Factors Influencing the Adoption of the World Wide Web for Job-Seeking in Bangladesh

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Abstract

This study intends to identify factors that may influence the adoption of WWW (7 usage) for job seeking in Bangladesh Although Bangladesh has a growing number of Internet users, it is still lagging behind other countries in the context of e-recruitment. The three factors–Trust, performance expectancy and facilitating conditions were selected from the available literature. A survey was conducted and questionnaire that includes 25 questions was distributed randomly to a sample of 81 participants. The collected data was analysed by using SPSS software. The result indicates one hypothesis has been accepted and facilitates condition showed significant impact on the Internet usage for job seeking among Bangladeshi people.

Keywords: internet; e-recruitment; job seeking

Introduction

Among the 6.7 billion people living worldwide, almost half of the entire population are Internet users, which if converted to the percentage would result in 46.4% (Internet World Stats 2015). The Internet World Stats (2015) shows Asia to have the largest number of Internet users in the world, which is over a staggering 1.6 billion, with a penetration of 40.6%. While Internet users are increasing at a satisfactory rate on a daily basis Bangladesh only manages to account for 53 million users with a penetration of just 31.9%. Although both mobile internet (Dhaka Tribune 2013) and high-speed broadband facilities are prevalent in the country it has been proven time and again how expensive these services are (Daily Star 2016). The Internet is responsible for making a vast array of web applications accessible worldwide such as e-mail, e-commerce, blogs and also online recruitment and job seeking. Job seeking via World Wide Web is now a growing trend among job seekers and it has played a very important role in introducing new approaches to the way employers and employees find each other (Kerrin & Kettley 2003). Studying the factors that are responsible for the use of World Wide Web for job seeking in Bangladesh and how the said factors shape the adoption procedure would very much be a

welcoming addition to those interested in this subject matter. The rate of unemployment in Bangladesh is at an unacceptable level and there have been much NGO and Government focus on improving the aforementioned. According to (Internet World stats 2015) 31.9% of the Bangladeshi population have Internet access, of which only a certain group of people can be deemed employable while the rest are not due to several issues such as age, disability, no or very little fundamental education and etc. Print media such as newspapers and magazines are still considered the best sources for job seeking. Therefore it would be interesting to see how people's perception and attitudes affect or have an impact on the adoption of World Wide Web for job seeking.

WWW Use for Job Seeking

According to Herd Wisdom 89% of all recruiters report having hired someone through LinkedIn. In the United States, 76% of the social job seeker found their current position through Facebook (Jobvite 2014). While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates (Jobvite 2014) In Germany, half the population uses the WWW and more than 70% the population searches for new jobs by using this medium. There are more than 3 million job websites offering online recruitment services. As of now there are more than 15 active online recruitment websites in Bangladesh. Bdjobs.com is arguably the most popular online recruitment agency. The engagement metrics collected by (Alexa 2016) on bdjobs.com from January 24th 2016 to March 24th 2016 isn't quite encouraging as one might hope. It shows that the site experiences a bounce rate of 16.30%, daily page views per visitor of 9.81 and daily time on site of 10:34. Based on the aforementioned statement we can assume that the sites visitors are not quite satisfied with the its content. As for the remaining 14 recruitment agencies there is no actual need for them to be studied, as their contributions are more or less insignificant.

Research Problem and Objective

Although the Internet users in Bangladesh have been growing on a daily basis, which includes job seekers and recruitment companies, it is still not performing, as it should in a global context. As mentioned earlier, 31.9% of the Bangladeshi population have Internet access of which only a fraction is being used for job seeking or recruitment purposes. Print media is still the dominant preferred source for both posting and seeking jobs. Therefore the purpose of this research is primarily to identify the main factors that are discouraging job seekers from using the World Wide Web for job seeking. Furthermore, the research is necessary in order to understand the people's lack of interest in using the WWW for job seeking and recruitment in Bangladesh. The result of this research, however, will assist recruitment agencies to devise appropriate strategies to attract job seekers and popularize the whole concept of e-recruitment. Based on the discussion above, the research objectives are to identify factors that have impact on the job seekers from using the World Wide Web as a tool job seeking.
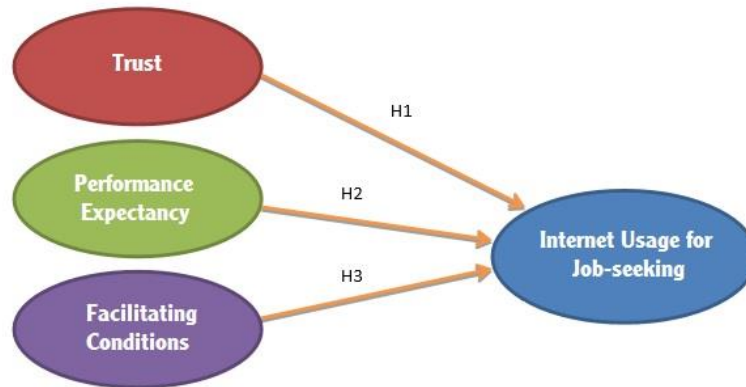
Fig. 1 Conceptual framework, research hypothesis

H1 There is a significant relationship between Trust and job seekers using the WWW for job seeking

H2 There is significant relationship between the performance expectancy and job seekers using the WWW for job seeking

H3 There is a significant relationship between facilitating conditions and job seekers using the WWW for job seeking.

Job Seeking and the Internet

In recent years in order to succeed or come out, as a successful one must stay synchronized to the motion of tech development, such is the case with job search. According to Career Source CLM (2009) Internet is being used by job seekers to acquire better knowledge of the job-world be it for locating job openings, finding information on companies, posting e-resumes for potential employers to see and spotting people who may be able to help find job openings. On a demographic perspective Kuhn & Skuterud (2000) mentioned that irrespective of gender both men and women unemployed had equal tendency to seek jobs via internet. Racially speaking, not so much solely due to the inferior Internet facilitating conditions, which they added, would not be a contributing factor once taken care of. They kept stressing on the notion repeatedly in their research based on their results of course that most job searches via Internet are being done at home whether the person is employed or otherwise. This implies that Internet is a popular medium for job seeking. A more recent literature article (Smith, 2015) found that around 54% of the American population prefer Internet as a medium for job seeking . Additionally, job seeking in the USA holds the second spot in the Americas most important job resources right after personal and professional networks of all types. The author goes on to mention that job seeking via Internet is considered as a top resource for most Americans in the job market with half of the enthusiasts regarding it as the most important method available. A significant portion of social media users relies on service for job seeking with majority being young adults while the older population not lagging too far behind. As a result, most organizations are said to be encouraging if not obligating job-seekers to use internet as a medium for job seeking perhaps due to the popularity of it or because they trust it.

According to (Mariani, 2003), Internet is a power tool that can assist one to look for work or prolong the unemployment period depending on how one chooses to use it. The author professes that

planning for job search is what's important but the medium not as much. Mediums may vary from visiting job banks to contacting potential employers over phone and many more. What's important however is how one organizes and strategizes his/her job search. The author further insists that having a number of alternatives, seeking help from people and working hard are what will enhance the possibility of securing a job rather than solely relying on Internet itself. Kuhn & Mansour (2014) scrutinized the effectiveness of internet job-seeking and emphasized that Internet today is more useful than it was in the past because of new cost saving ways for both job-seekers and employers being able to connect with each other effortlessly. It can offer what most traditional job-seeking methods are able to offer and more with the only exceptions being professional and personal networking. Porter & Donthu (2006) mentioned that age together with education play a vital role in Internet usage. Young educated people from wealthy backgrounds who are used to dealing with new technologies have an easier time when it comes to Internet. Older people however, who have limited experience in regards to the modern day technology are quite unwelcoming towards innovation. The authors further mention that Internet facilitating conditions are quite influential when it comes to Internet usage. They also signified the importance of user friendliness especially for the older people and those with lower level of education (Porter & Donthu ,2006). Prakash (2014) mentioned that job seeking via Internet is more effective in the sense that job seekers who apply online have the tendency to stay employed for a longer amount of time than those who use other job-seeking methods. The author further mentions this helps speed up the job search process, which is mutually beneficial for the employer and the job seekers. According to Khan, Awang, & Ghouri (2013), job seeking via internet allowed the job-seekers to look for work beyond borders thanks to its near limitless nature. The researchers further reported that it is necessary for companies to have visually appealing websites in order to attract job-seekers as job seekers have the tendency to disregard an opportunity to seek employment in organizations which have bland looking websites.

Trust in Internet

Trust is the most fundamentally important aspect of building a strong, sustainable relationship. The aforementioned applies for Internet and it's users as well. According to (Gustavsson & Johansson, 2006) lack of trust in the internet is to blame for people's reluctance to use it for meeting their purposes. Most people prefer to keep their personal details private and are extremely reluctant to disclose such information over the Internet due to the risks associated with the action, most notably being conned. Head & Hassanein (2002) mentioned that people are afraid of sharing personal information over the internet with strangers because they feel there's a very good chance that the information may be misused if the person/persons on the other end of the line turn out to be con mans. The authors stated that motivation is the key to building trust in the long run. As people tend to familiarize themselves with Internet they would become more accepting towards it. According to Johnston & Warkentin (2004) in order for people to trust an organization, it must be professional in its approach and must bear the stakeholders interests in mind. Chawdhry, Masera & Wilkens (2002) mentioned that people would only be willing to spend online if they are fully in control and aware of the dangers that lie ahead thanks to their past experiences with it. Ensuring and assuring trust cannot be accomplished overnight. It's a long strenuous process, one that involves keeping yourself balanced on a straight line without falling off. According to Snapseal (2015) in order to build sufficient trust organizations ought to offer a flurry of facilities to the stakeholders. If organization allow people the opportunity to try out a particular service then it would help them get rid of the misconceptions, fear of any other negativity they might have towards the services provide by the organization (Rogers, 2010). Trust may be affected by the action of acquiring knowledge of the organization through peers about its reliability and popularity but it still is not as practical to people in the sense that people are not able to have a conversation face to face (Hsu, 2008) The more the organization exposes itself to the people, the more people will see them and get to know them, considers it to be reliable and eventually even trust them.

Performance Expectancy

According to NTIA (2013) Performance Expectancy is largely related to a person's belief of the extent to which computing and broadband access can help improve the chances of job seeking or activities associated with it. One of the notable concepts of performance expectancy is perceived usefulness of technology. Others include outcome expectations and relative advantage. AlQiesi (2015) mentioned in his study that performance expectancy had a bigger role to play than effort expectancy in terms of how impactful it was towards the perception of web quality. In the context of online banking it is mentioned that users with ample experience with the online system who wished to continue using the said service are more concerned with the performance expectancy of the service while those lacking in experience preferred the effortlessness to performance. Tshering (2013) reported that the major reason behind using Internet is that people trust in what Internet has to offer, the performance expectancy. Brahmana & Brahmana (2013) stated that perceived usefulness in terms of e-recruitment is the belief held by the job-seekers that using Internet as a medium for job seeking will help them acquire relevant knowledge regarding their respective careers, increase the job search success, improve the possibilities of securing a suitable job. What the aforementioned statement means it that job seekers stance on employment websites are fuelled by their perception of perceived usefulness of those websites. Study by Romli, Hassan, Mohtar, & Ramli (2012) mentioned that the information in the website will be worthwhile only it is structured as it should be readily accessible when they are being searched for. Ritzky & Rayenda (2012) stated that perceived usefulness of e-recruitment greatly facilitates the job seekers in their pursuit for appropriate job offers. In short, the mutually beneficial medium known as e-recruitment is a perfect example of perceived usefulness of Internet.

Facilitating Conditions

According to Venkatesh, Morris, Davis, & Davis (2003) Facilitating condition is defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of a system. West (2015) states there are several reasons that contribute to the issue of people being unable to gain Internet access. Issues such as lack of proper infrastructure, stiff telecommunication, device and data cost along with operational and policy barriers. In developing countries such as Bangladesh there is a requirement to pay high taxes if you are to use mobile broadband services thus putting off ones of it. Such costs tend to be rather problematic in locales where price is a sensitive issue. It is difficult to extend Internet coverage in such places since people there are unable to purchase mobile devices or acquire services thanks to the high taxes. It is mentioned that connectivity tax in Bangladesh is at 54.8 %. If an initiative is taken to lower the aforementioned connectivity tax it is highly likely that around 277,000 new users of high speed internet would emerge thus increasing internet usage. According to Dettling (2013) in order to install high speed Internet it is necessary for the Internet Service Providers to spend a good deal of money and even then the coverage and accessibility are limited. NTIA (2013) reported in their study that 37% home internet users consider reliable service to be the most influential factor when it comes to choosing one's Internet Service Provider.). Reliable service meaning guaranteed uninterrupted service when one is using the Internet. Another group of people deemed Internet speed to be the most influential factor whereas the remaining people considered affordability to be the most influential factor. According to Islam & Hoq (2010) despite the facts that Bangladeshi government are planning to pace up the accessibility of Information and Communication Technology to remote areas in the country, there's a dire need for the action to be co-ordinated. The authors mention that local Government agencies would work hand in hand to ensure people in the region are receiving proper services. It is also mentioned that shortage in uninterrupted electricity supply is a major concern all throughout Bangladesh. Furthermore, electricity supply is not available to all remote areas of the country. Expensive and unreliable Internet service is another issue especially in the remote areas where out-dated

or lack of proper infrastructure bar people from enjoying the services. Authors further stressed the latest technologies such as WIMax Wifi, NGN etc. are adopted to improve the current state of conditions.

Research Method

This paper applies an empirical research that is classified as non-experimental quantitative research by which using numeric and quantifiable data. Furthermore, this research involves variables that are not manipulated by the researcher; instead, the variables are studied, as they exist. The population that is subjected for the current study is all the job seeker in Bangladesh. Basically, 81 Bangladeshi citizens including both males and females were representing the sample size of total population of job seekers in the country. This research used 5 Likert-scale based questionnaires as the main and only instrument in order to collect the necessary data for the current study. All 81 participants have completed the questionnaire, thus, the response rate is 100%.

Findings and Discussion

SPSS software (Statistical Package of Social Science) used to analyse the data after the questionnaire had been distributed and collected. The findings show that males represent 63.7%, while females 36.3%. Furthermore, the majority of participants fall under the age group 18-25 years old by 67.5% followed by 32.5% of participants aged between 25 or above. Also, the result indicates that 55% of participants are students, 26.3% are graduates, and 12.5% are employed while 6.2% are unemployed. Scale reliability was assessed according to Cronbach's Alpha, which is a measure of internal consistency and considered to be a measure of scale reliability by which a reliability coefficient of .70 or higher is considered acceptable. Hence, the reliability statistics of current study shows 0.851 based on Cronbach's Alpha, which indicates the study and variables, are reliable. Moreover the coefficient table showed the relationship and hypothesis between variables. Multiple and linear Regression analysis is used to test the hypothesized relationship among the variables; all result measure with $\alpha = 0.05$. Based on the regression analysis, and using $\alpha=0.05$, F test p value (F test) $=0.0000 < \alpha$.

Result showed that, there is no significant relationship between trust and Internet usage for job seeking in Bangladesh since (t = .864 and P = 0.390 > 0.05). Therefore the "H1" was rejected. Furthermore, the relationship between performance expectancy and internet usage for job seeking, as represented in regression output showed that (t =1.046 and P = 0.299 > 0.05), there is no relation between these two variables and "H2" was rejected. Finally the relationship between facilitating conditions and internet usage for job seeking, as represented in regression output showed that (t = 9.400 and P = 0.000 < 0.05), which indicated that there is a positive relation between quality and internet usage for job seeking therefore "H3" was supported. The result of the SPSS is displayed as following.

Table 1 The result of the SPSS, reliability statistics and coefficients

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,851	,883	4

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% confidence interval for B	
						Lower Bound	Upper Bound
	B	Std. Error	Beta				
(Constant)	.616	.208		2.957	.004	.201	1.030
Trust	.035	.041	.058	.864	.390	-.046	.117
Performance Expectancy	.074	.071	.080	1.046	.299	-.067	.215
Facilitating Conditions	.777	.083	.788	9.400	.000	.613	.942

a. Dependent Variable: Internet usage for job seeking

Conclusion

This research was designed to identify factors that may influence the adoption of WWW (Internet usage) for job seeking in Bangladesh. The findings of the study showed that from all the factors, only facilitating conditions have impact on adoption of WWW (Internet usage) for job seeking in Bangladesh. Which can be conclude that in Bangladesh while individual believes that an organizational and technical infrastructure exists to support the use of a system, and represent higher quality, its probably more likely that Internet is being used by job seekers. Adequate facility and reliable Internet service with proper infrastructure can be adopted to increase the use of Internet for job seeking and other undertakings. The other factors namely trust and performance expectancy showed no significant relationship with adoption of Internet usage for job seeking in Bangladesh. The present study has been conducted using 80-sample size. Therefore study suggests that researcher may use a bigger sample size and furthermore adding additional variables which may influence using internet for job seeking such as promotion or word of mouth communication, which may be of the interest for the future researchers.

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