

# Users Perception On Problems Associated With Utilizing Social Network Sites For Employability With Reference To Bangalore City

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## ABSTRACT

In India, social media has become a vital part of our daily life. The term "social media" encompasses a wide variety of internet resources that facilitate communication and content creation. One of the many common ways this connection is made is by sharing links to interesting information that has been developed by others. revealing photos, videos, and posts; leaving comments on other people's photos, posts, updates, videos, and links; and revealing information about one's present activities and even location are examples of public profile modifications. Education is a tool that equips people with the knowledge, abilities, and information necessary to understand their rights and obligations to their communities, families, and, of course, their nation. Because social media has become more popular due to technology developments and the growth of internet applications, academics are becoming increasingly interested in how social media affects employability. Students of all educational levels now split their time between their homework and social media because of the many opportunities it offers. The question of whether these opportunities improve employability must be answered. The current study's primary focus was on how social media affects employability in Bangalore. The study looked at how often people use social media and how excessive media use affects job applicants' employability. Investigating the impact of social media on employment, the extent to which each respondent utilizes social media, and the relationship between social media and employability in Bangalore are the main objectives of this study.

## Introduction

Social media now plays a major role in everything from corporate resources to email to shopping because of its enormous impact on people's daily lives. Many people are influenced by social media because of its networking and continuously updated apps. The phrase "mass media" describes a variety of technologies or communication networks that make it possible to disseminate messages to huge populations. There are a lot of social media platforms available these days, but the most well-known ones—Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp—are far more widely used. Employability can be significantly changed with the help of social media. These days, social media is the instrument used by businesses to find new hires. Approximately 92% of businesses utilize social networks for hiring, and it is an essential component of human life for professional ties as well as friendships. Social networking has developed into an excellent tool for connecting job searchers with businesses in the modern era. Social networking gives candidates a lot of potential and the chance to build a strong profile that will help them in the hiring process, particularly in the sourcing phase. This shows both the candidate's technical proficiency and potential for overall cultural fit. LinkedIn is one of the most widely used social networking sites for finding applicants, and most businesses use it to find possible employees. Employers benefit from screening applications via social media since they can learn important details about a candidate's background. Due to the city's longstanding support of high-

quality education, especially at the university level, social media use has become widespread. India's villages contrast sharply with the country's cities, and rural residents encounter a number of exacerbated challenges when it comes to social media use. However, providing graduates with a top-notch education alone does not ensure their financial independence or employment. There are numerous aspects to India's graduate unemployment problem. Nevertheless, the data gleaned from the candidate's social media accounts does not fairly represent their personal traits. In addition, a lack of knowledge of social media use could affect the hiring of candidates. Thus, this study looks on how social media affects graduate students' employment.

### **Need of the Study**

Social media has an impact on job searching that goes beyond job advertisements and networking. It includes a wide range of interrelated elements, including as recruitment results, company branding, talent acquisition tactics, and candidate visibility. In a competitive job market, social media gives job seekers a strong platform to highlight their abilities, experiences, and professional achievements. Social media also makes it possible for job searchers to investigate businesses, learn about corporate cultures, and connect with present workers, all of which increase their chances of landing a good job. Conversely, companies use social media to interact with candidates, build their employer brand, and expedite the hiring process. Recruiters can make better hiring judgments by using social media platforms to gain insightful information about candidates' personalities, interests, and cultural fit. Additionally, social media makes it easier to source talent and run customized ads, giving companies access to a wide range of applicants from different regions.

### **Significance of the Study**

This study is important for understanding how important it is for job seekers to use social media. Additionally, it highlights the elements that influence job seekers' decisions to use social media for job searching. The study's conclusions show how job seekers can make good use of social media to help them find a job. Therefore, the study's findings will be crucial in boosting social media's role in job searches. The study that looks at how social media affects job search behaviors in Bangalore is very important since it could provide insight into how employment-seeking tactics are changing in the digital era. This is a summary of its importance in a number of areas. Academic Contribution: Knowledge Advancement: By examining a comparatively understudied topic in relation to job search behaviors and social media usage, especially in the particular geographic context of Bangalore city, the study adds to the body of existing work.

### **Statement of the Problem**

Many social media sites have emerged in recent years to assist recent graduates in locating dependable and consistent sources of income. Social media has given recent graduates easy access to employers around the country. Social media has encouraged and trained a lot of graduates to launch small companies using their agricultural and culinary abilities as well as their resources to establish model farms. Social media has helped a number of grads land steady careers. Many of them are role models for recent grads and have started their own businesses. As a result, there has been a significant change in the way peasants behave in favor of graduates. In today's competitive job market, it is critical to comprehend the dynamics of social media's impact on job search. In addition to emphasizing the value of digital literacy and personal branding for job searchers, it also emphasizes how businesses must modify their hiring practices to properly utilize social media. Furthermore, this study has wider ramifications for educators, career counselors, and legislators, influencing their comprehension of how hiring practices are changing in the digital era. We give a summary of the subject in this introduction, highlighting its importance and range. The many facets of social media's impact on job searching will be covered in greater detail in later chapters, which will also include analysis, insights, and suggestions for people and organizations negotiating the challenges of the contemporary labor market. The research's issue statement centers on the potential and difficulties brought about by social media platforms' incorporation into the modern job seeking process.

### **OBJECTIVES OF THE STUDY**

The present study is undertaken with the following specific objectives.

1. To comprehend social media networking's evolution and trends in India.
2. To learn about the issues with using social networking sites to get employment.

### **HYPOTHESES**

The following hypotheses were formulated and tested in the present study.

Ho1: Socio-economic factors of the respondents have no influence on problems faced by job seeker through social network sites.

Ho2: There is no significant difference between consumers when facing problems with using select social network sites.

### **SCOPE OF THE STUDY**

The study concentrated on how customers in Bangalore viewed various dangers associated with utilizing particular social networking sites for job searching. The study's focus is on both the study area's rural and urban areas. The study's focus is restricted to five specific social media platforms. Therefore, the study's main focus is on the challenges involved in choosing five social media platforms for the study area: Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp. Researchers have restricted the study's scope to focus on the opinions of individual customers regarding the significance of social networking sites in employability.

### **RESEARCH METHODOLOGY**

#### **Nature of the Study**

The present study is empirical in nature and based on survey methods.

#### **Sources of data for the Study**

Keeping in view the versatile objectives of the study, the data was collected from primary sources. The primary data was collected through an interview schedule.

#### **Sample Design and Sample Size**

Convenient sampling is the foundation of this investigation. The study area encompasses various parts of Bangalore city. A 95% confidence interval and 3.22% error margin are used to determine the sample size for this investigation based on the data. A total of 600 respondents chosen through a random selection technique for each zone provide the required sample size for the study. Utilizing the random convenience technique was the aim of the study.

#### **Tools for Data Analysis**

SPSS software, version 20.0, was used to evaluate the data that was gathered. Simple percentage analysis, descriptive statistics, factor analysis, Cronbach's Alpha test, ANOVA, t-test, chi-square test, correlation analysis, regression, and multiple regression analysis were among the methods used to meet the needs of the current study. The tests in this study were conducted at the 5% level of significance and by developing appropriate hypotheses.

### **PROBLEMS IN UTILIZATION OF SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Customers encounter a number of issues when using social networking sites for job searching, and the use of these sites is susceptible to various issues. After studying the issues, an effort was made to ask the respondents to list the issues they encountered when using social networking sites to look for work. They were also asked to rank the difficulties in order of importance. Researchers attempted to identify the issues that consumers have when using social networking sites for job searching in this area. The following table identifies and displays a list of issues. These issues are compiled utilizing ranking methodologies, and Table 1 below displays the specific outcomes.

### **TABLE 1 PROBLEMS FACED BY RESPONDENTS TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Problems	Very High	High	Moderate	Less	Very Less	Total	Mean Score	Mean Score %
Reliability on information provided	31 (8.10)	59 (15.30)	53 (13.80)	141 (36.60)	101 (26.20)	385 (100.00)	3.58	71.53
Website malfunctions	32 (8.30)	68 (17.70)	68 (17.70)	109 (28.30)	108 (28.10)	385 (100.00)	3.50	70.03
Outdated job postings Limited information provided	120 (31.20)	92 (23.90)	23 (6.00)	63 (16.40)	87 (22.60)	385 (100.00)	2.75	55.06
Confidentiality & data security	46 (11.90)	61 (15.80)	63 (16.40)	123 (31.90)	92 (23.90)	385 (100.00)	3.40	68.00
Concerns regarding organization reputation	102 (26.50)	91 (23.60)	22 (5.70)	85 (22.10)	85 (22.10)	385 (100.00)	2.90	57.92
Lack of basic knowledge job search through SMs	78 (20.30)	75 (19.50)	53 (13.80)	94 (24.40)	85 (22.10)	385 (100.00)	3.09	61.71
Unclear job descriptions	71 (18.40)	95 (24.70)	31 (8.10)	97 (25.20)	91 (23.60)	385 (100.00)	3.11	62.18
Fake and ghost jobs listed	103 (26.80)	126 (32.70)	39 (10.10)	51 (13.20)	66 (17.10)	385 (100.00)	2.61	52.26
Unknown salary range	102 (26.50)	71 (18.40)	47 (12.20)	90 (23.40)	75 (19.50)	385 (100.00)	2.91	58.18
Confusing application process	134 (34.80)	62 (16.10)	46 (11.90)	92 (23.90)	51 (13.20)	385 (100.00)	2.65	52.94
Absence of a two-way communication mechanism	102 (26.50)	64 (16.60)	38 (9.90)	90 (23.40)	91 (23.60)	385 (100.00)	3.01	60.21
Over-demanding' skill set and qualifications	77 (20.00)	47 (12.20)	46 (11.90)	122 (31.70)	93 (24.20)	385 (100.00)	3.28	65.56
Concerns about privacy and information sharing	47 (12.20)	48 (12.50)	39 (10.10)	122 (31.70)	129 (33.50)	385 (100.00)	3.62	72.36
More Distractions	102 (26.50)	23 (6.00)	47 (12.20)	121 (31.40)	92 (23.90)	385 (100.00)	3.20	64.05
Create Bias and overload Information	31 (8.10)	44 (11.40)	39 (10.10)	147 (38.20)	124 (32.20)	385 (100.00)	3.75	75.01
Difficulty filtering relevant information	62 (16.10)	63 (16.40)	23 (6.00)	107 (27.80)	130 (33.80)	385 (100.00)	3.47	69.35

Using Fake URLs, Photos, and Company Names	70 (18.20)	70 (18.20)	47 (12.20)	98 (25.50)	100 (26.00)	385 (100.00)	3.23	64.57
Paying for remote work equipment	62 (16.10)	46 (11.90)	46 (11.90)	146 (37.90)	85 (22.10)	385 (100.00)	3.38	67.58
Pyramid Marketing	110 (28.60)	29 (7.50)	45 (11.70)	100 (26.00)	101 (26.20)	385 (100.00)	3.14	62.75
Unsolicited Job Offers	61 (15.80)	70 (18.20)	31 (8.10)	107 (27.80)	116 (30.10)	385 (100.00)	3.38	67.64
Online Reshipping	86 (22.30)	61 (15.80)	47 (12.20)	115 (29.90)	76 (19.70)	385 (100.00)	3.09	61.77
Posing as Recruiters	31 (8.10)	84 (21.80)	63 (16.40)	108 (28.10)	99 (25.70)	385 (100.00)	3.42	68.31
Career Advancement Grants	110 (28.60)	22 (5.70)	23 (6.00)	146 (37.90)	84 (21.80)	385 (100.00)	3.19	63.74
Overall	38 (9.90)	52 (13.50)	53 (13.80)	118 (30.60)	124 (32.20)	385 (100.00)	3.62	72.36

Source: Computed from Primary Data

Reliability on information provided is problem for 71.53 per cent with mean score 3.58, Website malfunctions 70.03 per cent with mean score 3.50, Outdated job postings Limited information provided 55.06 per cent with mean score 2.75, Confidentiality & data security 68.00 per cent with mean score 3.40, Concerns regarding organization reputation 57.92 per cent with mean score 2.90, Lack of basic knowledge job search through SMs 61.71 per cent with mean score 3.09, Unclear job descriptions 62.18 per cent with mean score 3.11, Fake and ghost jobs listed 52.26 per cent with mean score 2.61, Unknown salary range 58.18 per cent with mean score 2.91, Confusing application process 52.94 per cent with mean score 2.65, Absence of a two-way communication mechanism 60.21 per cent with mean score 3.01, Over-demanding' skill set and qualifications 65.56 per cent with mean score 3.28, Concerns about privacy and information sharing 72.36 per cent with mean score 3.62. More Distractions is problem for 64.05 per cent, Create Bias and overload Information is problem for 75.01 per cent, Difficulty filtering relevant information is problem for 69.35 per cent, Using Fake URLs, Photos, and Company Names is problem for 64.57 per cent, Paying for remote work equipment is problem for 67.58 per cent, Pyramid Marketing is problem for 62.75 per cent, Unsolicited Job Offers is problem for 67.64 per cent, Online Reshipping is problem for 61.77 per cent, Posing as Recruiters is problem for 68.31 per cent, Career Advancement Grants is problem for 63.74 per cent.

### Analysis of significant difference in facing problems towards using Social network sites for Employability

#### Respondents' Gender and Level of Problems

In order to find the significant difference among the different gender group of respondents towards facing problems in using Social network sites, the hypothesis was framed and analyzed with by use of 't' test.

Ho "There is no significant difference among respondents belongs to different gender towards problems in using Social network sites for Employability".

The results of 't' analysis is presented in the following table 2.

**TABLE 2 RESPONDENTS' GENDER AND LEVEL OF PROBLEM TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Gender	Low	Medium	High	Total	Chi-Squire	P-value
Male	93 (35.60)	39 (14.90)	129 (49.40)	261 (100.00)	11.349	.003**

Female	24 (19.40)	28 (22.60)	72 (58.10)	124 (100.00)		
Total	117 (30.40)	67 (17.40)	201 (52.20)	385 (100.00)		

Source: Computed from Primary Data

The result t-test is 11.349, with p-value is less than 0.03 which is significant at 5 per cent level. Hence, the null hypothesis is rejected. Hence, it is found that there is significant difference among the different gender group respondents towards problems in using Social network sites for Employability.

### Respondents' Age and Level of Problems

In order to find the significant difference among the different age group of respondents towards facing problems in using Social network sites, the hypothesis was framed and analyzed with by use of 't' test. Ho "There is no significant difference among respondents belongs to different age group towards problems in using Social network sites for Employability".

The results of ANOVA test analysis is presented in the following table 3.

**TABLE 3 RESPONDENTS' AGE AND LEVEL OF PROBLEM TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Age	Low	Medium	High	Total	Chi-Squire	P-value
Less than 30 years	49 (32.90)	30 (20.10)	70 (47.00)	149 (100.00)	15.711	.015**
30 to 40 years	27 (19.90)	25 (18.40)	84 (61.80)	136 (100.00)		
40 to 50 years	20 (43.50)	5 (10.90)	21 (45.70)	46 (100.00)		
Above 50 years	21 (38.90)	7 (13.00)	26 (48.10)	54 (100.00)		
Total	117 (30.40)	67 (17.40)	201 (52.20)	385 (100.00)		

Source: Computed from Primary Data

The result F-test is 15.711, with p-value is less than 0.015 which is significant at 5 per cent level. Hence, the null hypothesis is rejected. Hence, it is found that there is significant difference among the different age group respondents towards problems in using Social network sites for Employability.

### Respondents' Marital Status and Level of Problems

In order to find the significant difference among the different marital status group of respondents towards facing problems in using Social network sites, the hypothesis was framed and analyzed with by use of 'F' test.

Ho "There is no significant difference among respondents belongs to different marital status group towards problems in using Social network sites for Employability".

The results of ANOVA test analysis is presented in the following table 4.

**TABLE 4 RESPONDENTS' MARITAL STATUS AND LEVEL OF PROBLEM TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Marital Status	Low	Medium	High	Total	Chi-Squire	P-value
Married	52 (30.60)	28 (16.50)	90 (52.90)	170 (100.00)	0.188	0.91

Unmarried	65 (30.20)	39 (18.10)	111 (51.60)	215 (100.00)		
Total	117 (30.40)	67 (17.40)	201 (52.20)	385 (100.00)		

Source: Computed from Primary Data

The result F-test is 0.188, with p-value is less than .91 which is not significant at 5 per cent level. Hence, the null hypothesis is accepted. Hence, it is found that there is no significant difference among the different marital status group respondents towards problems in using Social network sites for Employability.

### Respondents' Educational Qualification and Level of Problems

In order to find the significant difference among the different educational qualification group of respondents towards facing problems in using Social network sites, the hypothesis was framed and analyzed with by use of 'F' test.

Ho "There is no significant difference among respondents belongs to different educational qualification group towards problems in using social network sites for Employability".

The results of ANOVA test analysis is presented in the following table 5.

**TABLE 5 RESPONDENTS' EDUCATIONAL QUALIFICATION AND LEVEL OF PROBLEM TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Educational Qualification	Low	Medium	High	Total	Chi-Squire	P-value
School level	7 (13.00)	8 (14.80)	39 (72.20)	54 (100.00)	14.799	.000***
Bachelor degree	59 (35.10)	32 (19.00)	77 (45.80)	168 (100.00)		
Master degree	32 (34.40)	14 (15.10)	47 (50.50)	93 (100.00)		
Diploma and others	19 (27.10)	13 (18.60)	38 (54.30)	70 (100.00)		
Total	117 (30.40)	67 (17.40)	201 (52.20)	385 (100.00)		

Source: Computed from Primary Data

The result F-test is 14.799, with p-value is less than .000 which is significant at 1 per cent level. Hence, the null hypothesis is rejected. Hence, it is found that there is significant difference among the different educational qualification group of respondents towards problems in using Social network sites for Employability.

### Respondents' Family Type and Level of Problems

In order to find the significant difference among the different type of family group of respondents towards facing problems in using Social network sites, the hypothesis was framed and analyzed with by use of 'F' test.

Ho "There is no significant difference among respondents belongs to different type of family group towards problems in using social network sites for Employability".

The results of ANOVA test analysis is presented in the following table 6.

**TABLE 6 RESPONDENTS' FAMILY TYPE AND LEVEL OF PROBLEM TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Family Type	Low	Medium	High	Total	Chi-Squire	P-value
Nuclear family	90 (31.40)	47 (16.40)	150 (52.30)	287 (100.00)	1.032	.597
Joint family	27 (27.60)	20 (20.40)	51 (52.00)	98 (100.00)		
Total	117 (30.40)	67 (17.40)	201 (52.20)	385 (100.00)		

Source: Computed from Primary Data

With a p-value.597 and an F-test of 1.032, the results are not significant at the five percent level. The null hypothesis is therefore accepted. Therefore, it is determined that there is no discernible difference in the difficulties that respondents from various family group types have when it comes to using social networking sites for employability.

### Respondents' Family Size and Level of Problems

In order to find the significant difference among the different size of family group of respondents towards facing problems in using Social network sites, the hypothesis was framed and analyzed with by use of 'F' test.

Ho "There is no significant difference among respondents belongs to different size of family group towards problems in using social network sites for Employability".

The results of ANOVA test analysis is presented in the following table 7.

**TABLE 7 RESPONDENTS' FAMILY SIZE AND LEVEL OF PROBLEM TOWARDS USING SOCIAL NETWORK SITES FOR EMPLOYABILITY**

Family Size	Low	Medium	High	Total	Chi-Squire	P-value
Less than 4	66 (32.70)	34 (16.80)	102 (50.50)	202 (100.00)	22.978	.000 ***
04-06	46 (37.40)	23 (18.70)	54 (43.90)	123 (100.00)		
More than 6	5 (8.30)	10 (16.70)	45 (75.00)	60 (100.00)		
Total	117 (30.40)	67 (17.40)	201 (52.20)	385 (100.00)		

Source: Computed from Primary Data

With a p-value below.000 and an F-test result of 22.978, the results are significant at the 1% level. The null hypothesis is thus disproved. As a result, it is discovered that respondents' difficulties with using social networking sites for employability varied significantly depending on their family size.

### CONCLUSION

Customers who shop online can acquire the information they need without any limitations and may choose from a greater selection of services at incredibly low costs. A crucial component of social networking services is service quality. Social networking sites must enhance their customer service because of the intense competition in the market. Online retailers' delicate service quality levels are becoming a major factor in raising consumer satisfaction and, consequently, growing their customer bases. The study made an effort to address the relationship between the many aspects of perceived issues related to social networking sites and employability.

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