

# A Study on Applicants' Perception towards the Effectiveness of Social Media Recruitment Platforms

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## Abstract

The recruitment landscape has undergone a significant transformation with the increasing adoption of social media platforms, particularly among Generation Z job seekers. This study explores applicants' perceptions regarding the overall effectiveness of social media recruitment platforms by examining key determinants such as perceived advantages, perceived ease of use, and perceived effectiveness, derived from the Technology Adoption Model (TAM). Primary data were collected through a structured questionnaire and analyzed using SmartPLS to assess the relationships between these constructs and recruitment outcomes. The findings reveal that enhanced platform features, user-friendly interfaces, and greater transparency play a crucial role in improving applicants' trust and engagement. The study highlights the growing importance of social media as an innovative recruitment tool and provides valuable insights specific to the Indian job market. Furthermore, it offers practical recommendations for optimizing social media recruitment platforms to better meet the evolving expectations of modern job seekers.

**Keywords:** Social Media Recruitment, Generation Z, Recruitment Effectiveness, Perceived Usefulness, Perceived Ease of Use, Technology Adoption Model, Job Seekers' Perception, Online Hiring Platforms, Indian Job Market and Digital Recruitment

## 1. Introduction

Different generational groups exhibit distinct patterns in the usage of social media platforms, reflecting their values, technological proficiency, and communication preferences. Baby Boomers, born between 1946 and 1964, were relatively late adopters of digital technology and primarily use platforms such as Facebook to stay informed and maintain personal connections (Smith & Watkins, 2023). Generation X, born between 1965 and 1980, utilizes social media platforms such as LinkedIn for professional networking, effectively combining traditional and digital modes of communication (Bolton et al., 2013). Millennials, born between 1981 and 1996, have extensively embraced platforms such as Instagram and Twitter for personal branding, networking, and career development (Kaplan & Haenlein, 2010).

Generation Z, born between 1997 and 2012, approaches career growth and professional development through social media platforms, as they are the first generation to grow up in a fully digital environment. Their strong technological orientation and digital fluency enable them to use innovative tools to explore career opportunities, learning resources, and identity expression (Seemiller & Grace, 2016; Twenge, 2017). Platforms such as LinkedIn have become essential resources for job exploration, networking, and professional engagement (Wheeler et al., 2022).

Generation Z highly values transparency and relies on digital tools throughout the job search process. Unlike previous generations, they actively assess potential employers through social media platforms to gain insights into organizational culture, values, work environment, and career advancement opportunities (Nikolaou, 2014). Understanding the workplace preferences and behaviors of Generation Z has become increasingly important for organizations, as they represent nearly 25% of the global workforce (Racolța-Paina & Irini, 2021).

The rise of social media has provided significant advantages to Generation Z by enabling real-time information sharing, direct interaction with organizations, and access to visually engaging and authentic content. These factors strongly influence their perceptions of employers and play a crucial role in shaping their future career decisions (Davis, 1989). Through platforms such as Glassdoor and LinkedIn, Generation Z job seekers also verify employer reputation by reviewing peer feedback, employee testimonials, and workplace ratings before making career choices (Bondarouk et al., 2014).

The growing dependence on social media platforms has transformed the recruitment landscape, making them a powerful tool for organizations to attract, engage, and recruit young talent effectively.

By utilizing social media platforms in recruitment, organizations can strengthen their employer brand and engage more effectively with potential candidates. The present study aims to examine the effectiveness of social media platforms and their alignment with the mindset of Generation Z job applicants during their job search and career exploration process. The research identifies the key factors that influence job seekers' preference for using social media platforms to evaluate career opportunities and assess prospective employers.

The study seeks to address the following research questions:

- Does the perceived advantage of social media platforms by job applicants influence the overall effectiveness of these platforms in the job search process?
- Does the perceived ease of use of social media platforms by job applicants influence the overall effectiveness of these platforms in the job search process?
- Does the perceived effectiveness of social media platforms by job applicants influence the overall effectiveness of these platforms in the job search process?

## 2. Literature Review

Organizations increasingly use their online presence and activities on social networking platforms to build their employer brand and attract prospective talent (Nikolaou, 2014). Social media platforms are no longer limited to entertainment purposes; they have evolved into strategic tools for influencing perceptions, creating engagement, and connecting with specific job-seeking groups such as Generation Z.

Social media recruitment enables organizations to reach a broader talent pool, including both active job seekers and passive candidates who may not be actively searching for opportunities but remain open to attractive offers. These platforms provide access to diverse talent, thereby enhancing the efficiency and scope of recruitment compared to traditional hiring methods (Hosain, 2020).

The adoption of social media can significantly improve the performance of small and medium enterprises (SMEs), particularly in sectors such as construction, by reducing recruitment costs and expanding hiring reach. Compared to conventional recruitment channels, social media serves as a cost-effective hiring tool, which is especially valuable for organizations operating with limited recruitment budgets (Oyewobi, 2023).

Employees' activities on social media, such as sharing workplace experiences, posting behind-the-scenes content, and participating in interactive campaigns, can positively influence an organization's visibility and attractiveness to potential candidates. In the modern business environment, participative content plays a crucial role in strengthening employer branding by effectively communicating organizational values and culture in an engaging manner (Alamsyah & Syawiluna, 2021).

Employers also use social media as a screening tool to evaluate applicants beyond traditional résumés, allowing them to gain additional insights into candidates' personalities, interests, and behaviors. However, organizations must exercise caution and establish standardized guidelines to ensure fairness, consistency, and ethical practices when using social media for candidate screening during recruitment (Van Iddekinge, 2016).

### 2.1 Perceived Advantage and Overall Effectiveness

Perceived advantage refers to the extent to which job seekers believe that social media platforms offer greater benefits compared to conventional job search methods (Rogers, 2003). Social media recruitment has transformed the way applicants interact with potential employers by providing real-time information on job vacancies, organizational culture, and career growth opportunities (Hosain & Liu, 2020). Access to such information through a single and easily accessible platform enables job seekers to make more informed career decisions during the recruitment process.

In addition, social media platforms enhance applicants' visibility in highly competitive job markets through interactive features such as virtual networking events, skill endorsements, and professional communities. These tools allow candidates to showcase their competencies, build credibility, and expand their professional networks through recommendations and feedback systems. Empirical evidence

indicates that such features significantly improve candidates' chances of being noticed and contacted by recruiters, as they facilitate better alignment between applicants' skills and job requirements (Bondarouk et al., 2014).

Furthermore, many platforms use artificial intelligence-based recommendation systems to match applicants with job opportunities that correspond to their qualifications, experience, and preferences. According to Melanthiou et al. (2015), a high degree of personalization and relevance not only increases job seekers' overall satisfaction but also responds to the growing demand for efficient and effective recruitment solutions in the labor market.

**H1:** Perceived advantage of social media platforms by job applicants positively influences the overall effectiveness of social media platforms in the job search process.

### 2.3 Perceived Effectiveness and Overall Effectiveness

Perceived effectiveness refers to the extent to which job seekers believe that social media platforms are valuable in fulfilling their job search and professional networking needs. These platforms facilitate interaction with peers, mentors, recruiters, and industry professionals, thereby creating a sense of community that supports career growth beyond direct employment opportunities (Bondarouk et al., 2014).

Perceived effectiveness is influenced by several factors, including easy access to job opportunities, the availability of relevant career resources, and the extent to which platforms enable meaningful connections with employers. Job seekers who view these platforms as effective are more likely to use them frequently, as they perceive a clear return on the time and effort invested (Zhitomirsky et al., 2015).

Furthermore, features such as personal branding tools, skill assessments, profile optimization, and résumé-building resources enhance applicants' confidence and enable them to present themselves more effectively to prospective employers (Hosain, 2020).

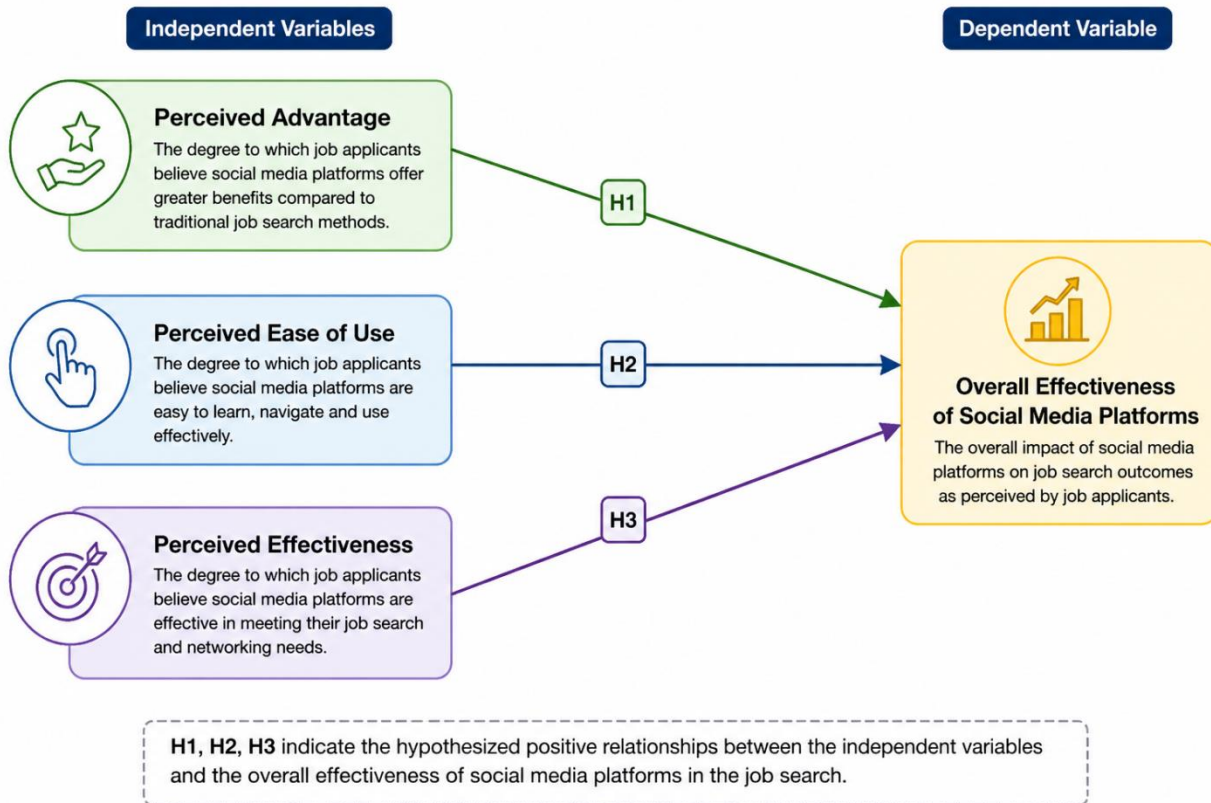
Perceived effectiveness significantly influences the extent to which job seekers rely on social media platforms for career development and employment opportunities, making it a crucial determinant of their overall recruitment experience (Davis, 1989).

**H3:** Perceived effectiveness of social media platforms by job applicants positively influences the overall effectiveness of social media platforms in the job search process.

### 3. Conceptual Model

The conceptual model of the study illustrates the relationship between the independent variables—Perceived Advantage, Perceived Ease of Use, and Perceived Effectiveness—and the dependent variable, Overall Effectiveness of Social Media Platforms in the job search process. The framework explains how

these key factors influence applicants’ perceptions regarding the usefulness of social media recruitment platforms.



**Figure 1: Conceptual Framework of the Study**

## 4. Methodology

The present study investigates the impact of perceived advantage, perceived ease of use, and perceived effectiveness on the overall effectiveness of social media recruitment platforms among job seekers in Karnataka. A descriptive research design was adopted to systematically examine these relationships and generate meaningful insights. This approach is appropriate for analyzing real-world data and testing the hypothesized relationships proposed in the research framework.

### 4.1 Sample Design

The study was conducted among job applicants residing in Karnataka. The sampling unit consisted of individual job seekers actively using recruitment platforms such as LinkedIn and Indeed for employment opportunities. Respondents included fresh graduates searching for their first job, experienced professionals seeking career advancement or change, and individuals actively applying for various positions.

A convenience sampling technique was employed to collect responses, resulting in a total of 150 questionnaires. After data screening, missing values were treated appropriately and outliers were removed. Consequently, 127 valid responses were retained for further statistical analysis.

**Table 1**

<b>DEMOGRAPHICS OF THE RESPONDENTS</b>		
<b>VARIABLES</b>	<b>CATEGORIES</b>	<b>PERCENTAGES</b>
<b>Gender</b>	Male	<b>50%</b>
	Female	<b>50%</b>
<b>Age</b>	18-20	<b>4%</b>
	21-23	<b>37%</b>
	24-26	<b>35%</b>
	27 and above	<b>24%</b>
<b>Educational Level</b>	Undergraduate	<b>35%</b>
	Postgraduate	<b>65%</b>
<b>Usage of the Social Media recruitment platform</b>	Often	<b>2%</b>
	Regularly	<b>38%</b>
	Occasionally	<b>27%</b>
	Rarely	<b>3%</b>
	<b>Never</b>	<b>30%</b>

#### **4.2 Data Collection and Analytical Tool**

This study employed a structured questionnaire for data collection. The questionnaire was designed to measure the constructs of perceived advantage, perceived ease of use, perceived effectiveness, and overall effectiveness based on relevant literature (Hosain, 2020). Each construct was assessed using five items measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The questionnaire was subjected to validity and reliability testing to ensure measurement accuracy. Two items under the construct of perceived effectiveness (PE3 and PE4) were removed, as they did not meet the required threshold values during the validation process.

The collected data were analyzed using SmartPLS software, which applies Partial Least Squares Structural Equation Modeling (PLS-SEM) techniques. SmartPLS enables researchers to examine complex relationships between latent and observed variables in a reliable and robust manner.

### 4.3 Contextual Distinction

The present study is grounded in technology adoption theories, particularly the Technology Acceptance Model (TAM) developed by Davis (1989). TAM explains that perceived usefulness and perceived ease of use are key determinants influencing individuals' acceptance of technological tools, including social media recruitment platforms.

Previous studies, such as Hosain (2020), highlighted that platforms like LinkedIn improve job search outcomes due to their user-friendly interfaces and effective information-sharing capabilities. Building upon these foundations, the current research incorporates the Indian context by examining how platform usability, transparency, and accessibility influence job seekers' perceptions of recruitment platform effectiveness.

### 5. Data Analysis

The analysis of the collected data was conducted to validate the theoretical framework and test the hypotheses proposed in this study. The dataset was first examined to determine its suitability for construct relationship testing, as well as to assess reliability and validity measures.

Statistical techniques were used to identify the strength of relationships among variables and evaluate the overall stability of the proposed model. The study specifically analyzed how job applicants perceive the effectiveness of social media recruitment platforms through the dimensions of perceived advantage, perceived ease of use, and perceived effectiveness. Both descriptive and inferential statistical methods were employed to systematically test the hypotheses and measure the impact of the identified variables.

### Measurement Model

Factor loadings for each measurement item were examined to validate the reliability and validity of the constructs, namely Overall Effectiveness (OE), Perceived Advantage (PA), Perceived Effectiveness (PE), and Perceived Ease of Use (PEU).

<b>FACTOR LOADING</b>				
	Overall Effective-ness	Perceived Ad-vantages	Perceived Ease of Use	Perceived Effectiveness
OE1	0.874			
OE2	0.82			

OE3	0.888			
OE4	0.885			
OE5	0.619			
PA1		0.74		
PA2		0.792		
PA3		0.757		
PA4		0.795		
PA5		0.6		
PE1				0.773
PE2				0.618
PE5				0.815
PEU1			0.736	
PEU2			0.824	
PEU3			0.754	
PEU4			0.69	
PEU5			0.812	

Factor loading refers to the correlation coefficient between an observed variable and its underlying latent construct. It indicates the extent to which each observed variable, such as a questionnaire item, is associated with its corresponding construct. Higher factor loading values represent a stronger relationship between the item and the construct, making factor loading an important criterion for assessing the validity of the measurement model. According to Hair et al. (2017), factor loading values above 0.70 are generally considered acceptable. However, in exploratory research, values between 0.60 and 0.70 may also be considered adequate. Items with loadings below 0.60 are often removed, as they weakly represent the intended construct.

Table 2 presents the factor loadings of all questionnaire items under the constructs: Overall Effectiveness (OE), Perceived Advantage (PA), Perceived Effectiveness (PE), and Perceived Ease of Use (PEU). For Overall Effectiveness (OE), the items OE1, OE2, OE3, OE4, and OE5 exhibit strong factor loadings ranging from 0.62 to 0.88, indicating a substantial relationship with the construct.

For Perceived Advantage (PA), the items PA1, PA2, PA3, PA4, and PA5 show factor loadings between 0.60 and 0.79, demonstrating satisfactory representation of the construct. For Perceived Effectiveness (PE), items PE1, PE2, and PE5 record robust factor loadings of 0.77, 0.62, and 0.82 respectively.

Similarly, for Perceived Ease of Use (PEU), the items PEU1, PEU2, PEU3, PEU4, and PEU5 display satisfactory loadings ranging from 0.69 to 0.82, confirming a strong fit with the construct.

Overall, all retained items demonstrate acceptable factor loadings, confirming that the scales used in this study are reliable and valid measures of their respective constructs. The findings indicate that these measurement items contribute meaningfully to the overall model. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for data analysis, as it is highly suitable for evaluating models involving latent variables and testing hypothesized relationships among constructs.

<b>Measurement Model</b>			
Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Overall Effectiveness	0.877	0.912	0.678
Perceived Advantages	0.790	0.857	0.548
Perceived Ease of Use	0.821	0.875	0.585
Perceived Effectiveness	0.581	0.782	0.547

The reliability and validity of the constructs are presented in Table 3 (Measurement Model). The values of Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) were found to be satisfactory, indicating that the constructs used in the study possess acceptable reliability and validity. Overall, the results confirm that the measurement model demonstrates adequate consistency and accuracy.

Although the Cronbach’s Alpha value for Perceived Effectiveness was 0.58, the construct can still be considered reliable and valid. Taber (2018) noted that Cronbach’s Alpha values below the conventional threshold of 0.70, and in some cases even below 0.60, may still be acceptable depending on the nature of the research. Similarly, Van Griethuijsen et al. (2014) justified the use of constructs with Cronbach’s Alpha values as low as 0.502 and 0.446. Taber (2018) further suggested that a slight increase in the number of measurement items can improve Alpha values to acceptable levels.

In the present study, the inclusion of the Perceived Effectiveness construct is further supported by its Composite Reliability and AVE values. According to Bagozzi and Yi (1988), Cronbach’s Alpha and Composite Reliability values above 0.70 indicate satisfactory internal consistency, whereas lower values may suggest weaker reliability. In this study, most constructs exceeded the recommended threshold, demonstrating strong internal consistency. Although Perceived Effectiveness recorded a comparatively lower Cronbach’s Alpha, its Composite Reliability exceeded 0.70, confirming acceptable reliability. Since Composite Reliability considers individual item loadings, it is often regarded as a more robust measure than Cronbach’s Alpha.

Average Variance Extracted (AVE) was used to assess convergent validity by measuring the extent to which a construct explains the variance of its indicators. Fornell and Larcker (1981) recommended an AVE value above 0.50 as acceptable. The AVE values for all constructs in this study exceeded the

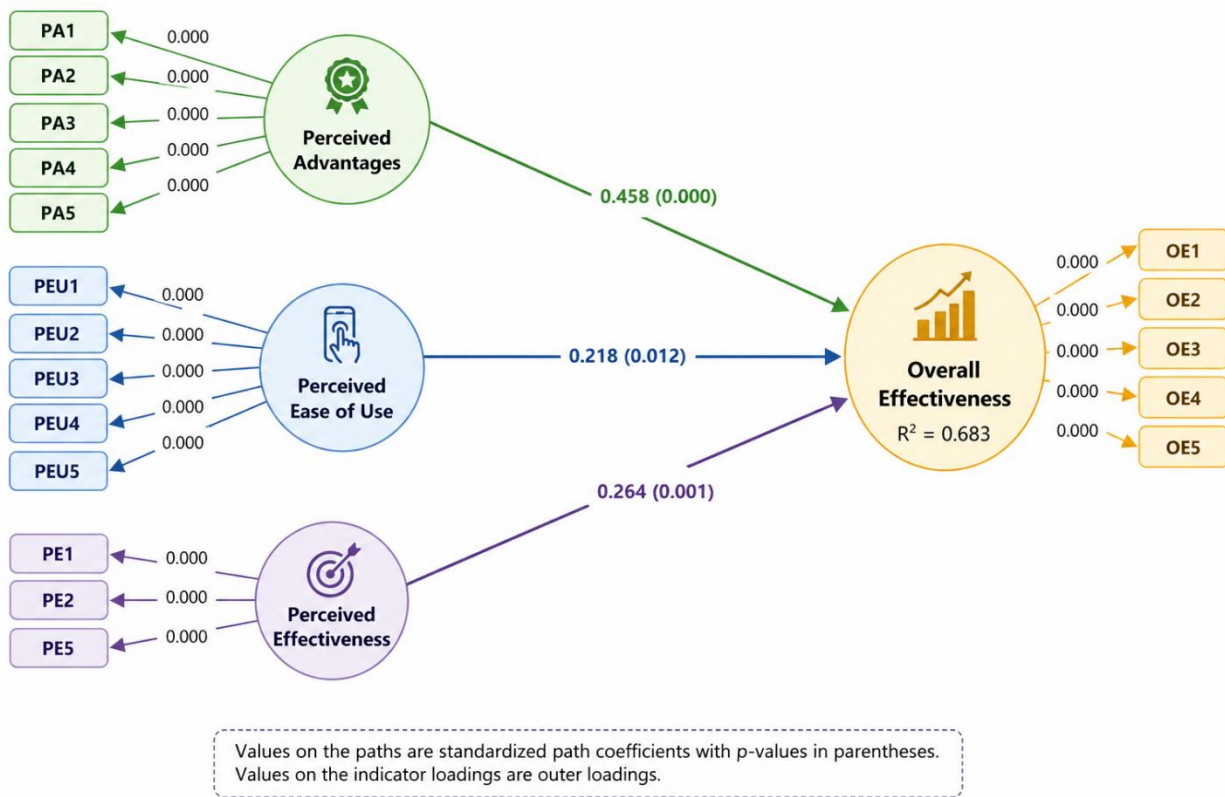
recommended threshold, confirming satisfactory convergent validity and strong relationships between the constructs and their respective indicators.

Therefore, the measurement model can be considered robust, demonstrating adequate internal consistency, strong convergent validity, and acceptable discriminant validity. These findings provide confidence in the model’s ability to accurately capture the intended relationships, thereby strengthening the rigor and credibility of the study’s conclusions.

<b>Table 4</b>				
<b>Discriminant Validity Using Fornell and Larcker Method</b>				
	<b>Overall Effectiveness</b>	<b>Perceived Advantages</b>	<b>Perceived Ease of Use</b>	<b>Perceived Effectiveness</b>
<b>Overall Effectiveness</b>	0.824			
<b>Perceived Advantages</b>	0.772	0.74		
<b>Perceived Ease of Use</b>	0.693	0.694	0.765	
<b>Perceived Effectiveness</b>	0.677	0.619	0.596	0.74

Discriminant validity (Table 4) was assessed using the Fornell-Larcker criterion, which confirms that all constructs in this study are distinct from one another and measure unique dimensions of the research model (Fornell & Larcker, 1981). The square root of the Average Variance Extracted (AVE) for each construct was found to be greater than its correlations with other constructs, providing strong evidence of discriminant validity (Hair et al., 2017). These results indicate that the constructs not only effectively capture their intended concepts but also remain independent, unique, and non-redundant within the overall model.

**Structural Model**



**Figure 2 Structural Model**

Table 5					
Path Coefficient					
Path	Hypotheses	Coefficient ( $\beta$ )	P-Value	T-Statistic	Result
PA - OE	H1	0.458	0.000 (<0.05)	6.59	Supported
PE - OE	H2	0.218	0.012 (<0.05)	2.499	Supported
PE - OE	H3	0.264	0.001 (<0.05)	3.454	Supported

The analysis of the structural model (Table 5) indicates that perceived advantage, perceived ease of use, and perceived effectiveness have a significant impact on the overall effectiveness of social media recruitment platforms.

More specifically, the relationship between perceived advantage and overall effectiveness is statistically significant at  $p < 0.05$ , with a beta coefficient of  $\beta = 0.458$  and a  $t$ -value of 6.59, indicating a strong positive association. This suggests that when job applicants perceive clear benefits in using social media platforms for employment opportunities, their overall experience and satisfaction with the recruitment process improve considerably.

Similarly, the effect of perceived ease of use on overall effectiveness is also significant, with a beta coefficient of  $\beta = 0.218$  and a  $t$ -value of 2.499 at a significance level of  $p = 0.012$ . This positive relationship indicates that when social media platforms are user-friendly, accessible, and easy to navigate, applicants are more likely to view them as effective recruitment tools.

Furthermore, the path from perceived effectiveness to overall effectiveness is statistically significant, with a beta coefficient of  $\beta = 0.264$  and a  $t$ -value of 3.454 at  $p = 0.001$ . This finding implies that candidates who believe social media recruitment strategies are effective are more likely to consider these platforms beneficial in their job search activities.

A one-unit increase in perceived advantage leads to a 45.8% increase in the overall effectiveness of social media platforms. Applicants are more inclined to use such platforms when they provide real-time employer information, personalized job recommendations, and opportunities to identify jobs aligned with their skills and interests. In addition, features such as endorsements and recommendations from professional networks further enhance the perceived value of these platforms.

Likewise, a one-unit increase in perceived ease of use results in a 21.8% increase in overall effectiveness. This indicates that when job search platforms offer simple search functions, intuitive interfaces, and smooth navigation, users are more likely to adopt them for a seamless job search experience.

These findings highlight the importance of applicant perceptions in determining the success of social media recruitment strategies. Social media has become a vital component of modern recruitment practices, enabling organizations to connect with both active and passive candidates, improve cost efficiency, and strengthen employer branding. Employers can positively influence candidate perceptions by showcasing organizational culture, values, and mission through engaging content such as employee testimonials and insights into workplace activities.

Sivertzen (2013) observed that social media recruitment enhances organizational reputation and increases prospective employees' intention to apply for jobs. Similarly, Nazeer et al. (2024) found that integrating social media into human resource practices can strengthen employer branding, improve employee engagement, and streamline the hiring process. Recruiters can further enhance the candidate experience through direct communication regarding job opportunities and application status. Such transparency not only accelerates recruitment but also creates a favorable impression of the organization.

Overall, the findings of this study reinforce the growing importance of social media recruitment by demonstrating how perceived advantage, perceived ease of use, and perceived effectiveness significantly contribute to the overall success of digital recruitment platforms. This underscores the need for organizations to strategically design and manage their online recruitment systems.

## 6. Discussion

The perceived advantage of social media recruitment platforms such as LinkedIn, Indeed, and similar websites plays a significant role in determining their overall effectiveness. According to the Diffusion of

Innovations Theory, individuals are more likely to adopt a new technology when they perceive it to be superior to existing alternatives. In the context of recruitment, the major perceived benefits of social media platforms include cost efficiency, time savings, and access to a broader pool of potential candidates.

Platforms such as LinkedIn enable recruiters to reach both active and passive job seekers, thereby expanding the available talent pool (Sivertzen et al., 2013). Features such as direct messaging, detailed professional profiles, and networking opportunities make the recruitment process faster and more efficient while reducing the costs associated with traditional hiring methods. In addition, social media platforms offer advanced analytics and algorithm-based matching systems that improve the alignment between candidate qualifications and job requirements, increasing the likelihood of successful recruitment outcomes (Kaur, 2015).

These advantages encourage higher adoption among recruiters, making social media an integral part of modern recruitment practices. Furthermore, social media allows organizations to build and manage their employer brand, which is essential for attracting high-quality and culturally suitable candidates (Parry & Tyson, 2008). Therefore, the perceived advantage of using social media in recruitment enhances overall effectiveness by making the hiring process more economical, efficient, and comprehensive.

Perceived ease of use is another critical factor influencing the success of social media recruitment platforms. According to the Technology Acceptance Model (TAM) developed by Davis (1989), perceived ease of use significantly affects an individual's intention to adopt and use new technology. When recruiters find platforms such as LinkedIn and Indeed easy to understand and operate, they are more likely to integrate them into their recruitment strategies.

User-friendly interfaces, simple navigation systems, and clear operational features improve the usability of these platforms. For example, LinkedIn enables recruiters to post vacancies, search for candidates, and communicate with applicants without requiring advanced technical expertise (Sivertzen et al., 2013). In addition, the availability of tutorials, guidance materials, and customer support further enhances user confidence and encourages adoption (Kaur, 2015).

When recruitment platforms are easy to use, they reduce the cognitive effort required from users, allowing recruiters to focus more on strategic hiring decisions rather than operational difficulties. This convenience not only improves user satisfaction but also increases recruitment efficiency, leading to faster and better-quality hiring decisions. Thus, perceived ease of use is a key driver of the effectiveness of social media recruitment platforms.

Perceived effectiveness refers to the extent to which users believe that a particular technology enhances their job performance. In social media recruitment, perceived effectiveness is an important determinant of the overall contribution of platforms such as LinkedIn and Indeed. If recruiters believe that these platforms produce better hiring outcomes, such as higher-quality applicants or reduced time-to-hire, they are more likely to adopt and continue using them regularly.

Platforms that provide measurable outcomes and improved recruitment metrics strengthen users' perceptions of effectiveness (Parry & Tyson, 2008). For instance, LinkedIn's recommendation algorithms and advanced search filters help recruiters efficiently identify and target candidates who match job requirements (Sivertzen et al., 2013). Moreover, the ability to track recruitment performance indicators allows organizations to refine their hiring strategies and continuously improve outcomes (Kaur, 2015).

As recruiters increasingly recognize the measurable benefits offered by these platforms, perceived effectiveness rises, which in turn motivates continued use of social media tools for recruitment. Therefore, perceived effectiveness plays a crucial role in enhancing the overall success of digital recruitment practices.

## 7. Managerial Implications

### 1. Leverage recruitment platforms effectively :

Managers should strategically utilize hiring platforms such as LinkedIn and Indeed to provide candidates with clear, accurate, and comprehensive information. This includes timely updates regarding the organization, compensation details, career growth opportunities, and detailed job descriptions. Employer branding can be further strengthened by encouraging current employees to share testimonials, recommendations, and endorsements.

### 2. Enhance user-friendliness and accessibility:

Organizations should prioritize simplicity, convenience, and ease of access to improve the user experience of social media recruitment platforms. Features such as one-click applications, résumé auto-fill options, and advanced job search filters can significantly improve applicant satisfaction. In addition, investments in AI-driven job recommendations, automated notifications, and integration with professional networking platforms can reduce barriers to platform adoption.

### 3. Invest in advanced recruitment technology:

Organizations should invest in technologies that improve job matching and candidate recommendations to effectively connect suitable applicants with relevant opportunities. Regularly updating job postings and maintaining timely communication with applicants reinforces trust in the platform. Access to detailed candidate profiles, industry insights, and organizational growth opportunities can also improve recruiter efficiency and candidate engagement.

### 4. Integrate social media into overall recruitment strategy:

Social media job search platforms should be aligned with the organization's broader recruitment strategy. Continuous user feedback and regular upgrades to platform features can enhance the overall hiring experience. Creating awareness about the benefits of such platforms and training

HR professionals to use them effectively can improve recruitment outcomes. Furthermore, encouraging a knowledge-sharing culture through collaborative tools and AI chatbots can simplify communication and decision-making processes. Personality assessment tools such as Traitify or Crystal may also assist in identifying the best job fit, improving team compatibility, and increasing employee satisfaction.

## 8. Limitations and Future Research

This study primarily focuses on job seekers and employees within the IT sector in Karnataka, which may limit the generalizability of the findings to other industries or geographical regions. The unique characteristics of the IT industry, such as high levels of digital adoption, strong technological orientation, and widespread acceptance of remote work practices, may differ significantly from sectors such as healthcare, manufacturing, education, or retail.

Therefore, the results of this study should be interpreted within the specific context of the IT industry in Karnataka. Future research should examine the effectiveness of social media recruitment platforms across diverse industries, organizational settings, and different regions or countries. Such comparative studies would provide a broader understanding of how industry characteristics, cultural differences, and technological readiness influence the adoption and effectiveness of social media recruitment platforms.

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