Online Recruitment: A Cognitive Perspective of Job Seekers in Nepal

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Abstract

IT adoption is more than just technology deployment; it requires careful consideration of social-cognitive factors. With this premise, in this paper, the behavioral intention of job seekers to use online recruitment services in Nepalese context has been examined on the basis of five determinants: Performance expectancy, Effort expectancy, Subjective Norms, Objective Norms and Facilitating conditions. The impact of predictor on outcome variable is examined using multiple regression analysis. The unified theory of acceptance and use of technology (UTAUT) has been used as basic foundation of the study.

Keywords: *UTAUT, Online Recruitment, Technology Acceptance and Use, Behavioral Intention, Technology Acceptance Model.*

Introduction

Recruiting and retaining qualified staff is vital to the success of many organizations. Even more, intangible assets such as workforce skills, proprietary know-how and intellectual property have even gained importance as key drivers of innovation and economic growth. Information and communication technologies (ICT) are at the origin of this development leading to a commoditization of many tangible assets as they have changed the ways human capital and acquired and managed by many organizations (Keim & Weitzel, 2016). For example, ICT in recent years has transformed the ways people find work as well as they effectively work together.

However, offering electronic application channels should be opened and whether application channels in turn should no longer be offered or at least promoted is a matter of discussion depending upon the specific situation of the enterprise. From the perspective of the internal workflow and IT diffusion model, structured electronic applications via web forms should be preferred as this channel avoids transferring paper based or unstructured electronic documents into a structured digital format. The increasing ratio of structured

electronic applications in turn offers many possibilities. With regard to external candidates, employers could build up profiles databases based on which talent relationship services are offered to highly qualified candidates (Keim & Weitzel, 2016). In this regard, electronic recruitment system offered by an organization can be considered as a significant tool for talent acquisition and talent retention, the core focus of talent management practices in contemporary global world.

An ineffective recruiting ruins the whole organizational system and thus focus of every organization should be on the initial steps of employee attraction and acquisition. As discussed above, integrating information and communication technologies to business function such as recruitment is worthy initiative from both employer and employee perspective and such an initiatives also supports company management to focus on other critical issues they face during the course of business in volatile business environment.

Keim, Malinowski, & Weitzel (2005) argued that recruiting and developing the right human resources is a fundamental source of innovation for many corporations. Also, as scarcities of certain skill profiles appear on the labor market, shortened time-to-hire represents an important competitive advantage as evident with fact that in recent years, adoption of IT has contributed to the efficient recruitment of many rare and diverse skill profiles in firms. In addition, the adoption of IT within corporate HR processes impacts not only on internal individuals and service providers but also on external individuals like job seekers.

In this context, how potential applicant could be attracted towards online recruitment system and identifying the factors that affect their intention to apply for jobs through online could be an important issue for research. Technology acceptance and adoption has been a popular issue for social science research and has got attention among social science researcher due to its strong theoretical base and flexibility to test in diverse fields such as mobile banking adoption, social recruitment, online recruitment, ICT for educational purpose, e-government etc. Very fewer researches on this field could be found in the context of least developed country. In developed country, researchers have extended their research model from behavioral intention to use behavior. However in context of least developed country, the research based on identifying the factors associated with behavioral intention as a proxy of actual behavior from applicant perspective is important to recruiters.

Research Issue

Nepal is among the least developed countries in the world, with about one-quarter of its population living below the poverty line. Nepal is heavily dependent on remittances, which amount to as much as 30% of GDP. It is a landlocked country that is highly dependent on its larger and potentially argumentative neighbors' of Tibet (China) to the North and India to the South. Its population of some 28 million supports a relatively weak economy: Nepal among poorest state in the world with an average annual per capita income of only $2700.

Massive earthquakes stuck Nepal in early 2015, which damaged or destroyed infrastructure and homes and set back economic development. Nonetheless, reconstruction efforts have progressively been going on. Economic development in Nepal has been complicated and affected by the constant change in political scenarios which has ranged from monarchy to being ruled by the Communist party in present context (CIA, 2018). Moreover, developing countries (DC), in particular Nepal, need to urgently develop a culturally appropriate national strategy if they wish information technology (IT) to have a positive impact on their overall socio economic development (Pradhan, 2017). Even more, the developing countries are trying to bridge the development gap by means of technology acquisition and utilization. Most importantly, there would be no question as to whether ICT is appropriate or not; it is a technology which cannot be ignored. It should also be noted that the world has undergone far reaching cultural, societal and economical changes based on the increasing dominance of digital technologies.

In sum, these changes have led to the current period being characterized as the "digital age". In line with these changes, digital technologies play an increasingly prominent role in both the lives of employees and human resource management (HRM), which seems to be affected in multiple ways. HRM should react to such changes and align its strategies and activities to a new labor market cohort, and search for adequate ways to recruit, develop, compensate, etc. such "digital employees" and moreover to integrate them with previous generations of employees (Parry, 2014).

Addressing to these notion, Nepalese HR managers need to develop a sound online recruitment practices. Currently, many organizations in Nepal are outsourcing recruitment function to third party job management portals. Some government and public organizations are also building their own recruitment portals for managing recruitment services. Various factors need to be considered for managing online recruitment from employer and employee perspective. It is necessary to manage the online recruitment system in such a way that easily attracts large pool of applicants and in order to attract applicant various social and cognitive factors need to be considered.

Being straightforward, the factors influencing the intention to apply for the jobs through online medium must be assessed. Without assessing those factors and integrating their feedback in online recruitment system, recruitment and overall HR function becomes ineffective and consequently it affects the viability and success of firm. Moreover, as younger generation constitutes the dominant share on potential talent pool, assessing their perception has utmost important for behavioral intention, use behavior and talent acquisition and selection. Drawing on the abovementioned premise, certain questions are to be solved such as Are job applicant perceive online recruitment useful? Do all job applicants are familiar with the procedure involved in applying for the job online? Do the recruitment policy, compensation policy and other applicant related information provided in the webpage of the company influences the intention to apply for the job? Does organization provided necessary support for difficulties faced by applicants during the period of applying for jobs through online? In general what set of factors are more

important in case of Nepal for affecting the behavioral intention among the job seekers. Majority of the issues raised here are related to applicant perception either from social level or from cognitive level. Moreover, the questions like whether the family, friends, relatives, teachers and professors influence the job applicant intention to use online job search websites or not are still unanswered. Based on the issues raised above, the study tries to identify the determinants of behavioral intention of job seekers from established technology adoption model. Moreover, to understand that factors that influence adoption of e-recruitment in Nepal from applicant perspective is utmost important.

Objectives of the Study

The general objective of the study is to examine the behavioral intention of job seekers to use online recruitment services.

The specific objectives of the study are as follows;

i.   *To examine the relationship between 'Performance Expectancy' and 'behavioral intention' of job seekers to use online recruitment services.*

ii.   *To examine the relationship between 'Effort Expectancy' and 'behavioral intention' of job seekers to use online recruitment services.*

iii. *To examine the relationship between 'Subjective Norms' and 'behavioral intention' of job seekers to use online recruitment services.*

iv.   *To examine the relationship between 'Objective Norms' and 'behavioral intention' of job seekers to use online recruitment services.*

v.   *To examine the relationship between 'Facilitating Conditions' and 'behavioral intention' of job seekers to use online recruitment services.*

Hypothesis

H_1: *'Performance expectancy' positively affects 'behavioral intention' of job seekers to use online recruitment services.*
H_2: *'Effort Expectancy' positively affects 'behavioral intention' of job seekers to use online recruitment services.*
H_3: *'Subjective Norms' positively affects 'behavioral intention' of job seekers to use online recruitment services.*
H_4: *'Objective Norms' positively affects 'behavioral intention' of job seekers to use online recruitment services.*
H_5: *'Facilitating Conditions' positively affects 'behavioral intention' of job seekers to use online recruitment services.*

Literature Review

Evolution of Online Recruitment

The evolution of online recruitment can be mapped from 1994, when Monster.com first emerged as an online tool for organizations to connect with potential candidates. Nowadays there are numerous online job boards and holistic e-recruitment portals on many company websites. E-recruitment is now all about attracting the right applicant for

the role, and is as much a challenge for the employer as it is for the applicant searching for a vacancy (Chignell, 2013).The phenomenon of recruiting talent through the internet spread in the early 90s in the United States (Brouwer, 2016).

Importance of Online Recruitment

Online recruitment is an integral part of the recruiting strategy for companies of all sizes and many industries. It's a fast, convenient way to find potential candidates, and it's cheaper than using newspaper ads or employment agencies. And because there are no space constraints, Web want ads can be any length, giving even the smallest companies the opportunity to craft clever ads that will capture the interest of prospective candidates. However, it's not as simple as just posting an ad on a Web site and waiting for the flood of applications to come in. Internet recruiting is only as successful as the quality of the information you put out there. The biggest problem is getting recruiters out of the "shrunken want ad mentality." Accustomed to the limitations of newspaper ads, they continue to use cryptic abbreviations and limit the job description to education and experience requirements; they can write as much as they want, but they don't include anything to make the job appealing (Gale, 2002).

Unified Theory of Acceptance and Use of Technology

Venkatesh, Morris, Davis, & Davis (2003) introduced the "Unified Theory of Acceptance and Use of Technology" to summarize all relevant extensions model of TAM to explain why individuals use and adopt a system and how individuals can be supported when adopting a new system.

The Unified Theory of Acceptance and Use of Technology(UTAUT) was formulated after reviewing the eight models i.e. Theory of Reasoned Action, the technology acceptance model, the motivational model, the theory of planned behavior, the model of PC utilization, the innovation diffusion theory, and the social cognitive theory. UTAUT provides a refined view of how the determinants of intention and behavior evolve over time. UTAUT theorized that the four constructs will play a significant role as direct determinants of user acceptance and usage behavior: performance expectancy, effort expectancy, social influence and facilitating conditions. Moreover, other important variable: attitude toward using technology, self-efficacy, and anxiety are theorized not to be direct determinants of intention.

Khanam, Uddin, & Mahfuz (2015) study adopted UTAUT model to determine university students' adoption factors and responses towards e-recruitment in Bangladesh. A total of 288 applicants were asked to report their response on four independent variables: performance expectancy, effort expectancy, social influence and self efficiency affecting the user adoption or acceptance on e-recruitment system where social influence was not considered to be a significant predictor in this model.

Arif, Ameen, & Rafiq (2018) applied the UTAUT model to investigate factors affecting student use of Allama Iqbal Open University's(AIOU) Web based services from

the perspective of Pakistani distance education. A total of 388 master's level students, selected through systematic sampling were administered self-completion structured questionnaire based survey with response rate of 82%. All statistical test were performed using IBM SPSS and process macro for SPSS. The finding of the model's hypothesis revealed that performance expectancy, effort expectancy and social influence were significant predictors of student behavioral intention to use AIOU, wheras actual student use is dependent on facilitating conditions and student behavioral intention to use. The impact of moderating variables with respect to age, gender and experience did not influence the actual use of Web services. It was authors first atempt to apply the UTAUT model to investigate the factors affecting student use of Web based services from the perspective of distance education.

Mansoori, Sarabdeen, & Tchantchane (2018)aimed at exploring the factors that might motivate citizens to adopt the e-Government public services proveded by the government of the Abu Dhabi Emirate. A total of 638 UAE citizens living in 3 main districts of the Abu Dhabi Emirate were surveyed wherein exploratory and confirmatory factor analysis were used to confirm the validity of the theoretical model and both multiple regression and the structural equation modeling was used to test the research hypothesis. The finding revealed that internet trust and performance expectancy was the strongest predictor of intention to use e-Government services. Effort expectancy, facilitating conditions and trust had a positive influence on behavioral intention. However, social influence did not have a significant effect. Gender, age and experience did not affect the relationship between social influence and behavioral intention. It was also found that the behavioral intention to use e-Government services had a significant influence on the actual use of e-Government sites. Moreover, author argued that the study is suitable in the context of developing countries like UAE. They had used 'trust in Internet use' as an additional predictor of behavioral intention. The survey was distributed online using Qualtrics.com survey tools which had been responded by 638 respondents with as strong kaiser-meyer-olkin(KMO) measure of sampling adequacy of 0.932 and reliability level of the seven constructs ranging from 0.781 to 0.927. The dependant variable behavior usage was measured only by two items i.e Have you ever used any e-government services and how often do you use e-Government services.

Abed (2018) examined UTAUT in the context of social commerce(s-commerce) through survey questionnaire of 441 Instagram users in Saudi Arabia using structural equation modeling. Findings revealed that social influence and trust are the most influencing significant factors affecting behavioral intention. In contrast, the effect of facilitating conditions on behavioral intention was found not insignificant. As s-commerce does not have a standard definition, it commonly refers to the delivery of e-commerce activities through the social media environment.

Figure 1
Conceptual Framework
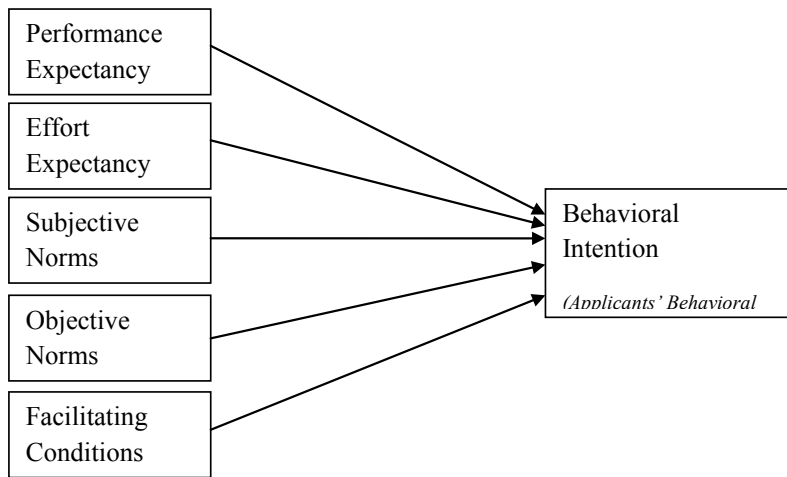
Research Methodology

The study has used the descriptive and an analytical research design. The research model is based on UTAUT framework developed by (Venkatesh, Morris, Davis, & Davis, 2003). A total of 56 respondents have been chosen using purposive sampling method which consisted of final year master level students studying in two business school of Kathmandu: Apex College, Mid Baneswor and Nepal Commerce Campus, New Baneswor. The structured administered questionnaire was used to solicit responses from students regarding their perceptions on various measures related to online job application. The questionnaire consisted of three sections. In the first section, respondents were required to share their demographic information and intention to stay in Nepal or go abroad in near future. The second part consisted of questions relating to determinants of behavioral intention to apply for jobs online. The third section of the questionnaire consisted of four items on 7 point Likert scales ranging from strongly disagree to strongly agree and those questionnaires were asked to measure the dependent variable: Behavioral Intention (BI).

The data were collected in classroom setting. First, the department coordinators and representative of each college were requested for assistance in filling out the questionnaire. Then, after their acceptance, the questionnaire was distributed to every students being present on the day. Before filling up the responses, information regarding the purpose of the study, scaling technique, and other relevant information were provided. Finally, they were asked if they find any items difficult to respond or not. The data was analyzed using descriptive statistics and multiple linear regressions using SPPS. The assumptions of multiple linear regressions were checked. The relationship between behavioral intention to use online job search system and its determinants are analyzed using scatter plot and multiple regression analysis. The final value of Cronbach's alpha and items included in each construct which has been shown in the table.

Table 1
Reliability Analysis

Construct	Cronbach's alpha(α)	Excluded Items
1. Performance Expectancy (PE)	0.808	• None
2. Effort Expectancy (EE)	0.875	• It will be impossible for me to fill and submit online job application form without support of expert guidance and support.
3. Subjective Norms (SN)	0.853	• Friends, etc, have been invited to a job interview after applying for jobs online therefore I also intend to use the online job application system.
4. Objective Norms (ON)	0.821	• None
5. Facilitating Conditions (FC)	0.870	• I would easily find essential information such as recruitment policy, compensation policy, curriculum etc clearly in companies' official websites. • While applying for jobs online, I could get online/offline support from company for any difficulties. • On the online application forms I have used so far data entry was possible without interruptions.
6. Behavioral Intention (BI)	0.821	• None

The values of Cronbach's Alpha are within the range of 0.808 to 0.875 for all constructs included in the model. Thus, according to the Interpretation of Cronbach's Alpha Values presented in (Mwape & Mumba, 2012), when the Cronbach's alpha values falls within , the level of Internal Consistency is regarded as Good. Further, Mwape & Mumba (2012) elaborated that Cronbach's alpha estimates the reliability of a measuring instrument or scale by determining the internal consistency of the instrument or the average correlation of the items measuring the same variable.

Results

Table 2
Respondent's Profile

Sample=56

Particulars	Specification	Results
Gender	Male	25%
	Female	75%
Province	Province No 1	14.3%
	Province No 2	5.4%
	Province No 3	50%
	Province No 4	0
	Province No 5	14.3%
	Province No 6	3.6%
	Province No 7	12.5%
Academic Program	MBA	46.4%
	MBM	53.6%
School type (SLC)	Government/Public School	19.6%
	Private School	80.4%
Plan to settle abroad	Yes	17.9%
	No	82.1%
Age	Mean	24.43
	Minimum	21
	Maximum	29

Table 3
Analysis of Statements

Statements	Mean	Std. Deviation
Determinants of Behavioral Intention		
A) Performance Expectancy		
I would find the online application system useful in applying for a job	5.7	1.361
It takes short time to apply for jobs online	5.34	1.576
Applying for jobs online increases my chances of getting a job	4.07	1.672
Applying for jobs online is the best way to introduce me to a company	4.27	1.578

Online job portals and career section of companies websites helps me to get current career information	5.18	1.642
Applying for jobs online is a complete waste of time and energy (Reversed)	5.46	1.618

B) Effort Expectancy

It is easy for me to learn the steps involved in online job application process	4.91	1.599
My interaction with the online job application form would be clear and understandable	4.64	1.689
It is really easy for me to fill up and submit online job application form	5.04	1.788

C) Subjective Norms

My friends think that I should apply for jobs online	4.82	1.664
My family members and relatives think that I should apply for jobs online	4.45	1.768
My teachers and professors think that I should apply for jobs online	4.54	1.651

D) Objective Norms

Firms where I sent my job application favor using the online application process	4.23	1.452
Firms where I sent my application to have supported the use of the online application form	4.34	1.621
In the job advertisement, companies announce their preference to use their e-recruitment system	4.77	1.401

E) Facilitating Conditions

I have the resources needed for applying jobs online	5.36	1.823
I have the knowledge necessary for applying for jobs online	5.54	1.684
Behavioral Intention		
If I want to find a job, I intend to use job search websites and organization's career websites	5.68	1.478
If I want to find a job, it is likely that I will register to become a member of job search website	5.36	1.6
If I want to find a job, it is likely that I will send a resume to companies or job search websites online	5.43	1.488
I would use online job application system rather than offline job application system to apply for jobs for my next application	5.32	1.608

Testing of Hypothesis

Model

$$BI = \beta 0 + (\beta 1 \times PE) + (\beta 2 \times EE) + (\beta 3 \times SN) + (\beta 4 \times ON) + (\beta 5 \times FC) + \mu$$

Where,

BI=Behavioral Intention

PE=Performance Expectancy

EE=Effort Expectancy

SN=Subjective Norms

ON=Objective Norms

FC=Facilitating Conditions

α = Constant term

μ = Error term

$\beta 1, \beta 2, \beta 3, \beta 4,$ and $\beta 5$ = coefficient of Independent variables: PE, EE, SN, ON & FC respectively.

Table 4
Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.651	0.424	0.367	3.96759

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	580.341	5	116.068	7.373	.000
Residual	787.088	50	15.742		
Total	1367.429	55			

Coefficients	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	11.588	2.832		4.092	0
Performance Expectancy	0.285	0.109	0.387	2.614	0.012
Effort Expectancy	-0.371	0.158	-0.338	-2.349	0.023
Subjective Norms	0.434	0.158	0.389	2.741	0.008
Objective Norms	0.186	0.166	0.143	1.115	0.27
Facilitating Conditions	-0.13	0.202	-0.086	-0.643	0.523

Table 5
Summary Statistics of Estimated Model

Predictors	VIF
Performance Expectancy	1.901
Effort Expectancy	1.796
Subjective Norms	1.748
Objective Norms	1.431
Facilitating Conditions	1.557

Figure 2
Null Plot Adjacent Figure
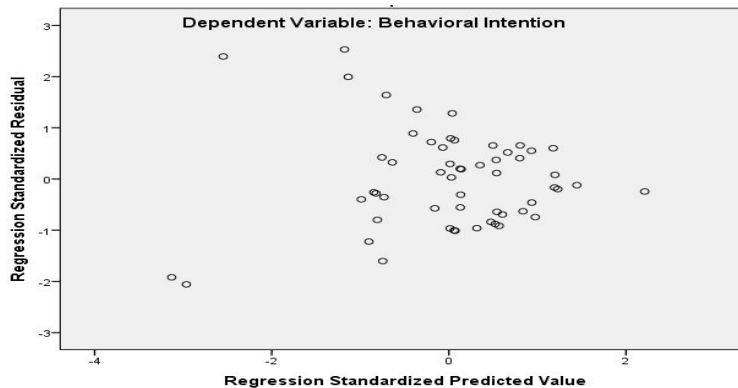
The null plot, adjacent figure, indicates random pattern. There is no problem of heteroscedasticity. Moreover, one sample K-S test shows that the errors are normally distributed since P value of the test is 0.890. Moreover, As Variance Inflation Factor (VIF) is one of indicator of multicollinearity. When VIF exceeds 10, the variable is said to be highly collinear. Since, the values of VIF are all less than 10 and ranges from 1.431 to 1.901 for all predictors so there is not the presence of multicollinearity.

The estimated regression model is significant, since F value turned out to be 7.373 and p-value: 0.000 is less than 0.05 at 5% level of significance. The R-square value turned out to be 0.424. According to ,Estimates of regression coefficients and their significance, All slope coefficients are significant and positve except objective norms and facilitating conditions at 5% level of significance. Moreover, the coefficient of Effort Expectancy turned out to be negative which is not consistent with the hypothesis. Tarafder (2013) argued that When using multiple linear regression, it may sometimes appear that there is a contradiction between intuition or theory and the sign of an estimated regression coefficient (β). For example, a theory or intuition may lead to the thought that a particular coefficient (β) should be positive in a particular problem. But after fitting the model there may be a negative sign for that coefficient. In such a scenario it is difficult for the analyst to explain the negative coefficient as the users of the model might believe the coefficient should be positive.

Tarafder (2013) further elaborated that one of the factors that plays an important role in determining the sign of regression coefficients is the range of predictor variables. The variance of the regression coefficient (slope of regression line) is inversely proportional to the spread of the predictor variable. If all values of the predictor variable are close together, then the variance of the sampling distribution of the slope will be higher. In some cases the variance will be so high that an analyst will discover a negative estimate of a coefficient that is actually positive

Therefore, only two hypothesis H_1:'Performance expectancy' positively affects 'behavioral intention' of job seekers to use online recruitment services and H_2:'Effort expectancy' positively affects 'behavioral intention' of job seekers to use online recruitment services are accepted and other three hypthesis are rejected.

Conclusion

Therefore, applicant considered perceived usefulness, time taken to apply for job, outcome expectancy, being updated with career information as an important factors that affect their intention to apply for job. Even more, the significant relationship between subjective norms and behavioral intention shows the power of social influence. The friends, family members, relatives, teachers and professors found to important sources that influence applicant's decision whether to adopt e-recruitment or not. Thus, this findings circuitously highlight the impact of network effect in decision making. As Lin(2010) argued e-recruitment adoption models without considerations of job seekers perceptions would be incomplete and potentially misleading. In support of his argument, Taylor and Todd(1995) added that IT adoption is more than just technology deployment as it requires careful consideration of social-cognitive factors for increasing user intention toward a new system and persuading them to use it. With these notes, further exploration on e-recruitment research incorporate social and cognitive factors would have greater significance in Nepalese context too.

Discussion

What are the key driving forces among job seekers to adopt online recruitment system?, was our general purpose and result from testing of hypothesis indicated that Performance Expectancy and Subjective Norms significant predictors of such behavior. In fact, such finding was also apparently reflected in descriptive analysis. Performance Expectancy and its related construct "Perceived Usefulness" were significant in most studies done using TAM or any related model(Davis et al.1989, Venkatesh et al.2003). Therefore it is not surprising that Performance Expectancy is a significant antecedent for the intention to use an e-recruiting system as well. Laumer, Eckhardt, & Trunk (2010) argued that the objective of an online application process is the actual employment(e.g for a job, internship) of the respective applicant and findings from their study was consistent with such an outcome expectancy as applicants expected online recruitment will increase their chances of getting job in comparison to other mediums. However, findings from our study come up with contrasting evidence. Majority of future employees expressed their state of unsurety on such notion. Differences of on such findings might be the prevalent of other factors which affected outcome expectancy such as political-economic and socio-cultural factors., however further exploring such factors was beyond pre-set objective.

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Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly , 27* (3), 425-478.

Proforma Questionnaire

A SURVEY ON ONLINE RECRUITMENT: A COGNITIVE PERSPECTIVE OF JOB SEEKERS

Section 1: Introductory Part

The following questions require you to share your demographic information and your intention to stay in Nepal or go abroad in near future.

1. Name of Educational Institution: _____
2. Academic Program _____
3. Section(If any) _____
4. Name of the district you belong to: _____
5. Gender:
    a) Male
    b) Female
6. Age: _____
7. I passed S.L.C Examination from:
    a) Government/Public School
    b) Private School
8. Plan to settle abroad in near future:
    a) Yes
    b) No
    c)

Section 2: Determinants of Behavioral Intention

Following questions requires you to share your degree of agreement or disagreement on the basis of your past experience of applying the jobs online. For study purpose, the dimensions of behavioral intention is divided into five categories i.e. A) Performance Expectancy B) Effort Expectancy C) Subjective Norms D) Objective Norms E) Facilitating Conditions. Please tick on appropriate responses of each statement.

Parameters:

1	2	3	4	5	6	7
Completely Disagree	Moderately Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Moderately Agree	Completely Agree

A) Please rate the degree to which you agree or disagree with each of the following statements related to performance expectancy:

	1	2	3	4	5	6	7
I would find the online application system useful in applying for a job.							
It takes short time to apply for jobs online.							
Applying for jobs online increases my chances of getting a job.							

	1	2	3	4	5	6	7
Applying for jobs online is the best way to introduce me to a company.							
Online job portals and career section of companies websites helps me to get current career information.							
Applying for jobs online is a complete waste of time and energy.							

B) Please rate the degree to which you agree or disagree with each of the following statements related to effort expectancy:

	1	2	3	4	5	6	7
It is easy for me to learn the steps involved in online job application process.							
It will be impossible for me to fill and submit online job application form without expert guidance and support.							
My interaction with the online job application form would be clear and understandable.							
It is really easy for me to fill up and submit online job application form.							

C) Please rate the degree to which you agree or disagree with each of the following statements related to subjective norms.

	1	2	3	4	5	6	7
My friends think that I should apply for jobs online.							
My family members and relatives think that I should apply for jobs online.							
My teachers and professors think that I should apply for jobs online.							
Friends, etc. have been invited to a job interview after applying for jobs online therefore I also intend to use the online job application system.							

D) Please rate the degree to which you agree or disagree with each of the following statements related to objective norms.

	1	2	3	4	5	6	7
Firms where I sent my job application favor using the online application process.							
Firms where I sent my application to-have supported the use of the online application form (e.g. online help, instructions etc).							

In the job advertisement, companies announce their preference to use their e-recruitment system.							

E) Please rate the degree to which you agree or disagree with each of the following statements related to facilitating conditions.

	1	2	3	4	5	6	7
I have the resources needed for applying for jobs online.							
I have the knowledge necessary for applying for jobs online.							
On the online application forms I have used so far data entry was possible without interruptions.							
While applying for jobs online, I could get online/ offline support from company for any difficulties.							
I would easily find essential information such as recruitment policy, compensation policy, curriculum etc clearly in companies' official websites.							

Section 3: Behavioral Intention
Following questions requires you to share your intention regarding online job application.
A) Please rate the degree to which you agree or disagree with each of the following statements related to behavioral intention.

	1	2	3	4	5	6	7
If I want to find a job, I intend to use job search websites and organization's career websites.							
If I want to find a job, it is likely that I will register to become a member of job search website.							
If I want to find a job, it is likely that I will send a resume to companies' or job search website online.							
I would use online job application system rather than offline job application system to apply for jobs for my next application.							