

# ADOPTION OF E-RECRUITMENT MOBILE APPS: A STUDY BASED ON UTAUT2 FRAMEWORK

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**Abstract** *The growing role of technology has changed the prototype of E-recruitment process and transformed E-recruitment industry. Despite the popularity of technology and e-recruitment, there is a limited understanding of m-job search apps adoption in literature. To understand the adoption, a real version of extended unified theory of acceptance and use of technology was used. The data were collected from the students who were studying professionals' courses at the Central Universities of Jammu and the Central University of Himachal Pradesh. The findings of the present study have numerous theoretical and practical implications. The contribution of this study will really help app developers to keep in mind various relevant things while developing apps.*

**Keywords:** *Smartphone - Job Search Apps, UTAUT2 and E-Recruitment, Mobile Apps*

## INTRODUCTION

Developing economies have been stressing on the advancement of technology. It has changed the process of recruitment in the industry (Felgenhauer et al., 2017). It has resulted into e-recruitment (Stone & Dulebohn, 2013). E-recruitment is concerned with the use of internet to provide the pool of best suitable candidates for the organizations. In this regard, mobile applications are considered as the one of the undeniable technologies as far as its benefits are concerned, such as in context to increase learning ability using mobile apps (Pindeh et al., 2016), get more health benefits (Yoganathan & Kajanan, 2014), and use mobile applications for sale and purchase (East et al., 2015). This online e-recruitment platform has provided an opportunity not only for organizations, but also for job seekers to search the jobs according to their best match. Mobile job search apps are more powerful tools that are easily available to the job seekers. Anonson et al. (2008) posited that it is a critical need for attracting young graduates to start their career in business. In this context, mobile job search applications have been found as the emerging technique to invite and increase job application efforts. As a result, mobile applications have

got huge popularity because of their abundant benefits to the consumers. Previous research studied was related to mobile apps such as mobile services, 3G mobile value-added services (Shafinah et al., 2013; Kuo & Neng Yen, 2009), mobile shopping (Miladinovic et al., 2016), mobile payment & banking (Kim, Mirusmonov & Lee, 2010; Baptista & Oliveira, 2015). Though the focus on understanding the acceptance of latest technology is increasing but no study has examined the determinants of adopting m-job search apps. According to Wanberg (2012), job search behavior is found common among job seekers' life and recognized as the important part of their life. Play store provides many job search apps based on the number of downloads. It has been observed that university students are more keen and fast users of latest technology (Sohn & Kim, 2008). As a result, 94% users use their smart phones to search the job (Smith, 2015).

Thus, the aim of this study is to understand the adoption of job search apps among post graduates students in the central universities of Jammu and Himachal Pradesh (India). Hence, there is a need to choose an appropriate model that will determine and enhance or user's adoption behavior in this context.

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## LITERATURE REVIEW AND HYPOTHESES

Extant research studies have suggested various theoretical models to predict technological acceptance behavior. In this regard, the unified theory of acceptance and use of technology (UTAUT) model was found prominent in the earlier studies. It comprises four constructs such as performance expectancy, efforts expectancy, social influence and facilitating conditions proposed by (Venkatesh et al., 2003) and it has been extended by adjoining three new constructs such as hedonic motivation, price value and habit namely UTAUT2 (Venkatesh et al., 2012). UTAUT2 model is developed based on robust theoretical support and have better predictive ability in terms of determining the technology acceptance behavior (Gaitan et al., 2015; Rodriguez & Trujillo, 2014; Segura & Frederic). Therefore, the present study is based upon UTAUT2 framework to identify the determinants of the behavioral intentions to accept & use smartphone job search apps. Based on the UTAUT2 framework various hypotheses were framed as follows:

### Performance Expectancy (PE)

Existing research studies have reported that users will prefer to use the technology if they find it useful and helping to achieve the task (Hew, Lee, Ooi, & Wei, 2015; Venkatesh et al., 2003). As a result, previous research studies have found significant influence of performance expectancy on behavioral intentions to use & accept the technology in context of mobile learning (Edwards, 2017), using mobile for payments (Slade et al., 2015), usefulness of using mobile apps for shopping (Miladinovic & Hong, 2016).

Therefore, based on these it is hypothesize:

**H1:** *Performance expectancy positively influences the professional's students' behavioral intentions to adopt job search apps.*

### Effort expectancy (EE)

Past studies have reported that the use of technology is associated with ease of using instead of money and other factors such as in the context of internet banking (Gaitan, Peral, & Jeronimo, 2015). Satama (2014) posited that acceptance and use of technology increases as the difficulty level of using decreases. Efforts expectancy found to be a significant predictor of behavioral intentions to use the technology (Sung et al., 2015), using apps for health fitness context (Yoganathan & Kajanan, 2014), mobile games (Cho, 2015). Therefore,

**H2:** *Efforts expectancy positively influences the professional's students' behavioral intentions to adopt job search apps.*

### Social Influence (SI)

Venkatesh, Thong, & Xu (2012) defined social influence is the "extent to which consumers perceive it is important that others believe they should use a particular technology". It is recognized as the essential determinant of behavioral intentions in context of using instant messenger apps (Indrawati & Haryotoi, 2015), Social media adoption (Harsone and Suryana (2014), Internet banking (Foon & Fah, 2011), using smartphone as a learning tool (Ahmed, 2016), E-Learning Websites among college students (Tan, 2013). Thus,

**H3:** *Social influence positively influences the professional's students' behavioral intentions to adopt job search apps.*

### Facilitating Conditions (FC)

Facilitating condition is defined as "consumers' perceptions of the resources and support available to perform a behavior" (Venkatesh et al., 2012, p. 159). In the present context, facilitating condition may be defined as (infrastructure support, internet connection, mobile devices, University's supportive environment, awareness about the job search apps). Existing studies found significant influence of facilitating conditions on behavioral intentions in context of e-learning (Tarhini, Mohammed, & Maqableh, 2016), mental health mobile apps (East, & Havard, 2015), mobile banking (Hashim & Hassan, 2015).

Therefore, it is hypothesize that

**H4:** *Facilitating conditions positively influences the professional's students' behavioral intentions to adopt job search apps.*

### Hedonic Motivation (HM)

In the present context, enjoy & pleasure is being associated while using job search apps for users. Similarly, hedonic motivation (HM) defined as the "fun or pleasure derived from using a technology". Previous studies found positive influence of hedonic motivation on behavioral intentions to use the technology in context of mobile technology (Huang and Kao, 2014), use of technology (Acheampong, Zhiwen, Boateng, Boadu, & Antwi, 2017), e-health record acceptance (Alazzam et al., 2016), music streaming services (Helkkula, 2016). Based on these, it is hypothesize that

**H5:** Hedonic motivation positively influences the professional's students' behavioral intentions to adopt job search apps.

### Price Value (PV)

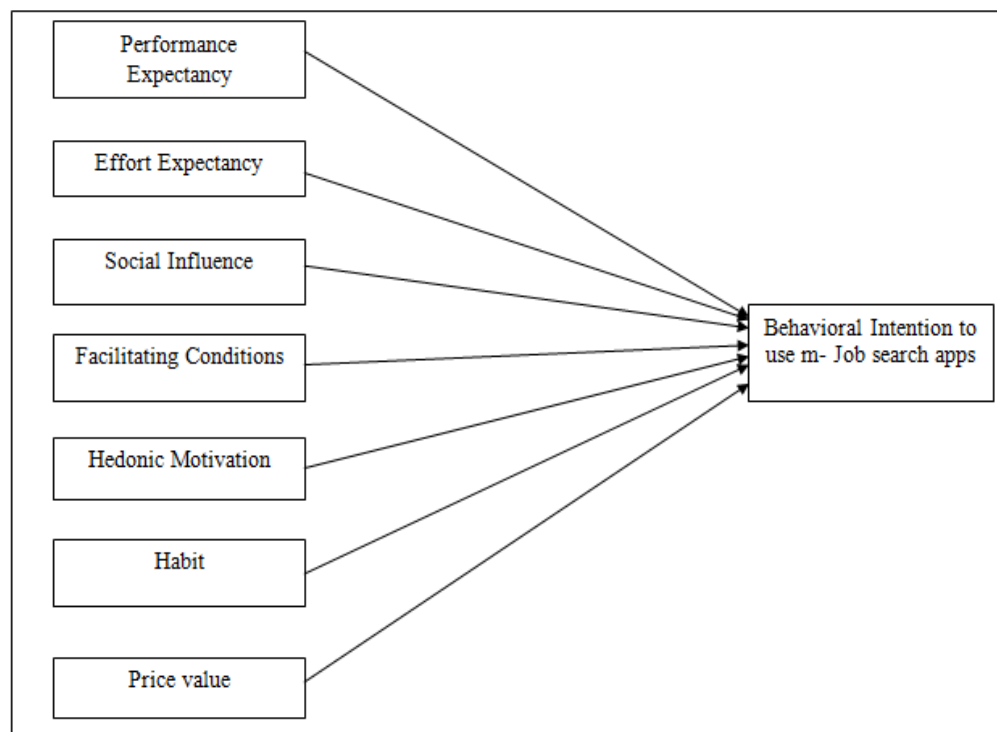
Price is considered as the most important determinant while developing any technology. While making the choice for adopting any technology a consumer rationalized the price and the services are being offered by the marketers (Venkatesh et al., 2012). Therefore, it may be defined as the cognitive analysis between the perceived benefit of the technology and the cost spent on it (Dodds, Monroe, & Grewal, 1991). Extant researches posited that in the presence of more benefits using technology than price spent on it then users will have positive intentions on using technology in the context of mobile banking (Mahfuz, Khanam, & Hu, 2016), pervasive Information Systems (Segura & Frederic, 2015), using cloud computing (Vrsajkovic, 2016). Based in this we hypothesize that,

**H6:** Price value positively influences the professional's students' behavioral intentions to adopt job search apps

### Habit (HT)

Past studies reported habit is the most significant explanatory power to predict behavioral intentions to use the technology (Goulao, 2014). It may be defined as the as “the extent to which people tend to perform behaviors automatically because of learning”. Additionally, positive influence of the habit have been found in the previous studies in context of choosing tourism destination (Moura et al., 2017), Social networking markets (Buettner, 2017), internet banking Gaitan, Peral, & Jeronimo (2015), using employment website (Huang and Chuang, 2017). Therefore, it is hypothesize that,

**H7:** Habit positively influences the professional's students' behavioral intentions to adopt job search apps.



Source: (Venkatesh et al., 2012)

**Fig. 1: Proposed Model Based on UTAUT2 Framework**

## RESEARCH METHODOLOGY

### Measurement & Sample Description

The present study adopted quantitative survey approach in order to the meet the objective of the present study.

Therefore, in a survey, the responses were collected using a structured instrument adapted from adapted from (Venkatesh et al., 2012) and statistically analyzed in order to generalize the findings (Zikmund & Babin, 2010). More particularly performance expectancy (PE), facilitating conditions (FC) and habit were measured using four items, whereas effort

expectancy (EE), social influence (SI), hedonic motivation (HM), price value (PV) and behavioral intentions (BI) were measured using three items each measured on 7 point Likert scales ranging from 1= Strongly Disagree, 2= Disagree, 3= Slightly Disagree 4= Neutral, 5= Slightly Agree, 6= Agree, 7= Strongly Agree.

Hence, the data was collected using stratified sampling technique from the post graduates students who were studying professional's courses in the Central universities of Jammu & Himachal Pradesh (India) i.e Central University of Himachal Pradesh and Central University of Jammu. We have collected the data from 205 students and total of 176 responses found to be valid for further analysis.

**Table 1**

Respondents' Demographic profile		
Sample Characteristics	Frequency(n=176)	(%)
Gender		
Male	80	45
Female	96	55
Age group		
Below 20	06	03
20-25	140	80
Above 25	30	17
Courses		
MBA	106	60
M.Tech	29	16
MTA	41	24
Name of the Apps		
Sarkari Naukri	100	57
Indeed	27	15
Monster	41	23
Shine	08	05

The above mentioned table depicts that the demographic characteristics of the respondents who have taken part in this study. It illustrates that the 45% percent of the respondents were male and 55% were female. It has also been observed that most of the respondents were falling in the age group of 20-25 (80%) followed by above 25 (17%) age group. Furthermore, the detailed descriptive statistics of the sample and technology usage have also been presented in the above mentioned table. Most of respondents from the Central Universities have used *Sarkari Naukri* job search app (57%) followed by *Monster* job search app (23%), *Monster job search app* (23%) and *Shine* (5%). Inferences can be drawn that most of students were seeking to get job into the Government sector.

## ANALYSIS AND FINDINGS

To test the aforementioned hypotheses & proposed model partial least square (PLS) was used in the R software. The reliability and validity were initially evaluated, and then the proposed model and research hypotheses were assessed using the PLS. The analysis was

divided into two parts measurement model and structural model (Hair et al. 2015).

### Measurement Model

To measure the model, in the present context reliability & validity of the instrument was checked before running the path analysis. To assess the reliability of the instrument Cronbach's alpha ( $\alpha$ ) and composite reliability (CR) values were calculated as depicted below. Similarly, validity of instrument was examined by measuring Convergent & Discriminant validity. Threshold value for Cronbach's alpha is 0.7 or greater (Nunnally & Bernstein, 1994) & composite reliability 0.60 (Bagozzi & Yi, 1988) exhibits acceptable level of reliability. Thus in the present context we have met the criteria except for facilitating conditions. Furthermore, convergent validity was checked by calculating value of average variance extracted and its value should not be less than 0.5 (Fornell & Larcker, 1981). Similarly, discriminant validity was verified by doing the square root of AVE and its calculated value should be greater than the correlation of corresponding construct (Fornell & Larcker, 1981)

Table 2

	AVE	CR	$\alpha$	PE	EE	SI	FC	HM	PV	HT	BI
PE	.566	.798	.620	.752							
EE	.636	.840	.713	.230	.797						
SI	.631	.838	.710	.262	.620	.794					
FC	.491	.769	.551	.430	.239	.272	.700				
HM	.684	.867	.768	.252	.525	.472	.209	.827			
PV	.629	.834	.699	.251	.447	.586	.253	.678	.793		
HT	.581	.810	.646	.433	.279	.236	.511	.160	.192	.762	
BI	.674	.861	.758	.234	.635	.574	.224	.524	.556	.379	.820

### Structural Model

The Coefficient of Determination is calculated with the help of  $R^2$  value that determines the explanatory power of the model. The structural model represents the latent variable and its relationship with other variables in the model as mentioned in the proposed model. This helps to depicts & test the hypotheses of the study. In this regard we have got different value for all constructs such as PE ( $\beta=$

-0.48,  $p>0.05$ ) & FC ( $\beta= -0.63$ ,  $p>0.05$ ) and HM ( $\beta=0.90$ ,  $p>0.05$ ). Similarly, other constructs found significant with the behavioral intentions to use smartphone -job search apps such as EE ( $\beta= 0.36$ ,  $p<0.05$ ), SI ( $\beta= 0.14$ ,  $p<0.05$ ), PV ( $\beta=0.22$ ,  $p<0.05$ ) and HT ( $\beta=0.25$ ,  $p<0.05$ ). These constructs have explained variance 56% of the job seekers studying in these two Central Universities toward their intentions to use the apps.

Table 3

Path Coefficient and their Significance					
Hypotheses	Beta	Error	t-value	p-value	Remarks
PE-BI	-0.48	0.058	-8.2	0.417	Not supported
EE-BI	0.36	0.071	5.0	<0.05	Supported
SI-BI	0.14	0.074	1.9	<0.05	Supported
FC-BI	-0.63	0.063	-1.0	0.312	Not supported
HM-BI	0.90	0.074	1.2	0.226	Not supported
PV-BI	0.22	0.076	2.9	<0.05	Supported
HT-BI	0.25	0.063	3.9	<0.05	Supported

### DISCUSSION

The objective of the present study is to identify the key determinants of onlinE-recruitment. platforms' and their impact of those determinants on the behavioral intentions to use smartphone search apps using UTUTA2 framework. Thus the findings of the present study have supported empirically & theoretically the capability of UTAUT to portend acceptance & adoption of job search apps in professional students context.

The findings of the structural model indicate that an intention to use job search apps was significantly affected by efforts expectancy, social influence, price value and habit. The results are being supported by various studies for performance expectancy to behavioral intentions in context of using mobile for banking purpose (Baptista & Oliveira, 2015), mobile apps (Kang, 2014). Similarly, relationship of

efforts expectancy and behavioral intentions in context of information communication technology (Attuquayefio & Addo, 2014), adoption of internet banking (Gaitan, Peral, & Jeronimo, 2015; Foon & Fah, 2011) found significant. Furthermore, social influence has also played very essential role in the determining of adoption of job search apps. The results are being supported by various studies such as in context of wireless technology among small medium enterprise (Anderson & Schwager, 2004), using mobile payment (Abrahao, Moriguchi & Andrade, 2016), Electronic health records in Hospitals (Alazzam et al., 2015). The present study disagrees in context of learning through online (Decman, 2015), using mobile for banking transaction purpose (Baptista & Oliveira, 2015). They have found insignificant influence of efforts expectancy on behavioral intention to adopt these technologies. Furthermore, price value and habit have also been found significant and results

are consistent with the work of Gaitan, Peral, & Jeronimo (2015) in context of internet banking, using mobile for payment purpose (Slade et al., 2015), adoption of tablet PCs and smart phones (Huang and Kao, 2015). It can be concluded that perceived benefits of using these apps have been found more than the price incurred on it.

Subsequently, rest of the constructs of UTAUT2 model such as performance expectancy, facilitating conditions, and hedonic motivation didn't influence the behavioral intentions to accept & use of the job search apps. Eventually, the proposed model has explained 54% variance in the behavioral intentions to use & accept smartphone job search apps. In this regard, the present study has found its first hypothesis (H1) insignificant result where relationship between performance expectancy and behavioral intentions demonstrated that job seekers do not find usefulness of the job search apps in their career. This study is in disagreement with the findings reported by (Yuan & Kanthawala, 2015) in where performance expectancy has been reported as an important determinant of technology adoption. Hence, apps developers have to more pay attention to introduce these apps with more usefulness keeping in view their targeted audience.

Subsequently, in this context facilitating condition was found insignificant with the behavioral intentions to adopt job search apps. Our finding opposed to the study conducted by Yeh and Litseng (2017) in which facilitating conditions have a strong impact on behavioral intentions to use mobile for the payment purpose among college students. One of possible reason may be that the job seekers were not much familiar with the use of job search apps. Similarly, Hedonic motivation was also found insignificant in the present context may be they haven't found any fun or pleasure while using job search apps. Once an individual is not familiar with technology he/she won't be able to find fun or pleasure. Results are opposing the study being conducted by (Huang & Kao, 2014) in the context of mobile technology.

## CONCLUSION AND IMPLICATIONS

To conclude, performance expectancy, facilitating conditions and hedonic motivation haven't contributed to affect the behavioral intention to use job search apps. Furthermore, the findings of the present study have research, managerial and theoretical implications. First, the UTAUT2 model can be applied in the context of job seekers using smartphone job search apps in developing nations as well. Practitioners are recommended to advise develop favorable infrastructure and support for professional students as internet facility, offline usage of the apps and related to specific context. The institutions should organize advertisement and awareness

programs to make students aware about uses of the latest platforms of the onlinE-recruitment.

Despite the robust findings the present study has observed few limitations and future research scope are still untapped as far application of UTAUT2 model is concerned in various emerging contexts. First, this research was confined to the Central Universities of Jammu & Himachal Pradesh only (India) and not been able to get data from the other states of the country. Thus in the present study only behavioral intentions to use job search apps have been examined, thereby future study can be conducted to examine the actual use of the technology. The basic model of the UTAUT2 has been used; therefore additional variable can be added into it in order to make this model more explanatory. Furthermore, to examine the behavioral intentions & actual usage moderating effects can also be analyzed in of context job search apps.

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