



# Applicant's Perception Towards Recruitment Process In An Automotive Industry

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## ABSTRACT

Perception may be a process by which individuals select, organise, interpret and answer to information from the planet around them. Applicant perception towards a recruitment process is vital to determine the efficiency of the recruitment process. The applicant perception can be determined through various factors like provision for information, fairness in recruitment process, satisfaction level of the applicant on the grounds of job description, health and safety measures etc.,

Recruitment is one among the most critical human resource functions for organizations. Attracting the proper people, with the proper combination of skills and knowledge into the proper jobs, and aligning this to the organization's overall objectives is crucial to organizational success.

This study is conducted in an automotive industry. The sample size is 84 and a questionnaire with 25 questions was given to the applicants after completing their interview. Job description is the major factor influencing applicants to apply for the job. Most of the applicants feel the process is highly satisfied. The suggestions include sending call letters with attached job descriptions and improving the employee referrals. The results show that the applicants have a positive perception towards the recruitment process.

**KEYWORDS:** Recruitment, Perception, Recruitment channel.

## I. INTRODUCTION

Recruitment is a process of hiring a candidate who is most suitable for a particular job. Selecting a right candidate is extremely important for any organization because it's very difficult to travel through the rigorous process again and again for an equivalent job role, as it includes energy, time, cost, and resources. The recruitment process either internally or externally must be done in a perfect & professional manner.

Whether the economic environment is booming, and attraction and retention of a talented and versatile workforce is important for competitive advantage, or is during a downturn and therefore the survival of the organization depends on the productivity of staff, it's essential that the recruitment function is clearly identified.

To maintain positive impressions and positive perceptions about the organisation, relationship building with the candidates is important. When applicants have a positive experiences with the company's recruitment process, they are more likely to incline towards applying for future job openings and are interested towards working with the company. The applicant's perception depends on various factors like the provision for job related information, perceived fairness, satisfaction level of the recruitment process, provision for timely updates etc.,

It is well known that first impression is the best impression. So when a candidate is attending an interview at any organisation, their first impression must be a good impression. Candidates might already have a perception of the organization when they attend an interview. They will develop their perception of the organisation while attending the interview. So the applicant perception towards recruitment process is important for determining the effectiveness of recruitment process and eventually leading to improve the success rate of any organisation.

## STATEMENT OF THE PROBLEM:

The major intention of the research study is to find the applicant's perception towards the recruitment process and also determine the scope for improvement. Various recruitment channels also can be determined and selecting the right channel to approach the effective candidates can be considered as a major insight. Based on the applicant's perception may be positive or negative perception,



changes related to recruitment process can be determined and implemented.

## II. OBJECTIVES OF THE STUDY

### Primary objective

The Primary objective is to study the applicant's perception towards recruitment process in an automotive industry.

### Secondary objectives

- To study the applicant's perception towards fairness of recruitment process.
- To study the applicant's perception of entire recruitment process.
- To determine the different recruitment channels and identify the mostly used.
- To determine the strategies to select various recruitment channels.
- To compare the perception of a fresher and an experienced applicant towards the recruitment process.

## III. REVIEW OF LITERATURE

**P.Nathiya, D.Ramesh Kumar(2019)** states that recruitment means searching the prospective employees and stimulating them to apply for the jobs. Companies make use of internet to reach a large number of job seekers and hire the best talent for the company at a less cost. The author concentrates on the work seekers perception on the E-recruitment process. The collected data was analysed using the percentage analysis and chi-square. The major perception of job seekers is time saving.

**V.Rengarajan, V.Vijayanand, S.Thiyagarajan, M.Velavan, A.Shivapriya, K.Niranjani & Dr.M.Sivakumar (2018)** states that recruitment is an emerging topic and is studied with differing conceptualizations and has become an important issue among employees and the organization. Here, the author has taken independent factors upon grouping up various factors of employee perception and attempted to find the relationship between independent factors and demographic factors. Out of these various factors it is found that recruitment methods and recruitment evaluation influence the employee perception among the IT sector.

**Dr. Shameem & R. Jayan (2017)** states that the selection process being the first encounter of the applicant/employee with the hotel and also passes on many messages either intentionally or

otherwise to the applicants/employees about the organization. If the recruitment and selection process does not consider the perceptions of the applicant/employees it might lead to high employee turnover, low employee morale, high absenteeism, low productivity and lack of employee commitment etc. The findings indicate that applicants' reactions to selection procedure in terms of over-all, they believed that the selection procedure employed by the organization was unfair in selecting the people for the jobs. Besides, demographic variables such as age, gender, marital status, educational qualification, and work experience and job tenure affect the applicant's assessment on the fairness of the selection process.

**S. Nava Rethna Bala Kumari & Dr. R. Rathiha (2016)** states that recruitment is that the process of getting the correct person, within the right place, at the proper time and it's crucial to organizational performance. The study is intended to do Analysis of employees' perceptions as to recruitment and selection process in public sector and private sector banks. With the accurate process of recruitment right kind of financial and nonfinancial incentives are to be followed for selection of employees. The policy and process should be revised.

**Md. Atikur Rahaman(2016)** states that an efficient work team is important for effective implementation of business and delivery of services. To build an efficient team, HR management must make sure that talented, competent, and committed persons are recruited within the company. While recruiting the candidates the organizations need to map the available human resources carefully because they create a competitive advantage for the organizations.

## IV. STATISTICAL TOOL

### CALCULATION FROM THE STUDY:

**1) Aim:** To test the relationship between marital status and channel of recruitment to know the job vacancy.

**Null Hypothesis (H0)** – There is no significant difference between marital status and channel of recruitment to know the job vacancy.

**Alternative Hypothesis (H1)** - There is significant difference between marital status and channel of recruitment to know the job vacancy.



MARITAL STATUS * How did you come to know about the vacant position in this company?									
Crosstabulation									
Count									
		How did you come to know about the vacant position in this company?							Total
		Industry website	Employee Referral	Linkedin	Naukri	Others(Shared by friend)	Recruitment team from Industry	Walk - in	
MARITAL STATUS	Married	0	4	3	9	0	8	1	25
	Single	3	6	17	12	1	20	0	59
Total		3	10	20	21	1	28	1	84

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.383 <sup>a</sup>	6	.211
Likelihood Ratio	9.730	6	.136
N of Valid Cases	84		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .30.

**RESULT:** Since p value is higher than 0.05, we accept the null hypothesis and reject the alternate hypothesis. Therefore, there is no significant difference between marital status and channel of recruitment to know the job vacancy.

**Null Hypothesis (H0)** – There is no significant difference between educational qualification and satisfaction level of the recruitment process.

**Alternative Hypothesis (H1)** - There is significant difference between educational qualification and satisfaction level of the recruitment process.

**2) Aim:** To test the relationship between educational qualification and satisfaction level of the recruitment process.

EDUCATIONAL QUALIFICATION * How satisfied are you with the recruitment process?					
Crosstabulation					
Count					
		How satisfied are you with the recruitment process?			Total
		Highly Satisfied	Neither Satisfied nor Dissatisfied	Satisfied	
EDUCATIONAL QUALIFICATION	UG	1	0	0	1
	Diploma	0	0	1	1
	PG	6	1	1	8
	UG	34	2	38	74
Total		41	3	40	84

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.628 <sup>a</sup>	6	.267
Likelihood Ratio	8.412	6	.209
N of Valid Cases	84		

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .04.

**RESULT:** Since p value is higher than 0.05, we accept the null hypothesis and reject the alternate hypothesis. Therefore, there is no significant difference between educational qualification and satisfaction level of the recruitment process.

## V. SUGGESTIONS

- The company website might be used extensively to divert the perception of applicants to prefer company website compared to other social media platforms.



- To increase the chances of hire, job description can be sent to the applicants while sending them the interview call letters.
- Employee referrals need be increased since there are very few applicants through employee referral.

## VI. CONCLUSION

Applicant perception matters a lot while recruiting because how an applicant feels about the company will reflect directly towards his / her interest to work with the company. Selecting the correct recruitment channel is most important to reach the effective applicants. It requires an attractive and informative job posting. Most of the applicants are applying for the job since the job description is relevant to their skillset. Matching the applicant skillset with the position which they have applied is also a vital task in recruitment process.

There are few challenges in the recruitment process which include applicants looking for work from home based jobs due to Covid 19 Pandemic. Many applicants are not willing to take up the face to face interviews since they are located in other regions. Many applicants who are working cannot allocate time to attend the interview. In such cases they are invited to attend the interview on weekends particularly during Saturday drives

The company also provides free food and travel reimbursement to the applicants who are travelling from far to attend the interview. Based on this study, it is concluded that recruitment process is highly satisfied according to applicant's perception. The positive perception of applicants indicates the highly effective recruitment process and eventually leads to organizational success.

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