

# Impact of Social Media on Job Search a case of Karachi

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**Abstract-** Social media or Social networking is the consolidate medium of online communications. Where people share information and develop professional contact. There are many types of social networking but we focus on LinkedIn where people find job and recruiters find right candidate. We estimate the effect of Internet and social media use on job search and e-recruitment. 200 hundred question were distribute to final year student fresh graduate and the people who find also the recruiter who find candidate for organization. The data was analysis through the use of SPSS and regression test is applied. The data collect in Karachi. Social networking helps the job searcher to find job according to their field and LinkedIn is effective tool.

Social media also save time and cost its more reliable and effective and its increase day by in past only two to three firm use and some job searcher use now it almost all firm use it because it work easier and better way you don't want Sunday newspaper for find job just go to social networking site and find job it make also recruiter work easy they find competent candidate. The link din is most effective tool for job seeker and recruiter almost all company and job searcher used the linked in. LinkedIn is a professional oriented site it gives perfect environment there are many people who find job in link din even multinational company approach LinkedIn site to hire employee.

**Index Terms-** link dine, social media, job searcher, e-recruitment.

## I. INTRODUCTION

In this 21<sup>st</sup> century everyone uses social media which is the consolidate online communications medium where people share information and develop professional contact here are many type of social networking but we focus on LinkedIn where people find job and recruiter find right candidate We estimate the effect of Internet and social media on job searching and e-recruitment. The main purpose of this research is to find out that up to what extent the workers are searching jobs through internet and also evaluate the impact of SNSs on the rate of employment. The research also demonstrates the relationship between the use of social media and the change in the behavior of job seekers. Research work is based on the philosophy of "Realism". It is because the concept of the research is realistic and exists independently of human thoughts. It is observable and can be interpreted through social happenings. The "Inductive approach" has been used in the research because the research is conducted from specific level to general level. The main focus is on the collection of quantitative data. After the data is gathered through questionnaire it has been analyzed and then the final theory has been developed. The research strategy is "Grounded theory" because its main emphasis is on developing theory through data collection. The data is generated by a series of observations and

then it is tested and analyzed. The data collection is considered to draw conclusions and to create theoretical insights. The research is conducted for Karachi.

## RESEARCH QUESTION:

- The main purpose of this research is to examine, how social media has changed the behavior/nature of job searcher.
- What effect occurred on e-recruitment in organization by the use of social networking site?
- Does LinkedIn really help in acquiring a good job?

## SIGNIFICANCE OF STUDY:

Now a day the wide use of internet has replaced the traditional business practices and the social media tools have completely modified the ways of recruitment. This research examines that how the social media has impacted the job search and the behavior of job seekers.

## OBJECTIVE OF STUDY:

This study aims to investigate:

- The use of social media and change in the behavior of job searchers.
- To evaluate the impact of relationship between social media and recruitment process.
- The extent to which job seekers use social media to enhance their job search experiences.

## LIMITATIONS/DE-LIMITATION:

Although this research has accomplished its objective the research is conducted at a particular period and the data is collected in limited time period so the larger sample size is not collected that's why only Karachi is targeted due to lack of time we did not work on the subject the use of networking site have particularly improve the procedure of retain labor market for both traditional and 'new' jobs.

## SCOPE OF THE STUDY:

The main purpose of this research is to find out that up to what extent the job seekers and employees are searching jobs through internet and how recruiter find competent candidate in organization and also to evaluate the impact of SNSs on the rate of employment. The research also demonstrates the relationship between the use of social media and the change in the behavior of job seekers. And recruiters how the social media has impacted the job search and the behavior of job seekers.

## LITERATURE REVIEW

In a research article by (Accoumeh, 2014,) factor discuss workforce are important fundamental in any organization without

them organization cannot run successfully the goal of organization to hire right employee at right place for this, organization now choose e-recruitment system to fulfill his goal now a era internet so the internet change the whole system of recruitment it also helpful for employer and job seeker recruiter can also find out the candidate through social networking site. E recruitment system also played a significant role by using this new technology instruments such as websites, e-mails, online interviews, online Ads and posts, online submitting CVs. E-recruitment has also some disadvantage the main issue is security it can misused the personal information of other individual. In this vying market its essential for organization to hire competent employee to make organization successful.

(Zulqarnain Malik)Examined e- recruitment implementation has constructive collision of organization for hiring and development of workforce in all organization and also work in telecommunication sector. It is very effective mean to hire talented employee improve date base without any error and time is also minimize it is cost effective tool lower the cost of ad survey method used questionnaire was distributed different organizations of Pakistan information was analyzed the software used SPSS, anovas and t test used to check the result, this research has also proved that it can help to attract talented employee of Peshawar. IT equipment give advantage to telecom sector maintains data base structure and machine supporting activities.

According to (Dr. Mahesh Kumar.K.R, 2015) ] all the job searcher find their job through internet to find a job social media is most common and effective tool for job seeker now a day the organization make their own website so they find workforce through e-recruitment. Internet also replace the newspaper the main advantage of e-recruitment minimize the cost and it's not time consuming. human resource function are the backbone for any organization success because it hire right candidate at right place social media is way where the recruiter can find out pool of candidate and job seeker find out their better job the study also show that India was 4<sup>th</sup> place in the usage of computer network. According to (Prof. Dr. L. Vijayashree, 2015)analyze that social media has their multiple benefit and is most habitual in student the student share information the fresh gradate also find the job and , it also help for learning purpose the research conduct in Bangalore the 200 student filled. The questionnaire the data was collected by primary and secondary source. the people promote their brand and connect the people it increase knowledge the recruiter find the right candidate their lot of advantage of use social networking site face book and Google++ is most common and above 100 use this network.

Accordance to (Aggarwal, 2013) review this ere is a digital ere thin this digital ere the used of social networking site is most common and their used all the type of individual's even the companies recruiter find the right candidate through social networking and unemployed person find the job. The most popular site for recruiters and candidate is LinkedIn because the person share their information and also email their CV and company find the right candidate the other side is also helpful like Face book twitter etc. the descriptive approach is used in this research the survey method used the 100 questionnaire filled by student and professionals the data was analyzed through statistical tool.

Based on (Avinash S. Kapse, , 2012) scrutinize classical approach doesn't replace the e - recruitment but it's transformation of traditional method. The e-recruitment is less time consuming and fastest method to choose the candidate also the cost is reduce either is large organization or a compact companies every organization for the betterment used it and talent employee hire it make work trouble free the job portals is the best way where recruiter's chose the workforce and it also beneficial of employee. In organization number of applicant e-mail there cv to screening pool of candidate the internet is the best solution.

In consonance with (Chen Xu, 2014) dispute the like other country Chinese also used e-recruitment system, but when we talk about e-recruitment there is some merit and demerit. This case is belong to Chinese company Tanzania, firstly we talk about de merit the authentic website where job searchers find the job is some time difficult task because the small size company steal the information of popular website and the recruiter sometime the candidate give false information, so the real qualifier is not able to be found also some merit of e-recruitment there is cut to cut competition in market so the find out right candidate with minimum time is very important. With the help on online recruitment this task is accomplish with low cost all the data of applicant in internet it easy to mining the right candidate for organization.

As specified by (Wendy Ming-Yen Teoh, 2013) aspect the survey was conduct in Malaysia the questionnaire was filled by students through e-mailed of five different universities. The three factor discuss user friendliness, information provision, website usability this the employers of organization of Malaysia employee not to acquire e-recruitment but the new generation has positive attitude of internet recruitment many company post the advertisement on internet it's easy way for job searcher to find the job through job portals. Through e-recruitment the companies hire their best candidate. IN Malaysia either is private or a government firm every one used internet recruitment system. The job seeker easily sees which organization is better for job and recruiter find the best quality of employee.

Commensurate with,(Pavitra Dhamija, 2012) found that every organization does not work without human resource, so basically human resource are essential in every organization it give a road map to work smart. Now a day's almost every organization use internet and all the work are done through internet i:e the e-HRM and e-recruitment are used them and it give astonishing result the company all success depend on their workforce to choose the right candidate the e-recruitment in best possible way the human resource not only one thing to do it can work multi through the work manage easily the new advancement in human resource. Through internet the human resource quality is increase through e-recruitment the company competition has increased.

In a manner of (Matthew Stollak, 2014) the use of social media is increase day by day in the in past eight year their face book and twitter used in everyday of life. The study also show that in two year the people used social media for job search especially the graduating student .The online survey conduct through in 2011 and 2013 the questionnaire filled by final year student. It also help recruitment and selection of a candidate the technology advance the social media is also some changes occur

there is more and more website where senior graduating student find their job. The social media has changed the organization hiring process.

Be harmonious with (Divyanshu chauhan, 2013) disintegration generally people used social media for communication, but now is much more than that gradually social networking is give benefit for job hunting and it also used firms form recruitment process there is lot of social networking sites like face book twitter, LinkedIn, ibio and much more. At the present time every one used this website the study reveal that the used of social networking site is 34% in 2008 it increase 52% in 2012 it mean 18% increased. This research paper also show that recruiting candidate in internet. Job posting is now very easy and it 24 hour available on internet and more detail given by organization now job seeker used this post 24/7 and no see the Sunday newspaper for jobs. The descriptive approach was used and secondary source of data.

On the authority of (Ali Lafta Khalaf Al-BAGHLANI, 2014) review the research was based Huddersfield university. The 330 question was filed by university student and data was inspect through SPSS t-test distributive statistics in this all hypothesis is accepted in this research accept one is rejected. In this research also show that the social networking is effective tool for e-recruitment and it growing now. There is a positive attitude of student of online recruitment process. The one hypothesis is reject and the main reason behind is when student in ongoing education the e-recruitment is not effective. The social media also provide wide range of job opportunities for job seekers in period of time the recruitment through social media is hot topic all over especially in United Kingdom.

In the overview (norzah mohd suki, 2011) probe in past social networking site is use for communication but now is more then that the advance changes in social networking site is a tool to find the job the recruiter chat with probable candidate for screening and also is any vacancies occur they hire that candidate. The survey conduct in Malaysia two hundred and fifty questionnaire give to job searcher and employee out of 190 fill complete the questionnaire, to test the hypothesis the snowball method is used most of the job searcher used LinkedIn to find the job it is easy to use anywhere at any time. Through social networking site you can show then different video related to the organization the recruiter post that it has multiple benefit.

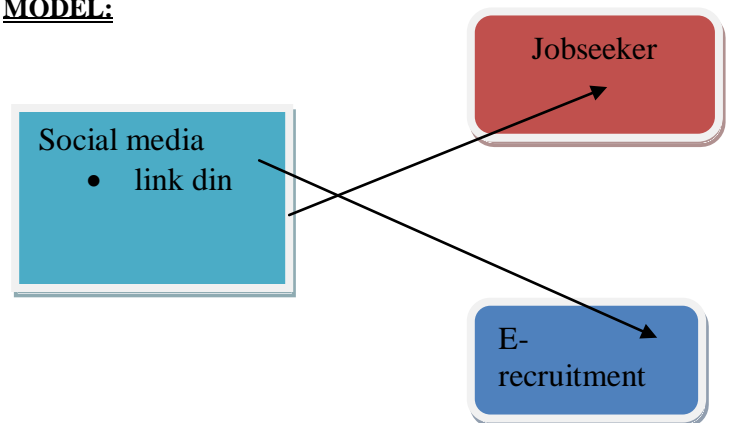
In line with (Nuran Ally Mwashu, 2013) peruse that the research are based on case of Tanzania the data used in this paper different companies website newspaper advertisement agencies etc. The empirical study was used estimate between other countries the Tanzania not so much used of e-recruitment. The internet infrastructure of this country is not much reliable. The e-recruitment cut the unnecessary cost and make work more efficient and effectively the data is also maintained, the job hunters upload their resume and profile and the company want to hire them contact easily due to technology change so fast the Tanzania people used e-recruitment for success of organization because the employee are the asset of firm so talented employee hire is main task of any organization the e-recruitment tool work this with efficient way in minimum time the every company of Tanzania used this in the last social media also help to find right candidate and also find right for job seekers.

As we stated by (Muhammad Imtiaz Subhani, 2012) synopsis searching job in LinkedIn is now most common even the huge multinational companies use this for recruitment and posting job. The survey method is used 285 sample size and the survey questionnaire were filled by employee and employer of different industrial sector recruiting in networking site less expensive compare to other ad all over the now a day used it. In Pakistan has not major impact some employer and employee and third part used. Recruiting through networking sites give benefit for organizations and also less time to check applicant background.

### METHODOLOGY

The quantitative method is used to carry this study and survey type research is conducted, through the questionnaire which has been filled by final year student and opinion and perception of organization's employees about the impact of social media on job searching and statements was developed related to the various aspects of job seekers and recruiters.

### MODEL:



### DATA COLLECTION:

The population of the study contains recruiters of organization and job seekers of Karachi. Primary source of data collection is used in this paper the data include some structured questionnaire received answer from respondent.

### SAMPLE:

The sample is randomly selected from different universities and organizations the sample size is 200 for the population of Karachi. It included male and female both who search on job in internet and social networking site and also the recruiters who find employee through networking site.

### TECHNIQUE:

Statistical Package for the Social Sciences (SPSS) was used for the data examine and interpreted. All collected data was entered at SPSS sheet to analyze the data, to separation the findings and representation the data in appropriate form, to draw the diagrams and tables.

### DATA ANALYSIS

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
ideal mode	207	1.00	5.00	3.3623	1.02357	-.555	.169
Fastest mode	207	1.00	5.00	3.8937	1.11839	-1.155	.169
Competent candidate	208	1.00	5.00	3.1250	1.05122	-.328	.169
Valid N (list wise)	205						

These are the descriptive statistics The minimum value of variable is 1.00 and the maximum or the largest value is 5.00. Skewness is out of range of -1 to +1 that mean the data is not normally distributed so here I am applying spearman in correlation .there were 3 question related with each other ideal mode, fastest mode and competent candidate. The larger the

standard deviation it mean data is spread out more. The standard are give idea of possibility.

**REGRESSION:**

Ho: there is no relationship between social media and job search  
H1: there is a relationship between social media and job search.

Correlations				
		ideal mode	Fastest mode	
Spearman's rho	ideal mode	Correlation Coefficient	1.000	.282**
		Sig. (2-tailed)	.000	.000
		N	207	205
Fastest mode	Fastest mode	Correlation Coefficient	.282**	1.000
		Sig. (2-tailed)	.000	.000
		N	205	207

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Hence the significant value is less than 0.05(i.e. 0.01) 2 tailed test that mean null hypothesis is failed to rejected so, the is

a relationship between social media and job searcher. The dependent variable has directly impact on independent variable.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.464	.247		9.971	.000
	ideal mode	.428	.070	.393	6.082	.000

a. Dependent Variable: Fates mode

social media=0.393jobsearcher+0.428

The above table explains the value of beta is positive that is .393 that show the relationship between the above table explains the regression equation suggesting that one unit of change in the

independent variable (social media) brings positive change of 0.393 unit in dependent variable (job seeker).

**REGRESSION:**

HO: social media and recruitment has no relationship

H1: social media and recruitment has relationship.

Correlations				
			ideal mode	Competent candidate
Spearman's rho	ideal mode	Correlation Coefficient	1.000	.280**
		Sig. (2-tailed)	.	.000
		N	207	206
	Competent candidate	Correlation Coefficient	.280**	1.000
		Sig. (2-tailed)	.000	.
		N	206	208

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Hence the significant value is less than 0.05 (i.e. 0.01) that means H0 is rejected, so there is a relationship between social media and e-recruitment

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.915	.237		8.070	.000
	ideal mode	.361	.068	.350	5.334	.000

a. Dependent Variable: Competent candidate  
social media=0.350e-recruiters+0.361

The above table explains the regression equation suggesting that one unit of change in the independent variable (social media) brings a positive change of 0.350 unit in the dependent variable (e-recruitment).

**II. CONCLUSION**

This research presents the study that finding a job now a day is not a big problem and also finds the right candidate in an organization. All job searchers are active on social media sites on a daily basis, and most of the organizations utilize these sites while they have to hire employees. LinkedIn is the best professional site where employers find employees. The job searcher posts their CV. This research reveals that the majority of people find a job through LinkedIn and organizations find competent candidates on social media save time. LinkedIn is the most important site according to other networking sites as many fresh graduates find a job through LinkedIn. In Pakistan, especially in Karachi, LinkedIn plays a significant role. Almost every job searcher and multinational companies use social networking sites. Social networking is a more professional practical tool and it has become an important day-by-day activity all over the world. It has brought a strong impact on interpersonal communication.

The research is conducted for the first time in Karachi and for this purpose the primary data is used. The data is collected from final year students and employees of organizations. The results show that social media has a great impact on job searchers and e-recruitment. The ideal mode of social media has a great impact on job searchers, especially final year students and competent candidates that have been hired through media has a strong relationship.

In the future, the focus will be on social media privacy and more professional social media tools will be developed so that the entire world can connect at one place.

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