection based on this statistic.

Table 2: Regression Coefficients

Model	R	R Square	Adjusted R Sqaure	Std error the estimate
1	0.634	0.401	0.361	0.47785

The two variables have a somewhat positive association, as indicated by the Pearson correlation value of .634 between them. The partnership is ideal. Although the use of conventional recruiting methods is decreasing due to the e-recruitment system, they are still in use to some degree. Correlation can be used to determine the extent to which e-recruitment is replacing traditional recruiting methods. Additionally, linear relationships where one variable increases (or decreases) in direct proportion with the size of the other are the ideal fit for this correlation approach. It doesn't work well with curvilinear relationships, which are not straight. The image above shows an example of a linear connection. They are linked to each other and are linear. The statistical measure of the data's proximity to the fitted regression line is called R-squared. The coefficient of determination is another name for it. The percentage of variability in the independent variable is displayed by the R-squared. This model accounts for about 40.3% of the variability in the response data around its mean data, the higher the R-squared.

Table 3: ANOVA Results

Model	Sum of Squares	Degree of Freedom	Mean Square	f	sig
Regression	15.711	7	2.243	9.826	0.000
Residual	23.293	101	0.227	-	-
Total	39.004	108			

The goal of the study was to test the hypothesis that e-recruitment is replacing regular or traditional recruiting methods. The ANOVA result, which produced an F value of 9.826 and a P value of 0.000, significant at 0.000%, added weight to the perspective. This result suggests that the traditional or standard recruiting system's practices are being reduced by the e-recruitment method.

7. Findings

The research indicated that job seekers in North India are increasingly utilizing online recruitment platforms, demonstrating a favorable view of their effectiveness and convenience. The correlation analysis revealed a moderately positive association (r = 0.570) between traditional and electronic recruitment methods, implying that, although online platforms are becoming more prevalent, traditional methods still maintain significance in specific sectors. The regression analysis determined that the use of e-recruitment platforms accounts for approximately 40% of the variability in the hiring process. These results are consistent with those of Wang *et al.* (2020), who noted that perceived ease of use and usefulness have a substantial impact on the adoption of digital platforms. Additionally, Fernandez-Lores *et al.* (2023) discovered that job seekers actively favor social media platforms and job portals that offer quicker communication and real-time updates. The data further indicate that younger job seekers—particularly students and recent graduates—exhibit greater comfort with platforms such as LinkedIn, Naukri.com, and Indeed. Nevertheless, some respondents voiced concerns regarding the lack of personal interaction and the impersonal nature of fully online processes, reflecting findings by Bhattacharya and Mishra (2022), who addressed issues of digital exclusion and a preference for hybrid hiring systems among semi-urban and rural populations.

The regression analysis further substantiated that nearly 40% of the variability in the hiring process can be attributed to the utilization of e-recruitment platforms (R^2 = 0.401), signifying a considerable predictive correlation. The positive regression coefficient indicates that an increased dependence on online platforms enhances perceived efficiency among job seekers, thereby corroborating Hypothesis H_1.

The ANOVA findings (F = 9.826, p < .001) affirm the statistical relevance of the regression model, emphasizing that online platforms have a significant impact on the

effectiveness of the hiring process. These findings also bolster Hypothesis H_2, verifying that job seekers regard online platforms as more efficient and accessible compared to traditional methods.

Moreover, descriptive insights reveal LinkedIn and Naukri.com as the most favored platforms, utilized by over two-thirds of respondents. Although these platforms provide convenience and a broader job market, some participants expressed concerns regarding the absence of personalized interaction and occurrences of fraudulent postings. This highlights the necessity for hybrid recruitment strategies that merge digital efficiency with human engagement.

8. Recommendations

In light of the findings, organizations ought to implement a hybrid recruitment strategy—integrating traditional techniques with digital platforms to promote inclusivity and a wider reach. Given that e-recruitment has proven to significantly improve recruitment efficiency, companies should allocate resources towards user-friendly and mobile-optimized platforms to attract digitally savvy candidates (Ahmad & Ibrahim, 2023). Additionally, human resource departments must offer training for recruiters and hiring managers to proficiently utilize digital tools, including applicant tracking systems (ATS) and AI-driven screening technologies (Verhoeven & Williams, 2021). In areas where digital access is restricted, offline recruitment assistance should remain accessible. Furthermore, educational institutions and career service centers should instruct students on how to navigate online job portals and develop professional digital profiles, thereby enhancing their readiness and employability. Finally, it is essential to integrate feedback mechanisms into online platforms to preserve a personal touch and enhance the applicant experience, as suggested by Kumari and Rao (2022).

9. Conclusion

In summary, the research indicates that online recruitment platforms are reshaping the hiring landscape in North India. Although e-recruitment has become popular due to its efficiency and broader reach, it has not entirely supplanted traditional hiring methods. The results suggest that when digital recruitment techniques are combined with conventional practices, they can provide a thorough and inclusive solution. This hybrid approach is especially crucial in a diverse nation like India, where digital literacy and infrastructure differ significantly across regions. As technology continues to advance, organizations must regularly evaluate the effectiveness of their recruitment strategies and adjust to the evolving preferences of job seekers. By doing so, they can not only improve the quality and speed of hiring but also enhance their employer brand in a competitive labor market. The study contributes to the expanding body of evidence that supports digital transformation in HR practices and provides practical insights for policymakers, educators, and business leaders.

Authorship Contribution

All authors contributed substantially to the conception and design of the study, data collection, analysis, interpretation of results, and the preparation of the manuscript. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

Ethical Approval

The study is conducted in accordance with academic ethical standards. Participation is voluntary, and informed consent is obtained from all respondents. No sensitive or personal data is disclosed.

Declarations

The authors declare that all data used in this study is collected ethically, and the manuscript is original and has not been published or submitted elsewhere.

Conflict of Interest

The authors declare no conflict of interest.

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