Analyzing the Cognitive Approach of Nepali Youth Job Seekers towards Online Recruitment

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Abstract

This study explored the factors influencing job seekers' behavioral intentions to use e-recruitment platforms in Nepal. The study examined the relationships between Performance expectancy, effort expectancy, subjective norms, objective norms, facilitating conditions, and behavioral intentions. A sample of 250 students from public and private colleges participated. Through descriptive and causal-comparative methodologies, significant correlations between the variables were revealed. Regression analysis highlighted the predictive ability of performance expectancy (= .296, p < .001) and subjective norms (= .485, p < .001). The findings underscore the importance of these factors in shaping job seekers' intentions to use online recruitment. This study contributes valuable insights for practitioners and stakeholders in the online recruitment sector, guiding tailoring platforms to the preferences of Nepali job seekers.

Keywords: behavioral intention, job seeker preferences, recruitment behavior, technology adoption

JEL Classification: D83, J24, J29, M12, M59

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Introduction

The increased use of the World Wide Web as a tool for seeking employment benefits all job seekers, as does the actions of those who put in more time and effort to educate themselves about the labor market. Employment portals offer quick, simple, and organized services to job searchers (Brencic & Norris, 2008; Shahi et al., 2022). Although job seekers' personalities may influence how they approach the employment requirement process (Virga & Rusu, 2018), in the present labor market, e-recruitment is a useful instrument for both companies and job seekers because it enables candidates to upload numerous applications rapidly and affordably. The increased usage of the internet as a tool for finding employment can benefit all job seekers (Suvankulov et al., 2012).

Recruitment websites provide quick, easy, and organized services to job searchers; this activity, which requires work and time, gathers information about job options and produces employment chances (Boswell, 2006) much more quickly. While the findings show that businesses particularly want technologically driven expertise and skills for job searches, Branine (2008) suggested that candidates originally have excessive and irrational expectations about potential employment opportunities and the labor market in recruiting and selection. Relative with conventional recruitment networks (newspapers, associates, and agencies), online job portals can provide job seekers a better selection of possibilities and increasingly sophisticated capabilities to determine a job's suitability (Dahal et al., 2023; Kurekova et al., 2015). In this regard, Nepalese companies acquire employees' information and recruit them using online job portals where job seekers provide their qualifications and other details required for the organization's vacancy. With a general understanding of the effectiveness of the various e-recruitment sources they are using and what sources of e-recruitment affect the intention of the qualified applicants, job seekers to pursue the jobs, organizations that want to attract a pool of qualified applicants, and ultimately the employees will benefit from this study. The study's conclusions are easily adaptable to help firms create an effective human resource strategy.

The traditional methods of hiring involve requesting referrals from friends or employees, conducting executive searches, and running newspaper advertisement (Holm, 2012). In the event that the company's policies, technology, location, mergers, acquisitions, or employee resignation change, this approach will continue to be followed often in order to grow, retain, or re-adjust the workforce. Most career portals and job boards offer a more user-friendly experience than their traditional counterparts for employers and job seekers (Okeh, 2023). For example, users of most online job boards can choose

positions based on a variety of educational and professional requirements, income ranges, and preferred locations. Internet job boards offer several benefits with regards to the application procedure for jobs (Grabner & Tsvetkova, 2022). Its inherent knowledge that most job boards allow job seekers to upload or construct their curriculum vitae (CV) and cover letter online, making it simple to apply for any number of posted opportunities. Autor (2001) claimed that the job market search theory forecasts that both the minimum productivity an employer will tolerate and the minimum wage that a worker will accept will increase more quickly because job seekers and employers are able to evaluate greater potential fits because of the internet's reduced cost of job exploration.

Nepalese organizations have several prominent e-recruitment sources (Maharjan, 2019), including corporate websites with career pages, job boards, professional networking sites, social networking sites, and human resource (HR) sourcing firms. Banking institutions are known to employ these numerous concurrent modules to connect with potential applicants who could be fit for the open position. Over the past few years, online job search resources and Internet penetration rates have greatly increased (Haight et al., 2016). However, much research has not been done on whether the Internet has improved the effectiveness of matching employees with employment. The lack of empirical research is mostly a result of challenges in evaluating the effectiveness of the Internet for job searching due to unobserved heterogeneity and endogeneity of online employment exploration. The current study is targeted toward understanding job seekers' behavioral intentions toward e-recruitment among students in Nepal. In other words, how do performance and effort expectancy influence the behavior of job seekers in Nepal? In what way do objective norms, facilitating conditions, and subjective norms impact job seekers' behavior toward e-recruitment? The present study satisfied the following objectives to resolve the given issue:

i. To analyze the relationship between facilitating conditions, objective norms, subjective norms, performance expectancy, effort expectancy, and the behavioral intention of job seekers towards utilizing online recruitment services.

ii. To explore the effect of facilitating conditions, objective norms, subjective norms, performance expectancy, and effort expectancy on the behavioral intention of job seekers towards utilizing online recruitment services.

The study's findings are significant for better understanding job seekers' wants and expectations of employment sites in Nepal. This research directly contributed to job portals becoming more effective and valuable to their users. The current study is helpful for e-recruitment websites to understand job seekers' perceptions and intentions. The

study helps professionals revive established HR sector practices by merging modern upgrades into online recruitment platforms and channels.

Literature Review

Galanaki (2002) studied the benefits of using online platforms for hiring, such as fewer upfront expenses, a shorter hiring process, a broader candidate pool, better candidate quality, the opportunity to address market niches, and the capacity to draw in passive applicants for employment. Khanam et al. (2017) studied four independent variables that affected user adoption or acceptance of the e-recruitment system using the UTAUT (Unified Theory of Acceptance and Use of Technology) model: performance expectancy, effort expectancy, social influence, and self-efficiency; social influence was not thought to be a significant predictor in this model. The current study is similar regarding the variable used; all variables significantly influence job seekers' behavioral intentions.

The literature suggests that job seekers' perceptions of an employer during the pre-application information-gathering stage may have a significant impact on their decision to apply for positions through the employer's online recruitment system (Birgelen et al., 2008; Ghimire et al., 2021; Lievens & Harris, 2003). When applying for jobs, job searchers rely on the job information that is available to them (Fountain, 2005). According to Compeau and Higgins (1995), outcome expectancy substantially impacts an individual's attitude toward adapting to computing technologies. According to Akar and Topcu (2013), electronic word of mouth is currently a prominent force and has thus changed client purchasing behavior. In our environment, individuals often search for jobs on the most popular websites since they are heavily affected by others (Akar & Topçu, 2011).

The validity of the job posting heavily influences the job seeker's intent to use a job site, and job seekers are more concerned about their privacy policies and data. Considering the growing significance of data privacy and cyber security standards, as well as the decision of job searchers to use E-recruitment (Ekanayaka & Gamage, 2019). Denzer et al. (2021) found that residential internet connection considerably boosted internet usage as a search tool. This provides credibility to the idea that residential internet access facilitated job seekers' quest for employment. The current study also found that almost every respondent has access to an internet connection, making it easier to search for jobs.

Beard et al. (2010) estimated that using broadband at home or in public places reduced defection from the labor market by more than half. Dial-up Internet access statistically significantly influences labor market discouragement, reducing it by around one-third in America. The Internet enables businesses to fill job openings with the finest

individuals, increasing overall productivity and achieving the ideal mix of personnel qualities and work needs (Kuhn & Mansour, 2014). Mallakh (2020) revealed the study's findings that using the internet to look for a job improves the likelihood that the jobless would land a job.

Roshchin et al. (2017) analyzed that mutual synergy was identified between internet-hired individuals and openings that were usually filled this way. Private Russian-owned commercial and financial firms in medium and large cities are the most prevalent users of online techniques. Professionals are more likely to be recruited via the Internet than lower-skilled workers. In Nepal, privately owned companies use online techniques for recruitment. They hire job agencies to collect applicants and hire them based on their skills and caliber, mainly professionals. Thus, the following framework was established for this study to evaluate online recruitment's impact on job seekers' behavioral intention to apply for the job.

McFarland et al. (2020) found that the pandemic's onset was followed by an instantaneous increase in job-seeking activity (job applications), which persisted throughout the post-onset period. Abbad (2021) found that social influence did not affect behavioral intentions to use online education, but achievement and diligence expectancies did. Prior studies have primarily concentrated on determining variations in individuals as determinants of job search behavior and outcomes, or therapies intended to improve job discovery results (Dahal, 2022; Klehe & van Hooft, 2018; Liu et al., 2014). Comparatively, very little research has been done to examine the macro events that influence the manifestation and experience of job seeking (Ali et al., 2020). Wang et al. (2020have demonstrated that improvements in Internet technology promote recruitment within industries via favorable immediate advantages and favorable industry ripple effects. According to the findings of Kaur (2023), The influence of digital word-of-mouth on attitude, perceived value, and perceived convenience of use is important. While the association between digital word-of-mouth and behavioral intentions of job inquirers toward e-recruitment is completely mediated by perceived utility and attitude. Based on theory and empirical findings, the study is based on the following research framework:

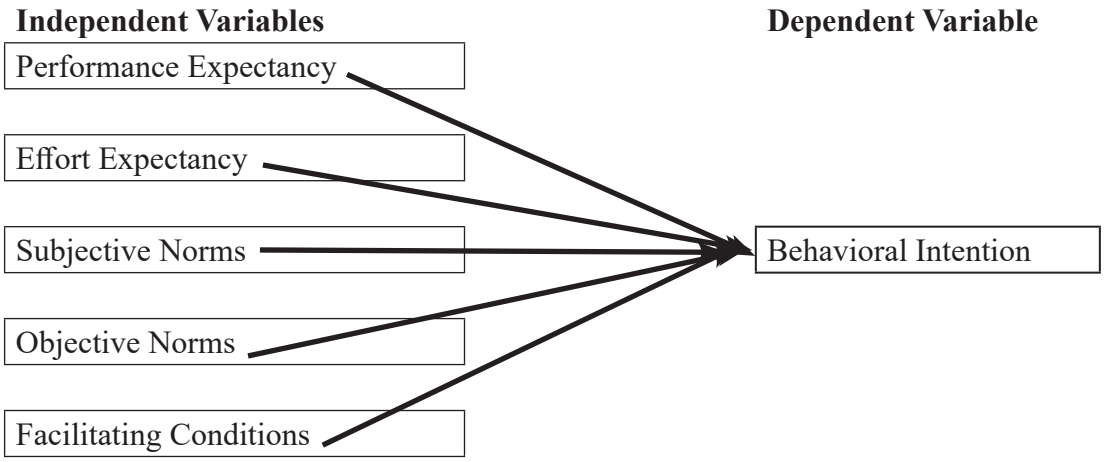

Figure 1 Research Framework

The study is based on the following hypothesis constructs:

H1: There is a significant relationship between performance expectancy and the behavioral inclination of job seekers toward utilizing online recruitment services.

H2: There is a significant relationship between effort expectancy and the 'behavioral intention' of job seekers towards adopting online recruitment services.

H3: A significant association exists between subjective norms and job seekers' behavioral intention concerning their utilization of online recruitment services.

H4: There is a significant connection between objective norms and the behavioral intention of job seekers in the context of utilizing online recruitment services.

H5: A significant interrelation exists between facilitating conditions and job seekers' behavioral intention concerning their engagement with online recruitment services.

Methodology

Research Design

The Unified Theory of Acceptance and Use of Technology (UTAUT) paradigm served as a guide for the descriptive causal-comparative research approach used in the present study. This approach aimed to analyze the cognitive approach of Nepali job seekers regarding online recruitment. Incorporating UTAUT allowed for a structured exploration of the cognitive aspects of online recruitment engagement by Nepali job seekers. The UTAUT framework, introduced by Venkatesh et al. (2003), is widely

acknowledged in technology adoption and usage research (Venkatesh et al., 2003). According to this concept, key factors influencing users' desire to accept and use technology include effort expectations, social influence, performance expectations, and facilitating conditions.

Population and sample

The research gathered data from 250 students from public and private colleges located in Kathmandu Valley. The students were assumed to be potential job seekers anticipating engaging in online recruitment. A purposive sampling approach was employed to select individuals most likely to participate in online recruitment processes. This enabled the researchers to investigate how factors such as facilitating conditions, effort expectancy, performance expectancy, and social influence, influence Nepali job seekers' cognitive approach to online recruiting.

Instrumentation

The present study utilized a comprehensive questionnaire, previously employed by Poudel (2018), to investigate the Unified Theory of Acceptance and Use of Technology (UTAUT) factors and the behavioral intention to engage with online recruitment platforms. This structured questionnaire of 25 items was modified to allow for the analysis of five distinct independent variables and one dependent variable. These variables were drawn from the UTAUT model established by Venkatesh et al. (2003), encompassing social norms, effort expectancy, objectives norms, facilitating conditions and performance expectancy as the independent variables, while the dependent variable was behavioral intention to utilize the online recruitment portal. The survey was created in the form of a Likert scale, enabling respondents to indicate their level of agreement with statements about these variables.

This facilitated the measurement of participants' attitudes, perceptions, and intentions related to online recruitment engagement. Using a descriptive causal-comparative research methodology, the researcher evaluated the correlations between these UTAUT-derived characteristics and job searchers' behavioral intention to use online recruitment platforms. This method allowed for the investigation of how social norms, effort expectancy, objective norms, facilitating conditions and performance expectancy interact to shape job seekers' intent to engage in online recruiting. This research design provides a solid foundation for delving into Nepali job seekers' cognitive views and behavioral intentions toward online recruitment platforms by merging elements from the UTAUT model and the work of Poudel (2018).

Data Analysis

The model aimed to examine the predictive power of five independent variables derived from the UTAUT model. These variables were facilitating conditions, social norms, objective norms, effort expectancy and performance expectancy which were assumed to influence the dependent variable, Behavioral Intention to adopt online recruitment platforms.

The regression equation can be represented as follows:

$$\textit{Behavioral Intention } (Y) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

X_1 = Performance Expectancy

X_2 = Effort Expectancy

X_3 = Subjective Norms

X_4 = objective Norms

X_5 = Facilitating Conditions

e= error term.

Respondents Profile

This section provides the characteristics of the respondents in the research on the cognitive approach of job seekers toward online recruitment in Nepal. It includes information on the gender and fields applied for in recruitment platforms.

Table 1

Characteristics of Respondents

Dimensions	Frequency	Percentage
Gender		
Male	106	42.4
Female	144	57.6
Total	250	100
Fields Applied for in E-recruitment Platforms		
Accounts and Finance	68	17.0
Education and Research	32	8.0
General Management	70	17.5
Human Resource/Administration	38	9.5
IT	24	6.0
Others	18	4.5
Total	250	100

Table 1 shows the gender distribution and fields for which persons applied through e-recruitment platforms in the study sample of 250 respondents. The data contains a gender distribution, with respondents classified as male or female. Furthermore, the participants' preferences for fields in E-recruitment platforms are revealed, including Accounts and Finance, Education and Research, General Management, Human Resource/Administration, IT, and other subjects. The variety of fields suggests diverse interests and backgrounds among the participants. This suggests that the participants have a wide range of career interests.

Reliability and Validity

The reliability test in this study aimed to analyze the internal coherence and dependability of the measurement elements within each dimension. This assessment is critical because it serves as the foundation for studying the elements impacting behavioral intention to utilize e-recruitment platforms.

Table 2

Reliability Test

S. N.	Dimensions	Items (Nos.)	Cronbach's Alpha
1	Performance Expectancy	5	0.717
2	Effort Expectancy	4	0.616
3	Subjective Norms	4	0.664
4	Objective Norms	3	0.634
5	Facilitating Conditions	5	0.749
6	Behavioral Intention	4	0.746
	Total	25	0.946

The Cronbach's Alpha coefficients were calculated for each dimension, reflecting the internal consistency of the measurement items. All the instruments have a Cronbach's Alpha higher than 0.60, indicating data consistency. Additionally, the overall Cronbach's Alpha for all dimensions combined was calculated to be 0.946. This high value suggests a robust internal consistency and reliability of the measurement items across the dimensions (Mallery, 2019).

Presentation and Analysis

In this section, a comprehensive exploration of the collected data is conducted, employing both descriptive and causal-comparative methodologies. The descriptive analysis focuses on key variables to unveil core patterns and distributions within the dataset. Correlation tests unveil relationships between variables, while regression analysis and Durbin-Watson tests delve into causal connections. This methodological

approach yields significant insights into the factors influencing Behavioral Intentions to use e-recruitment platforms. The distribution properties of various dimensions were assessed through skewness and kurtosis tests. By scrutinizing the distribution patterns of study dimensions, the research ensured the quality and suitability of the data for subsequent analyses. This rigorous examination safeguards the accuracy and integrity of the study's findings, enhancing the credibility of the research outcomes.

Table 3

The values of the Skewness/Kurtosis z-values of the dependent variable and independent variables

Factors	Skewness Statistic	Std. Error	Skewness Z-Values	Kurtosis Statistic	Std. Error	Kurtosis Z-values
Performance Expectancy	-0.624	0.154	-4.05	-0.337	0.307	-1.098
Effort Expectancy	-0.649	0.154	-4.21	-0.243	0.307	-0.792
Subjective Norms	-0.465	0.154	-3.02	-0.314	0.307	-1.023
Objective Norms	-0.754	0.154	-4.90	0.19	0.307	0.619
Facilitating Conditions	-0.569	0.154	-3.69	-0.58	0.307	-1.889
Behavioral Intention	-0.594	0.154	-3.86	-0.849	0.307	-2.765

The skewness and kurtosis values for the individual components analyzed are shown in Table 3. Skewness describes the degree of asymmetry in a data distribution, whereas kurtosis indicates the peakedness or flatness of the distribution. Skewness z-values are calculated by dividing the skewness by the standard error to determine the significance of skewness. For interpretation, a more lenient z-range of -3.29 to 3.29 is used when the sample size is between 50 and 300 (Shapiro et al., 1968). The skewness statistic for the Performance Expectancy component is -0.624, and the standard error is 0.154. The associated skewness z-value is -4.05, showing that the distribution is negatively skewed with a greater tail on the left side. The effort expectancy component has a skewness statistic of -0.649 and a standard error of 0.154, resulting in a skewness z-value of -4.21, indicating negative skewness and a substantially more pronounced left tail. The skewness statistic for Subjective Norms is -0.465, and the standard error is 0.154. This results in a skewness z-value of -3.02, showing negative skewness and a left-tilting distribution. Likewise, the skewness statistic for Facilitating Conditions is -0.569, with a standard error of 0.154. The matching skewness z-value of -3.69 indicates that the distribution has negative skewness and a more noticeable left tail. Finally, the factor Behavioral Intention has a skewness statistic of -0.594 and a standard error of 0.154. The skewness z-value of -3.86 highlights the negative skewness, indicating that the distribution is skewed to the left.

The kurtosis statistic for the Performance Expectancy factor is -0.337, and the standard error is 0.307. The resulting kurtosis z-value of -1.098 indicates that the peakedness or flatness of the distribution is within an acceptable range. The effort expectancy factor has a kurtosis statistic of -0.243 and a standard error 0.307. This results in a kurtosis z-value of -0.792, indicating that the distribution's peakedness or flatness is close to the normal range. The kurtosis value for the subjective norms factor is -0.314, and the standard error is 0.307. This yields a kurtosis z-value of -1.023, showing that the peakedness or flatness of the distribution is still within acceptable ranges.

On the other hand, the objective norms component has a kurtosis statistic of 0.19 and a standard error of 0.307. The associated kurtosis z-value of 0.619 indicates that the distribution is slightly more peaked than the normal distribution. The kurtosis value for the Facilitating Conditions component is -0.58, and the standard error is 0.307. The resulting kurtosis z-value of -1.889 indicates that the distribution's peakedness or flatness is comparatively lower, indicating that the data distribution is flatter in shape than the normal distribution. Finally, the Behavioral Intention factor has a kurtosis of -0.849 and a standard error 0.307. The kurtosis z-value of -2.765 indicates that the distribution's peakedness or flatness is significantly reduced, indicating that it has a flatter form than the normal distribution.

Table 4

Correlation Test Results

Factors	PE	EF	SN	ON	FC
Behavioral Intention	.864**	.783**	.880**	.722**	.843**

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4 shows the strength and direction of the correlations between dependent and independent variables. In this study correlation coefficient of performance expectancy with behavioral intention indicates a strong positive association between the anticipated performance benefits of online recruitment and the intention to use such platforms.

The association between effort expectancy and behavioral intention shows a strong positive relationship between the perceived ease of use of e-recruitment platforms and the intention to utilize them. Subjective norms demonstrate a significant association, indicating a strong positive relationship between individuals' perceptions of the attitudes of others and their inclination to use online recruitment platforms. The correlation between behavioral intention and objective norms suggests that there is a substantial positive relationship between external pressures or expectations and the intention to use e-recruitment platforms. Facilitating conditions indicate a strong positive desire to

use online recruitment platforms. These findings highlight the significant influence that facilitating conditions, performance expectancy, objective norms, subjective norms, and effort expectancy have on people's behavioral intention to use e-recruitment platforms.

Table 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.901[a]	.813	.809	.36833	.813	211.725	5	244	.000	1.708

a. Predictors: (Constant), Facilitating Conditions, Objective Norms, Effort Expectancy, Subjective Norms, Performance Expectancy

b. Dependent Variable: Behavioral Intention

Table 5 outlines the major summary statistics for the regression model used in the study. The model investigates the impact of numerous predictors on the Dependent Variable, Behavioral Intention. The R-value suggests a positive connection between facilitating conditions, objective norms, effort expectancy, subjective norms, performance expectancy, and behavioral intention. This indicates that the predictors have a significant association with the dependent variable. The R Square score suggests that the predictor variables in the model can explain approximately 81.3% of the variance in Behavioral Intention. This shows high predictability in understanding behavioral intention using the indicated variables. The change statistics show that adding predictors to the model considerably contributes to the variance in behavioral intention, as evidenced by the significant F-Change value, which is statistically significant. The Durbin-Watson value indicates the presence of autocorrelation in the model's residuals. A score shows that there is no significant positive autocorrelation.

Table 6

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.260	.125		-2.080	.039
	Performance Expectancy	.342	.087	.296	3.921	.000
	Effort Expectancy	.076	.077	.063	.996	.320
	Subjective Norms	.572	.077	.485	7.396	.000
	Objective Norms	.019	.064	.016	.297	.766
	Facilitating Conditions	.098	.099	.082	.991	.323

a. Dependent Variable: Behavioral Intentions

Table 6 displays the unstandardized and standardized coefficients, t-values, and significance levels for each predictor variable in the regression model to predict the dependent variable, behavioral intentions. The constant term represents the predicted value of the Dependent Variable when all predictor variables are zero. Subjective norms and performance expectancy are demonstrated to have a significant influence on behavioral intentions. There is no effect of effort expectation on behavioral intention. While effort expectancy, objective standards, and facilitating environments are not statistically significant predictors of behavioral intents, they are substantial predictors of behavioral intentions. In conclusion, the coefficients provide insights into the relationships and contributions of each predictor variable to the model's ability to predict Behavioral Intentions.

Table 7

Collinearity Statistics

Model		95.0% Confidence Interval for B		Collinearity Statistics	
		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-.507	-.014		
	Performance Expectancy	.170	.514	.135	7.405
	Effort Expectancy	-.075	.227	.189	5.279
	Subjective Norms	.419	.724	.179	5.595
	Objective Norms	-.108	.146	.256	3.902
	Facilitating Conditions	-.097	.292	.112	8.948

Table 7 displays collinearity statistics, which provide information about the relationships between predictor variables in the model. Multicollinearity, or the presence of significant correlations between predictor variables, is assessed using collinearity statistics. The 95.0% confidence interval denotes the range where the genuine population parameter (coefficient) is expected to fall. The performance expectancy coefficient implies that the study is 95% sure that the actual coefficient value falls within this range. Performance expectancy tolerance level indicates that it is less affected by the other predictors and has a lower level of collinearity. The collinearity statistics show no multicollinearity effect with each variable in the study.

Discussion

This study's findings are consistent with previous research efforts, demonstrating the consistent relevance of online recruitment platforms and their impact on job searchers' behavioral intentions. Galanaki (2002) emphasized the benefits of using the Internet for recruitment, such as larger applicant pools and shorter recruitment cycles. These

benefits are consistent with the findings of characteristics in the current study, such as Effort Expectancy and Performance Expectancy, that strongly influence individuals' inclinations to use e-recruitment platforms. Khanam et al. (2017) investigated user adoption of e-recruitment systems using the UTAUT paradigm. Our findings support theirs by indicating that variables such as Performance Expectancy and subjective norms play essential roles in determining job applicants' behavioral intentions. Compeau and Higgins' (1995) argument regarding the impact of outcome expectancy on technological adaption attitude is confirmed by our attention to variables like Effort Expectancy and Performance Expectancy, which substantially influences behavioral intention.

Furthermore, the dominance of electronic word of mouth and its influence on consumer behavior emphasized by Akar and Topcu (2011) finds resonance in modern job search behavior in Nepal influenced by the popularity of online job search platforms. The study's findings are contextualized within previous research, revealing both parallels and differences in understanding job-seeking behavior and the influence of technology improvements. McFarland et al. (2020) discovered increased job applications during the pandemic, demonstrating the importance of exogenous events in affecting job-seeking trends. Similarly, Abbad (2021) emphasized the impact of performance and effort expectations on behavioral intentions, consistent with the emphasis on these aspects in our study (Abbad, 2021). Prior research has focused mainly on individual variations and treatments to improve job search outcomes (Ghimire et al., 2023; Klehe & van Hooft, 2018; Liu et al., 2014), leaving gaps in understanding more significant macro factors on job pursuit (Wanberg, Ali, et al., 2020). This gap is filled by the study, which investigates the effects of several factors on individuals' intent to utilize e-recruitment platforms, providing insights into a holistic view of job-seeking behavior influenced by technology improvements. Wang et al. (2020) observed how advances in Internet technology spread from one business to another, facilitating job chances. The findings support this by demonstrating the impact of performance anticipation and subjective norms on individuals' intentions to use e-recruitment platforms. The well-fitting regression model emphasizes the predictability of behavioral intentions, which is like the beneficial direct influence on employment prospects shown by Wang et al. (2020). Roshchin et al. (2017) discovered a synergy between internet-based recruiting and specific job categories, corresponding to our observations of rising professional recruitment via online platforms in Nepal. These studies show that the factors impacting job seekers' behavioral intentions in the context of online recruitment are constant in Nepal and other international settings.

The study connects previous research with current findings, emphasizing the importance of essential criteria such as performance expectancy, effort expectancy, and subjective norms in determining job seekers' behavioral intentions toward using e-recruitment platforms. The unity of the results with earlier research contributes to the robustness and generalizability of the findings, demonstrating the importance of these parameters in affecting job searchers' interaction with online recruitment platforms.

Conclusion

A detailed analysis of the acquired data was performed in this study using descriptive and causal-comparative approaches. The sample of 250 students from various public and private colleges was chosen due to their likelihood of applying through online recruitment platforms. Applying descriptive and causal-comparative methodologies enabled a thorough exploration of the factors influencing individuals' Behavioral Intentions to use e-recruitment platforms. This study aims to shed light on the cognitive perspective of job seekers in Nepal and their involvement with E-recruitment platforms by exploring the interaction between these aspects.

The dependent variable, behavioral intention, was found to have substantial positive relationships with the independent variables, subjective norms, objective norms, facilitating condition, effort expectancy, and performance expectancy. These findings demonstrate how much these cognitive aspects influence people's willingness to use e-recruitment platforms. A well-fitting regression model that explained a sizable percentage of the variance in behavioral intention was also discovered through regression analysis. The R and R Square values' strong correlations highlighted the importance of the predictors, showing that behavioral intentions are highly predictable.

The effects of each predictor variable on behavioral intentions were shown via regression analysis, with relevant unstandardized coefficients and standardized Beta, performance expectancy, and subjective norms emerged as significant predictors, emphasizing their essential roles in explaining Behavioral Intentions. However, this prediction did not show statistical significance for effort expectancy, objective norms, or facilitating conditions, indicating minor relevance. Additionally, the knowledge gained via collinearity statistics revealed different degrees of interaction between predictor variables, which improved our comprehension of their interrelationships.

Future Scope and Limitations

There are various ways to advance our knowledge of Nepali job searchers' cognitive strategies for responding to online job postings. First off, expanding the study's geographic scope could make the results more generalizable. Participants from various parts of Nepal or other nations could help shed light on cross-cultural differences in job seekers' cognitive perspectives on online recruitment. Additionally, longitudinal study approaches may reveal patterns and trends in the cognitive approach of job seekers over time. Researchers can capture the dynamic character of online recruitment tactics and their influence on job seekers' decision-making processes by examining how their perceptions and behaviors change. In conclusion, while this study gives valuable insights into Nepali job searchers' cognitive approach to online recruitment, there are numerous potentials for future research to deepen and refine our understanding of this dynamic field. Balancing these prospective pathways with the stated limits will lead to a more thorough and robust investigation of the subject.

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