



A Study on the Effectiveness of social media in Recruitment at Ascente Digit Solutions Private Limited.

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Abstract

The study aims to examine the effectiveness of social media in recruitment at Ascente Digit Solutions Pvt Ltd. The research focuses on analysing how social media platforms contribute to attracting, screening, and hiring potential candidates. It evaluates key factors such as cost-effectiveness, time efficiency, candidate reach, and quality of applicants compared to traditional recruitment methods. The study also assesses candidate perception towards social media recruitment by considering aspects such as accessibility, communication, and transparency. Additionally, it identifies challenges faced by recruiters, including information authenticity, data privacy concerns, and high competition in digital hiring platforms. The findings provide insights into how social media recruitment enhances hiring efficiency and supports organizations in acquiring talent more effectively.

Keywords: Social Media Recruitment, Talent Acquisition, Online Hiring, Recruitment Efficiency, Candidate Engagement

INTRODUCTION

Recruitment is a crucial function in human resource management that determines the quality of talent within an organization. With the advancement of digital technologies, recruitment practices have evolved significantly, shifting from traditional methods such as newspaper advertisements and job portals to social media platforms. Social media recruitment refers to the use of platforms such as LinkedIn, Instagram, Facebook, and WhatsApp for sourcing, attracting, and engaging potential candidates. Organizations increasingly adopt social media recruitment strategies due to their ability to reach a wider audience, reduce hiring time, and improve candidate engagement. At Ascente Digit Solutions Pvt Ltd, social media plays a vital role in recruitment by enabling HR professionals to connect with candidates, promote job opportunities, and build employer branding. This study focuses on evaluating the effectiveness of these practices and understanding their impact on recruitment outcomes.

LITERATURE REVIEW

Sharma and Verma (2019) found that social media recruitment significantly increases candidate reach and helps organizations attract a diverse talent pool. The study highlighted that platforms like LinkedIn are highly effective for professional hiring. Kumar and Singh (2020) analyzed the impact of social media on recruitment efficiency and observed that it reduces hiring time and cost compared to traditional methods. However, concerns regarding data authenticity were also noted. Mehta (2021) emphasized that social media improves employer branding and candidate engagement. The study concluded that interactive communication through social platforms enhances applicant interest. Patel and Desai (2022) examined the challenges in social media recruitment and identified issues such as fake profiles, data privacy risks, and information overload. The authors suggested implementing verification mechanisms to improve reliability. Rao and Nair (2022) found that social media recruitment improves the quality of hires by enabling recruiters to assess candidates' profiles, skills, and professional networks. Singh (2023) compared traditional and social media recruitment methods and concluded that social media is more efficient, cost-effective, and scalable, though it may not fully replace traditional methods.

METHODOLOGY

This study adopts a descriptive research design to analyze the effectiveness of social media in recruitment at Ascent e Digit Solutions Pvt Ltd. Both primary and secondary data sources were used for the study. Primary data was collected through a structured questionnaire distributed to 100 respondents, including job seekers and employees. Secondary data was collected from journals, articles, and online resources related to recruitment practices. The questionnaire included demographic variables such as gender and key variables such as satisfaction level with social media recruitment, measured using a Likert scale (Highly satisfied, Satisfied, Neutral, Dissatisfied). Data analysis was performed using statistical tools such as percentage analysis and Chi-Square test using SPSS software.

RESULT AND DISCUSSION

Table 1. Respondents' opinion on "Age Distribution

Response Category	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Below 25	44	44.0	44.0	44.0
25-35	25	25.0	25.0	69.0
35-45	15	15.0	15.0	84.0
45-60	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Interpretation:

Table 1 shows that 44.0 per cent of the respondents belong to the below 25 age group, indicating that a majority of respondents are young individuals. Around 25.0 per cent fall under the 25-35 age group, while 16.0 per cent and 15.0 per cent belong to 45-60 and 35-45 age groups respectively.

Inference:

The inference is that younger individuals are more actively engaged in social media recruitment activities, suggesting higher adoption and familiarity with digital platforms among the youth.

Table 2. Respondents' opinion on "Preferred Social Media Platform for Job-related Purposes"

Response Category	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
LinkedIn	23	23.0	23.0	23.0
Naukri	50	50.0	50.0	73.0
Indeed	26	26.0	26.0	99.0
Instagram	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation:

Table 2 shows that 50.0 per cent of the respondents prefer Naukri for professional or job-related purposes, making it the most widely used platform. This is followed by 26.0 per cent who use Indeed and 23.0 per cent who prefer LinkedIn. Only 1.0 per cent of respondents use Instagram for job-related activities.

Inference:

The inference is that job portals like Naukri and Indeed dominate professional recruitment activities, while social networking platforms like Instagram play a minimal role in job searching.

Table 3. Respondents' opinion on "Following Company Pages for Job Updates"

Response Category	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Yes	78	78.0	78.0	78.0
No	15	15.0	15.0	93.0
Maybe	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Interpretation:

Table 3 shows that 78.0 per cent of the respondents follow company pages on social media for job updates, indicating a strong reliance on social media for employment information. Around 15.0 per cent do not follow such pages, while 7.0 per cent remain uncertain.

Inference:

The inference is that social media plays a significant role in connecting job seekers with employers, as a majority actively engage with company pages for updates.

Table 4. Respondents’ opinion on “Social Media Recruitment Reduces Recruitment Costs

Response Category	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Strongly Agree	41	41.0	41.0	41.0
Agree	37	37.0	37.0	78.0
Neutral	16	16.0	16.0	94.0
Disagree	5	5.0	5.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation:

Table 4 shows that 41.0 per cent of the respondents strongly agree that social media recruitment reduces recruitment costs, while 37.0 per cent agree with the statement. Around 16.0 per cent remain neutral, and only a small percentage disagree.

Inference:

The findings indicate that social media recruitment is widely perceived as a cost-effective method, reducing expenses associated with traditional hiring processes.

Table 5. Respondents’ opinion on “Social Media Recruitment is Faster than Traditional Methods

Response Category	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Strongly Agree	34	34.0	34.0	34.0
Agree	41	41.0	41.0	75.0
Neutral	19	19.0	19.0	94.0
Disagree	5	5.0	5.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation:

Table 5 shows that 41.0 per cent of the respondents agree that social media recruitment is faster than traditional recruitment methods, while 34.0 per cent strongly agree. Around 19.0 per cent remain neutral, and only a small proportion disagree.

Inference:

The inference is that speed and efficiency are major advantages of social media recruitment, making it a preferred method over traditional hiring approaches.

Table 6. Chi-Square Test Hypothesis

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.214	3	0.102

H0 (Null Hypothesis): There is no significant relationship between age and perception of social media recruitment effectiveness.

H1 (Alternative Hypothesis): There is a significant relationship between age and perception of social media recruitment effectiveness.

Interpretation:

The Chi-Square test was applied to examine the relationship between age and perception of social media recruitment. The Pearson Chi-Square value is 6.214 with 3 degrees of freedom, and the p-value is 0.102. Since the p-value (0.102) is greater than the significance level of 0.05, the null hypothesis is accepted.

Inference:

Hence, there is no significant relationship between age and perception of social media recruitment effectiveness

FINDINGS

The findings of the study are based on the analysis of responses collected from 100 participants and reveal key insights into the effectiveness of social media in recruitment. It is observed that most respondents (44%) belong to the below 25 age group, followed by 25% in the 25–35 category, while only 31% fall above 35 years, indicating that younger individuals are more actively engaged in social media-based recruitment activities. In terms of platform preference, 50% of respondents prefer Naukri for job-related purposes, followed by 26% using Indeed and 23% using LinkedIn, whereas only 1% rely on Instagram, suggesting that job portals dominate professional recruitment over general social networking platforms. Additionally, 78% of respondents follow company pages on social media for job updates, while 15% do not and 7% remain uncertain, highlighting the strong role of social media in connecting employers and job seekers. With regard to cost effectiveness, 41% of respondents strongly agree and 37% agree that social media recruitment reduces recruitment costs, resulting in a total of 78% expressing a positive perception, while only 6% disagree. Similarly, in terms of recruitment speed, 41% agree and 34% strongly agree that social media recruitment is faster than traditional methods, accounting for 75% positive responses, whereas only 6% disagree. Furthermore, the Chi-Square test results indicate that the p-value (0.102) is greater than the significance level of 0.05, confirming that there is no significant relationship between age and perception of social media recruitment effectiveness, which implies that social media recruitment is widely accepted across different age groups. Overall, the findings clearly demonstrate that social media recruitment is highly effective, as a significant majority of respondents perceive it as faster, cost-effective, and efficient in enhancing the recruitment process.

CONCLUSION

The study concludes that social media recruitment is highly effective in enhancing the recruitment process at Ascent e Digit Solutions Pvt Ltd. It improves hiring speed, reduces costs, and increases candidate reach. Social media platforms also enhance communication and engagement between recruiters and candidates. However, challenges such as data authenticity and privacy concerns still exist. Organizations should focus on improving verification processes and digital strategies to maximize the benefits of social media recruitment. Overall, social media has become an essential tool in modern recruitment, contributing to efficient and effective talent acquisition.

Declaration of Conflicting Interests

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