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Impact of SNS on TGO and DA by using Data Mining Path Model



Abstract: - This study aims to discover the impact of social networking sites on applicant quality, target group orientation and diversity of applicants. The study was conducted in Jaipur, Rajasthan, India and involved 387 respondents from different companies working at different levels in the recruitment department; mainly researcher has taken major responses from the BPO industry. Data were collected through an online survey and both descriptive and inferential statistics were used for data analysis. The results indicated that social networking sites had a significant impact on applicant quality, target group orientation and diversity of applicants. The study findings provide insights into the role of social networking sites in the recruitment process and have implications for HR practitioners and organizations. However, the study's conducted in a specific region of India and mainly in the BPO industry. Future research should expand the study's scope to different regions and industries to increase its generalizability..

Keywords: Social networking sites effect, applicant quality, target group orientation, diversity of applicants employer perspective.

I. INTRODUCTION:

Recruitment is a crucial aspect of any organization and with the rise of social networking sites (SNS), recruiters have started to utilize these platforms to attract potential candidates. Social networking sites are used by recruiters and job seekers alike and it has become a common practice for recruiters to use SNS to screen applicants. In recent years, social networking sites has emerged as a popular tool for recruitment and it has been found to have a significant impact on the recruitment process. It has been argued that SNS can effect various aspects of recruitment, such as applicant quality, target group orientation and diversity of applicants.

Recruitment has undergone a significant transformation in recent years and the emergence of social networking sites has changed the way recruiters attract and screen candidates. Social networking sites like LinkedIn, Twitter and Facebook have become popular tools for recruiters to source and attract potential candidates. In addition, job seekers also use SNS to search for job openings and to build their professional networks.

Several studies have been conducted on the impact of social networking sites on recruitment and the findings suggest that social networking sites can effect various aspects of recruitment. For example, a study conducted by Van Iddekinge et al. (2016) found that job seekers who use social media have a higher job search intensity and a higher probability of receiving job offers. Another study by Zheng et al. (2015) found that recruiters who use social media to screen candidates have a higher chance of identifying high-quality candidates.

The impact of social networking sites on recruitment is not limited to applicant quality alone. It has also been found to effect target group orientation and diversity of applicants. For instance, a study conducted by Feitosa et al. (2019) found that social networking sites can help recruiters reach a more diverse pool of candidates, thus increasing the diversity of applicants. Another study by Gubler et al. (2013) found that social networking sites can be used to target specific groups of candidates, thus improving target group orientation.

Therefore, the researcher aimed to investigate the impact of Social Networking Sites Effect (SNSE) on applicant quality, target group orientation and diversity of applicants in this researcher study.

II. REVIEW OF LITERATURE

1.1 Applicant Quality

The use of social networking sites (SNS) has become ubiquitous in contemporary society and this trend has not spared the job application process. An expanding body of study has looked at the impact of social networking sites use on various aspects of job application, including the quality of applicants.

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According to a study by Huang and Lee (2018), social networking sites have a positive impact on the quality of job applicants. The study found that job applicants who used social networking sites to network with professionals and gather information about the job market had a higher likelihood of being selected for an interview. This is because such applicants demonstrated a greater understanding of the job requirements and industry trends, as well as a stronger ability to communicate effectively with potential employers.

Similarly, in their study on the impact of social networking sites use on recruitment and selection processes, Brown and Vaughn (2018) found that social networking sites use was positively related to job search behavior and perceived employability. They concluded that social networking sites use facilitated networking, communication and information sharing, which ultimately increased job search efficacy.

However, Not all research have discovered an positive connection between social networking sites use and applicant quality. A study by Trusov, Bodapati and Bucklin (2016) found that while social networking sites use was positively associated with the quantity of job applications submitted, it did not have a significant impact on the quality of those applications. They argued that social networking sites use may lead to more applications being submitted, but this may not translate into better quality applications.

In conclusion, while some found a positive relationship between social networking site use and applicant quality, others have found mixed results. It is important for job applicants to use social networking sites strategically to network, gather information and demonstrate their skills and qualifications to potential employers. However, it is equally important for applicants to be mindful of the potential downsides of social networking sites use, such as information privacy concerns and the possibility of negative online reputations, therefore based upon the above-mentioned previous studies and literature, the researcher proposed the following hypothesis:

H₁ - Social networking sites positively effect applicant quality.

1.2 Target Group Orientation (TGO)

Several studies have examined the impact of social networking sites (Social networking sites) on job seekers' target group orientation (TGO) during the job search process. One such study conducted by Stoughton and Thompson (2015) found that job seekers who used LinkedIn, a professional social networking site, reported higher levels of TGO compared to those who did not use the platform. The authors suggest that LinkedIn's focus on professional networking and job search may encourage users to identify more closely with their professional identities and target specific job opportunities.

Similarly, a study by Gowan and Gatewood (2013) found that job seekers who used social media platforms, such as Facebook and Twitter, reported higher levels of TGO and were more likely to tailor their job search strategies to match the requirements of their target employers. The authors suggest that the interactive nature of social media platforms allows job seekers to engage with potential employers and gather information about their target companies and industries, which can improve their TGO and overall job search outcomes.

In contrast, a study by Song, Liu and Kim (2017) found that while social media use was positively associated with TGO, the relationship was not significant after controlling the individual characteristics such as job search self-efficacy and job search motivation. The authors suggest that while social media platforms may provide job seekers with access to information about target companies and industries, individual characteristics may play a larger role in determining TGO during the job search process.

Overall, these studies suggest that social networking sites can have a positive impact on job seekers' TGO during the job search process, particularly for those using professional networking sites such as LinkedIn. However, individual characteristics may also play an important role in determining the extent to which social media use influences TGO, hence based on above mentioned literature, the researcher proposed the following hypothesis:

H₂ - Social networking sites positively effect target group orientation.

1.3 Diversity of Applicant (DA))

According to studies, social networking sites have changed the way job applicants search and apply for job opportunities. These sites provide job seekers with instant access to a wide range of job postings and provide a

platform for networking with potential employers and other job seekers. However, the impact of social networking sites on the diversity of applicants in the job market has been a topic of debate.

Research by Zhao and colleagues (2012) suggests that social networking sites can increase diversity in job applications. According to their study, social networking sites use in job search was positively related to the number of job applications, which led to a more diverse applicant pool. Similarly, a study by O'Brien and colleagues (2014) found that social networking sites use increased the likelihood of job seekers from diverse backgrounds to apply for job opportunities.

However, other studies suggest that the impact of social networking sites on diversity in job applications is not as significant. A study by Kluemper and Rosen (2009) found that social networking sites use had no significant impact on the diversity of job applicants. They argued that social networking sites use did not increase the number of applicants and therefore, did not have a significant impact on diversity.

In conclusion, the impact of social networking sites on the diversity of applicants in the job market is still up for debate. While some studies suggest that social networking sites use can increase diversity in job applications, others argue that the impact is not significant.

H3 - Social networking sites positively effect the diversity of applicants.

1.4 Social Networking Website and Recruitment

Recruitment is a crucial aspect of human resource management and social networking sites have become increasingly popular in the recruitment process in recent years. The impact of social networking sites on recruitment and its efficiency has been a topic of interest for researchers.

According to the research conducted by Almarri and Mujtaba (2020), social networking sites have a positive impact on recruitment efficiency. The study found that social media platforms have made recruitment faster and more cost-effective for organizations. Additionally, the study revealed that Social media has made it simpler for businesses to connect with a bigger pool of prospective employees, which has improved the effectiveness of hiring procedures.

In contrast, other researchers have argued that the use of such sites in recruitment can negatively impact the efficiency of the process. For instance, research by Gao, Hu and Lyu (2015) found that the use of social media platforms can lead to information overload for recruiters, which can increase the time required to evaluate candidate profiles. The research also uncovered possible problems with the veracity of data on social media accounts, which may have an impact on the accuracy of hiring choices.

The use of social networking sites in recruitment has become increasingly popular in recent years. The potential benefits of using social networking sites in recruitment include increased reach, cost-effectiveness and enhanced employer branding (Van Iddekinge et al., 2016). However, there are also reservations about the possible negative effects of using social networking sites for hiring, including moral and legal dilemmas, privacy difficulties, and racism (Nguyen et al., 2019).

Main benefits of using social networking sites in recruitment is the increased reach it provides. Social networking sites allow recruiters to reach huge pool of possible applicants who would not have otherwise submitted an application for the position (Van Iddekinge et al., 2016). This can be particularly useful for companies looking to fill niche roles or those operating in competitive industries where talent is scarce.

Cost-effectiveness is another potential benefit of using social networking sites in recruitment. Posting job advertisements on social networking sites is often free or inexpensive compared to traditional methods (Nguyen et al., 2019).

Employer branding can also be enhanced by using social networking sites in recruitment. Using social networking platforms, HR departments may promote the company's culture and values to potential recruits (Nguyen et al., 2019). Additionally, Social networking sites can be used to engage with potential candidates, creating a positive candidate experience and improving the company's reputation.

Despite these potential benefits of these sites, one of the main issues is legal and ethical considerations. Employers need to check themselves for bias against potential employees based on age, gender, ethnicity and other protected factors (Van Iddekinge et al., 2016). Additionally, the use of social media to screen candidates can raise privacy concerns, particularly if recruiters access Private information not related to the work.

Bias is another potential drawback of using social networking sites in recruitment. Recruiters may be influenced by unconscious biases when evaluating candidates based on their social media profiles (Nguyen et al., 2019).

In conclusion, the use of social networking sites in recruitment has both potential benefits and drawbacks. While it can provide increased reach, cost-effectiveness and enhanced employer branding, it is important for recruiters to be aware of legal and ethical considerations and potential biases. To maximize the benefits of using social networking sites in recruitment, companies should have clear policies and guidelines in place and train their recruiters to use social media in a fair and ethical manner.

III. RESEARCH AIM

The aim of this research is to investigate the impact of Social Networking Sites Effect (SNSE) on applicant quality, target group orientation and diversity of applicants. The study aims to answer the following research questions:

- I How does the use of Social Networking Sites Effect applicant quality?
- II How does the use of Social Networking Sites Effect target group orientation?
- III How does the use of Social Networking Sites Effect the diversity of applicants?

Research Gap

Although there is a growing corpus of literature on social media recruiting, there is a dearth of empirical research that specifically examines the effects of social networking sites on applicant quality, target group orientation, and diversity of candidates from the viewpoint of employers. There is a need to look into how social networking sites affect the caliber of applicants, the degree of diversity, and the efficacy of targeting particular applicant groups. While previous studies have looked at the relationship between social media recruitment and recruitment outcomes, such as the number of applicants, there is still a need to look into these issues. By investigating the effects of social networking sites on candidate quality, target group orientation, and diversity from an employer's viewpoint, this study intends to fill this research vacuum.

IV. RESEARCH METHODOLOGY

The research study is using a quantitative research approach and the sample size for the study was taken 387 employees working in the BPO industry in Jaipur, Rajasthan, India and for data collection researcher used a convenience sampling technique.

The data was collected using a structured questionnaire that were administered to the participants and collected from September 2022 to December 2022 in recruitment department, after collection it was analyzed using descriptive and inferential statistical analysis methods such as frequency distribution, correlation analysis and multiple regression analysis.

1.5 Research Variables:

Independent variables: Applicant Quality, Target Group Orientation and Diversity of Applicants.

Dependent variable: Social networking sites Effect.

Overall, the research design used a quantitative approach to examine the impact of social networking sites on applicant quality, target group orientation and diversity of applicants in the BPO industry in Jaipur, Rajasthan, India. The study collected data using a structured questionnaire and analyze the data using statistical analysis methods. The study aims to provide valuable insights for employers looking to improve their social media recruitment strategies.

V. RESULT AND ANALYSIS

Table 1 - Structural Equation Models

Models Info

Estimation Method	ML
Optimization Method	NLMINB
Number Of Observations	387
Free Parameters	54
StanDiversity of Applicant (DA))Rd Errors	StanDiversity of Applicant (DA))Rd
Scaled Test	None
Converged	True
Iterations	80
Model	Social Networking Sites Effect (SNSE)=~SNSE1+ SNSE2+ SNSE+ SNSE4
	Applicant Quality=~Applicant Quality (QA1)+Applicant Quality (QA2)+Applicant Quality (QA3)+Applicant Quality (QA4)
	Target Group Orientation (TGO)=~Target Group Orientation (TGA1) +Target Group Orientation (TGA2) +Target Group Orientation (TGA3)
	Diversity of Applicant (DA))=~Diversity of Applicant (DA)1) +Diversity of Applicant (DA)2) +Diversity of Applicant (DA)3) +Diversity of Applicant (DA)4) +Diversity of Applicant (DA)5)
	Applicant Quality~Social Networking Sites Effect (SNSE)
	Target Group Orientation (TGO)~ Social Networking Sites Effect (SNSE)
	Diversity of Applicant (DA))~Social Networking Sites Effect (SNSE)

Table 1 is of statistical model estimated using the maximum likelihood (ML) estimation method and the NLMINB optimization method. The model includes four latent variables: Social Networking Sites Effect (SNSE), Applicant Quality, Target Group Orientation and Diversity of Applicant (DA)). Each latent variable is estimated using multiple indicators, represented by their respective subscripts (e.g., SNSE1, SNSE2, SNSE3, SNSE4). The model also includes three regression paths between SNSE and Applicant Quality, Target Group Orientation and Diversity of Applicant (DA)).

Table 2- Overall Tests

Model Tests

Label	X ²	Df	P
User Model	2547	98	< .001
Baseline Model	11064	120	< .001

Table 2 is of results of a model test, specifically a chi-squared (X²) test of model fit. The User Model has a X² value of 2547 and 98 degrees of freedom (df), while the Baseline Model has a X² value of 11064 and 120 df. The p-value for both models is less than 0.001, indicating strong evidence against the null hypothesis that the User and Baseline Models fit the data equally well. Specifically, the User Model appears to fit the data significantly better

than the Baseline Model, which suggests that the additional complexity and parameters in the User Model are justified.

Table 3 - Fit Indices

95% Confidence Intervals				
SRMR	RMSEA	LOWER	UPPER	RMSEA P
0.051	0.254	0.246	0.263	< .001

Table 3 consist of fit indices for the estimated model. The "SRMR" value is 0.051, which indicates a relatively small amount of residual covariance remaining unexplained by the model. While The RMSEA value is 0.254, which suggests that the model has a moderate fit to the data. The 95% confidence intervals for the RMSEA range from 0.246 to 0.263, which indicates that the RMSEA estimate is fairly precise. The "RMSEA P" refers to the p-value for the RMSEA, which in this case is less than 0.001. This provides strong evidence against the null hypothesis that the RMSEA is equal to or smaller than some predetermined threshold, which is typically set at 0.05 or 0.08. Overall, these fit indices suggest that the estimated model has an acceptable fit to the data, but there may be some areas for improvement.

Table 4 -User Model Versus Baseline Model

	Model
CFI	0.776
TLI	0.726
(NNFI	0.726
(NFI	0.770
PNFI	0.629
RFI	0.718
IFI	0.777
RNI	0.776

Table 4 is of additional fit indices comparing the User Model to the Baseline Model. These fit indices provide information on how well the User Model fits the data relative to a simpler, more restricted model (i.e., the Baseline Model).

The CFI value is 0.776, the TLI value is 0.726, the NNFIvalue is 0.726, the NFIfvalue is 0.770, the PNFIvalue is 0.629, the RFI value is 0.718, the IFIfvalue is 0.777 and the RNIfvalue is 0.776. Overall, these fit indices suggest that the User Model fits the data better than the Baseline Model, but there may still be some areas for improvement.

Table 5Measurement Model

95% Confidence Intervals								
Latent	Observed	Estimate	Se	Lower	Upper	B	Z	P
Social Networking Sites Effect	Social Networking Sites Effect	1.000	0.0000	1.000	1.000	0.892		

(SNSE)	(SNSE1)							
	Social Networking Sites Effect (SNSE2)	0.958	0.0328	0.894	1.022	0.902	29.2	< .001
	Social Networking Sites Effect (SNSE3)	0.901	0.0382	0.826	0.976	0.816	23.6	< .001
	Social Networking Sites Effect (SNSE4)	0.954	0.0356	0.884	1.024	0.869	26.8	< .001
Applicant Quality	Applicant Quality (QA1)	1.000	0.0000	1.000	1.000	0.894		
	Applicant Quality (QA2)	0.920	0.0478	0.826	1.014	0.732	19.2	< .001
	Applicant Quality (QA3)	1.064	0.0383	0.989	1.139	0.885	27.8	< .001
	Applicant Quality (QA4)	0.964	0.0419	0.882	1.046	0.810	23.0	< .001
Target Group Orientation (TGO)	Target Group Orientation (TGA1)	1.000	0.0000	1.000	1.000	0.752		
	Target Group Orientation (TGA2)	1.206	0.0591	1.091	1.322	0.864	20.4	< .001
	Target Group Orientation (TGA3)	1.257	0.0588	1.142	1.372	0.901	21.4	< .001
Diversity of Applicant (DA))	Diversity of Applicant (DA)1)	1.000	0.0000	1.000	1.000	0.853		
	Diversity of Applicant (DA)2)	0.986	0.0422	0.904	1.069	0.865	23.4	< .001
	Diversity of Applicant (DA)3)	1.051	0.0407	0.971	1.131	0.910	25.8	< .001

Diversity of Applicant (DA)4)	1.009	0.0373	0.936	1.082	0.930	27.1	< .001
Diversity of Applicant (DA)5)	1.088	0.0417	1.007	1.170	0.914	26.1	< .001

Table 5 shows the results of the measurement model, including estimates of the relationships between the latent variables and their observed indicators, as well as the statistical significance of these relationships.

For each latent variable (Social networking sites Effect, Applicant Quality, Target Group Orientation and Diversity of Applicant), there are several observed indicators (SNSE1-4, QA1-4, TGA1-3, DA1-5). The table provides estimates of the standardized loadings (Estimate), their standard errors (Se) and the lower and upper bounds of their 95% confidence intervals (Lower and Upper). The table also shows the regression coefficient (B), the associated Z-value and the statistical significance (P) of each observed variable with respect to its latent variable.

For example, for the latent variable social networking sites Effect, the observed indicators SNSE2-4 have positive and statistically significant loadings (i.e., coefficients) on the latent variable, with loadings ranging from 0.901 to 0.958. SNSE1 has a perfect loading of 1.000, meaning it is a perfect indicator of the latent variable. Similarly, for the latent variable Applicant Quality, the observed indicators QA2-4 have positive and statistically significant loadings on the latent variable, with loadings ranging from 0.920 to 0.964. QA1 has a perfect loading of 1.000. These results provide evidence for the validity of the measurement model, indicating that the observed variables are good indicators of their corresponding latent variables.

Table 6 Variances and Covariances

Variable 1	Variable 2	Estimate	Se	95% Confidence Intervals		B	Z	P
				Lower	Upper			
Social Networking Sites Effect (SNSE1)	Social Networking Sites Effect (SNSE1)	0.3406	0.02063	0.3002	0.3811	0.2051	16.51	< .001
Social Networking Sites Effect (SNSE2)	Social Networking Sites Effect (SNSE2)	0.2778	0.01681	0.2448	0.3107	0.1865	16.52	< .001
Social Networking Sites Effect (SNSE3)	Social Networking Sites Effect (SNSE3)	0.5388	0.03344	0.4733	0.6043	0.3344	16.11	< .001
Social Networking Sites Effect (SNSE4)	Social Networking Sites Effect (SNSE4)	0.3896	0.02372	0.3431	0.4361	0.2448	16.43	< .001
Applicant	Applicant	0.255	0.0173	0.221	0.289	0.201	14.7	< .001

Quality (QA1)	Quality (QA1)	4	4	4	3	5	3	1
Applicant Quality (QA2)	Applicant Quality (QA2)	0.7425	0.05019	0.6441	0.8408	0.4644	14.79	<.001
Applicant Quality (QA3)	Applicant Quality (QA3)	0.3168	0.02139	0.2749	0.3587	0.2167	14.81	<.001
Applicant Quality (QA4)	Applicant Quality (QA4)	0.4936	0.03298	0.4290	0.5582	0.3442	14.97	<.001
Target Group Orientation (TGA1)	Target Group Orientation (TGA1)	0.6132	0.03746	0.5398	0.6867	0.4345	16.37	<.001
Target Group Orientation (TGA2)	Target Group Orientation (TGA2)	0.3958	0.02445	0.3479	0.4437	0.2542	16.19	<.001
Target Group Orientation (TGA3)	Target Group Orientation (TGA3)	0.2905	0.01824	0.2548	0.3263	0.1873	15.93	<.001
Diversity of Applicant (DA1)	Diversity of Applicant (DA1)	0.4153	0.02980	0.3569	0.4737	0.2729	13.94	<.001
Diversity of Applicant (DA2)	Diversity of Applicant (DA2)	0.3615	0.02597	0.3106	0.4125	0.2515	13.92	<.001
Diversity of Applicant (DA3)	Diversity of Applicant (DA3)	0.2529	0.01841	0.2168	0.2890	0.1715	13.74	<.001
Diversity of Applicant (DA4)	Diversity of Applicant (DA4)	0.1758	0.01302	0.1503	0.2013	0.1350	13.50	<.001
Diversity of Applicant (DA5)	Diversity of Applicant (DA5)	0.2570	0.01875	0.2203	0.2938	0.1640	13.70	<.001
Social Networking Sites Effect (SNSE)	Social Networking Sites Effect (SNSE)	1.3203	0.11612	1.0928	1.5479	1.0000	11.37	<.001
Applicant Quality	Applicant Quality	-0.072	0.00980	-0.091	-0.052	-0.071	-7.36	<.001

		1		4	9	3		
Target Group Orientation	Target Group Orientation	-0.1314	0.01096	-0.1529	-0.1099	-0.1646	-11.99	< .001
Diversity of Applicant (DA))	Diversity of Applicant (DA))	-0.0741	0.00764	-0.0890	-0.0591	-0.0669	-9.70	< .001
Applicant Quality	Target Group Orientation (TGO)	-0.0384	0.00500	-0.0482	-0.0286	-0.3940	-7.67	< .001
Applicant Quality	Diversity of Applicant (DA))	-0.1001	0.00660	-0.1131	-0.0872	-1.3700	-15.16	< .001
Target Group Orientation (TGO)	Diversity of Applicant (DA))	-0.0678	0.00522	-0.0780	-0.0576	-0.6874	-13.00	< .001

Table 6 provides information about the estimates, standard errors, confidence intervals and statistical significance of various variables in a statistical model. The model appears to be investigating the effects of social media networking, applicant quality, target group orientation and diversity of applicants on some outcome variables (which is not provided in the table).

For example, the table shows that the estimate for the effect of social networking sites (SNSE) on the outcome variable is 1.3203, with a standard error of 0.11612. The 95% confidence interval for this effect ranges from 1.0928 to 1.5479. The z-test for this effect is statistically significant ($p < .001$), indicating that the effect is unlikely to be due to chance.

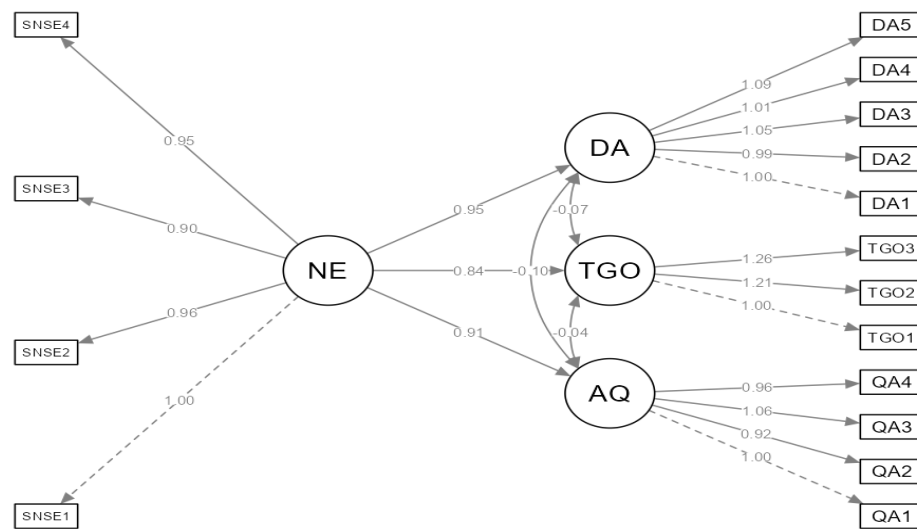
Table 7 - Parameters Estimates

Dep	Pred	Estimate	Se	95% Confidence Intervals		B	Z	P
				Lower	Upper			
Applicant Quality	Social Networking Sites Effect (SNSE)	0.906	0.0303	0.847	0.966	1.04	29.9	< .001
Target Group Orientation (TGO)	Social Networking Sites Effect (SNSE)	0.839	0.0372	0.766	0.912	1.08	22.6	< .001
Diversity of Applicant (DA)	Social Networking Sites Effect (SNSE)	0.946	0.0362	0.875	1.016	1.03	26.2	< .001

Table 7 displays parameter estimates, standard errors, 95% confidence intervals and statistical test results for a regression analysis that examines the relationship between three dependent variable (Applicant Quality, Target Group Orientation and Diversity of Applicant) and a predictor variable (Social networking sites Effect).

From a statistical perspective, the table shows that all three variables Applicant Quality, Target Group Orientation and Diversity of Applicant are significantly associated with the Social Networking Sites Effect at a very high level of confidence ($p < .001$). Specifically, each unit increase in Applicant Quality is associated with a 0.906 unit increase in social networking sites Effect, while holding all other variables constant. Similarly, each unit increase in Target Group Orientation and Diversity of Applicant are associated with 0.839 and 0.946 unit increases in social networking sites Effect, respectively, while holding all other variables constant. The beta values suggest that Applicant Quality has the strongest association with social networking sites Effect, followed by Diversity of Applicant and Target Group Orientation, respectively, based upon the research result, following estimated framework has been designed.

Figure 1 - Path Model



VI. DISCUSSION AND CONCLUSION

The statistical analysis conducted indicates that the three predictor variables - Applicant Quality, Target Group Orientation and Diversity of Applicant - have a significant association with the dependent variable, social networking sites Effect. The results suggest that higher levels of Applicant Quality, Target Group Orientation and Diversity of Applicant increases as an effect of social networking sites. Applicant Quality has the strongest association with Social Networking Sites Effect and study results aligned with the previous work of Huang and Lee (2018), who explored that social networking sites have a positive impact on the quality of job applicants, followed by Diversity of Applicant and Target Group Orientation. A study by Gowan and Gatewood (2013) found that job seekers who used social media platforms, such as Facebook and Twitter, reported higher levels of TGO and were more likely to tailor their job search strategies to match the requirements of their target employers. Research by Zhao and colleagues (2012) suggests that social networking sites can increase diversity in job applications and same was found in our research too.

These results are in line with other research that found a correlation between social media recruiting success and candidate quality, diversity, and target group orientation. This research adds to the body of knowledge by presenting concrete proof that these elements significantly affect the success of social media recruiting.

VII. Implication OF THE STUDY

Studying the impact of Social Networking Sites Effect (SNSE) on applicant quality, target group orientation (TGO) and diversity of applicants (DA) has several important implications. Firstly, it can provide valuable

insights into how social networking sites are changing the way organizations approach recruitment and selection processes. This can help organizations adapt to changing trends and improve their recruitment strategies.

Secondly, it can provide insights into the relationship between Social Networking Sites Effect and applicant quality, TGO and DA. This information can be used to develop effective strategies for promoting diversity and inclusivity in the workplace. Organizations can also use this information to improve the quality of applicants they attract and hire.

Thirdly, studying the impact of Social Networking Sites Effect on applicant quality, TGO and DA can help identify potential biases in recruitment processes that may be perpetuated through the use of social networking sites.

Finally, this research can contribute to the broader field of social media and its impact on various aspects of society, including employment and the workplace. Understanding the impact of SNSE on applicant quality, TGO and DA can provide insights into broader societal trends and help us better understand the impact of social media on our lives.

VIII. STUDY LIMITATION

Since the study has been conducted in Rajasthan only, it may not be possible to generalize the findings to other regions of the country or other countries therefore, the results may not be completely accurate. Finally, the study focuses only on the impact of social networking sites on applicant quality, target group orientation and diversity of the applicant, other factors that may impact recruitment efficiency, such as organizational culture or job characteristics, are not explored in this study.

IX. THE FUTURE SCOPE OF THE STUDY

The future scope of the study on the impact of Social Networking Sites Effect (SNSE) on Applicant Quality, Target Group Orientation (TGO) and Diversity of Applicant (DA) could involve extending the research to different regions of India or other countries to compare the findings and understand how social media recruitment strategies differ across regions. Moreover, further research could explore the impact of other social media platforms on recruitment efficiency and investigate the role of social media in enhancing employer branding and creating a positive employer image. Further knowledge of how job searchers see the usage of social media for recruiting and how their use of social media affects their job search behaviour might be attained via qualitative research techniques. Finally, the study could also consider the impact of social media on other outcomes, such as employee retention and job satisfaction, which could provide insights into the long-term implications of social media recruitment strategies.

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Scaling Statement

Diversity of applicants

Code	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
DA1	There are now more applicants with diverse backgrounds.					
DA2	There are now more candidates from across the country.					
DA3	The total number of candidates from the region has grown.					
DA4	There are now more candidates from outside of Germany.					
DA5	There are now more international applications					

Quality of Applicants/Applications

Code	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
QA1	There are more competent candidates now.					
QA2	Applications received are better organized.					
QA3	The quality of incoming applications is strong.					
QA4	Applications coming in can be read better.					

Target group orientation

Code	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
TGO1	Reaching the intended group is simpler.					
TGO2	The target groups' demands are taken into account while creating employment adverts					
TGO3	The caliber of suitable applications has improved.					

Networking Effect

Code	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
NE1	Ensure a high degree of valuable connections.					
NE 2	Own a broad network.					
NE 3	Make it simpler to get in touch with contacts abroad.					
NE 4	Broaden the impact of networking.					