



**FACTORS DRIVING IGEN TOWARDS LEVERAGING SOCIAL MEDIA AS
A CAREER PROFILE BUILDING TOOL**

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ABSTRACT

Understanding how social media impacts job searching for those joining the job market is crucial since there is a growing use of social media in the recruitment process. This is especially so for the IGEN who are people born between mid-1990 and early 2010. With the ubiquity of social media platforms, IGen can leverage these platforms to showcase their skills, build a personal brand, and connect with like-minded individuals and industry professionals. Just as much as the media is used for entertainment by this generation the usefulness of it for other purposes should also be understood, the gap lies in exploring the enormous scope the social media offers the IGEN groups to build their career

Objective: This study looks at how social media affects IGEN's career building behaviour. Identifying the various factors driving positive behaviour and analysing the most crucial among them is also another objective of this study.

Methodology: A descriptive research methodology was adopted. Surveys and interviews with recent graduates who have used social media for employment hunting is used to gather data. A Google form was used to collect responses and data were collected from 204 freshers using SPSS software to analyse the results.

Findings and implications: It was found that perceived benefits of networking through social media, perceived benefit of diverse job sources in social media, perceived benefit of reference through social media encourage IGEN to use social media as a career building tool. Amongst the factors the generation perceive the benefit of references through social media as the highest contributor for the intention to use the media. The results of this study will give freshmen insights into how to use social media for job seeking and will also emphasize the difficulties and restrictions associated with doing so. By implementing best practices such as identifying a niche, being consistent in social media activity, showcasing personality, utilizing all social media platforms, and engaging with industry professionals, IGen can effectively use social media as a career profile building tool. The findings of this research will have an impact on candidates seeking employment, managers, and career counsellors.

Keywords:

Social networking, social media reference, IGEN, career building, Job search, online tool.

INTRODUCTION

In both academic and professional settings, the use of social media in employment seeking has grown in popularity. Although social media platforms give new graduates the chance to connect with professionals and learn about employment possibilities in real-time, they also spark worries about possible negative effects on the hiring process and the job hunt experience.

Connecting with people and organizations outside of one's direct network is one possible benefit of using social media for job searching. This may broaden job possibilities for recent graduates and improve their odds of landing a position that suits them. Social media can also give new graduates useful information about the businesses and sectors they are interested in, including details about the corporate culture, necessary qualifications for jobs, and expected salaries.

Nevertheless, there may be drawbacks to using social media for employment seeking. The accuracy and correctness of employment postings and other material on social media are potential sources of worry. In addition, social media can be a double-edged sword for companies, who may use it to evaluate applicants and decide whom to hire based on their online profile.

Given these possible benefits and drawbacks of using social media for job looking, it's critical to consider social media's place in the hiring process and how it affects freshmen's job search experiences. This study seeks to advance this debate by shedding light on how social media affects freshmen's employment searching. The study's conclusions can help new hires, recruiters, and career counselors navigate the evolving world of job hunting in the digital era.

LITERATURE REVIEW

Pandey, Kumar, A. (2020) looked at how social media affected freshmen's job searches. They discovered that while social media may be a useful resource for job looking, it can also have drawbacks including information overload and a lack of privacy. Both H. and S. Kaur (2019), looked at how social media may help recent grads in their job hunt. They discovered that social media may be a useful tool for finding a job since it gives access to a variety of employment prospects and facilitates networking. Rauf, A., and Qadir, J. (2018), looked at how social media affected Pakistani job searches. They discovered that social media may be a valuable tool for job hunting since it gives access to a lot of employment chances and facilitates the creation of professional networks.

Sharma, R., Yadav, A. (2018), looked at how social media influenced Indian recent graduates' job-seeking behaviour. They discovered that social media may be a useful resource for finding a job since it gives users access to a variety of employment prospects and facilitates the formation of professional networks. Fatima, S., Rana, A. (2017), looked at how social media affected the hiring and job-search processes. They discovered that social media

may be a helpful resource for both companies and job seekers since it gives access to a sizable pool of employment options and facilitates the creation of professional networks. Li X, Li Y, and Li Y. (2019), the study investigated how social media impacted Chinese college students' job searches. They discovered that social media may be a useful tool for job hunting since it gives access to a variety of employment options and facilitates the development of professional networks. Wang, N., Guo, X., & Sun, Y. (2019), looked at how social media affects job hunting in China. They discovered that social media may be a helpful resource for finding a job since it gives access to a variety of employment prospects and facilitates the formation of professional networks. Wang, Chen, and Chou all have a C. (2021), looked at how Taiwanese job seekers were using social media. They discovered that social media may be a useful tool for job hunting since it gives access to a variety of employment options and facilitates the development of professional networks. Han, Y., Lee, H. K., & Kim, W. Y. (2020), examined the impact of social media on job search behavior, with a focus on the mediating role of self-presentation. Li, X., Y., and Li, Y. (2020), this study focused on the mediating function of social capital as they examined the impact of social media on job-seeking behavior. They discovered that social media may be a useful resource for job searchers since it enables them to network and access a variety of employment prospects.

Al-Debie, M. M., Al-Lozi, E., & Eleyan, D. (2015), According to their research study, social media can give job searchers helpful information, but it can also have unfavourable outcomes like spreading rumours and misleading information. Chugh, R., & Ruohonen, M. (2018), this study shows that number of advantages that social media provide for job searchers, including improved access to employment possibilities and networking. However, they also talk about the possible dangers and difficulties of utilizing social media, such as privacy issues and the requirement for digital literacy. Compton, J., & Cox, B. (2016), looks at how social media profile content affects recruiters' employment choices. According to the survey, recruiters are more likely to have favourable opinions of job applicants who have professional and upbeat social media presence. F. J., & Conde, M. Á. (2017), this study gives social media's effect on college students' capacity to get employment. According to the study, social media can improve students' employability by promoting networking and opening doors to career prospects. Islam, M. A., & Zyngier, S. (2018), examined the impact of social capital's importance in the connection between social media and job search, especially for racial and ethnic minorities. According to the study, social capital, such as close relationships with friends and family, can have a big impact on how beneficial social media is for job searching. Jaafar, N. I., & Akram, U. (2019), this study shows the impact of social media use on recent graduates' job-hunting behaviour. According to the study, social media can have a favourable effect on job search behaviour, such as boosting self-confidence and job search intensity. Liu, Y. (2019), this study shows the impact of social media on job search outcomes, such as job search intensity, job search self-efficacy, and job search success, is examined in this meta-analysis., social networking can improve job search outcomes, especially for younger job searchers. Lu, Y., Liu, D., & Yao, X. (2016), this study explains the job search behaviour,

social media on including job search intensity, job search self-efficacy, and job search strategies. The study found that social media can have a positive impact on job search behaviour, particularly for younger job seekers. Researcher Malach-Pines, A., & Yafe-Yanai, O. (2019), investigated the relationship between young individual's use of social media and employment outcomes. They found that social media, especially for job seekers with low self-efficacy, can improve job outcomes.

Sun, Y., & Zhang, Y. (2019), looked at the role of social media on job search. The study found that social media can serve as a signalling mechanism for job seekers to demonstrate their skills and qualifications to potential employers, and for employers to identify high-quality candidates. Taylor, M., & Gergen, K. J. (2018), this study examined the function of social media in career management, job seeking, and networking. According to the study, social media may be a useful tool for building professional networks and partnerships, which can speed up job searching and career progression. Thongpapanl, N., & Ashraf, A. R. (2018), in their study, they examined the process of looking for a job and how employability is related. According to the study, social media can improve job searchers' employability and self-efficacy, especially those who are younger and have less schooling. Tian, Q., & Martin, N. (2019), This study explains an enlarged model of the micro-foundations of the job hunt that takes social media into account. The study discovered that social media might affect self-efficacy, social capital, and perceived employability, which in turn can affect job search behaviour and outcomes. Valenzuela, S., Park, N., & Kee, K. F. (2009, this study explains that social media use can have positive effects on social capital and well-being, which may have implications for job search behaviour and outcomes. Williams, J. S., & Chua, R. Y. J. (2018), According to this survey, job searchers may access job vacancies, information about businesses, and chances for networking and professional growth through social media.

LIMITATION OF THE STUDY

The research might not be able to capture all of the possible risks and detrimental effects of using social media for job searching because these risks and effects might be hard to quantify or might not be completely known at this point. Overall, while the research can offer insightful information about how social media affects freshmen's job seeking, it is essential to take these constraints into account when analysing the results and making suggestions based on them.

OBJECTIVE OF THE STUDY

1. To identify the impact of social media networking when searching for a new job for freshers.
2. To analyse the cause of using social media by Igen
3. To investigate the effectiveness of using social media as a search tool

Based on the objectives the following hypothesis have been framed

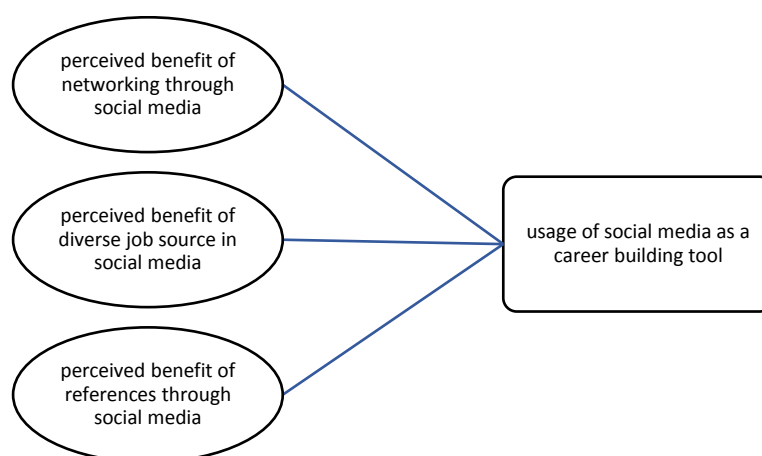
H1: There is a significant relationship between Age and usage of social media as a career search tool.

H2: There is a significant relationship between perceived benefit of networking through social media and usage of social media as a career search tool

H3: There is a significant relationship between perceived benefit of identifying diverse job sources and usage of social media as a career search tool

H4: There is a significant relationship between perceived benefit of references and usage of social media as a career search tool

RESEARCH MODEL



RESEARCH DESIGN AND METHODOLOGY

Descriptive design has been adopted quantitative research approach is used in this study. The sample is randomly selected from different universities and Colleges the sample size is 204 from students. It included male and female both who search on job in social networking site. The population of the study contains freshers from varies colleges. The Primary source of data collection is used in this paper the data include some structured questionnaires received answers from respondents by using Google form. Statistical Package for the Social Sciences (SPSS) was used for the data examine and interpreted. All collected data was entered at SPSS sheet to analyse the data, to separation the findings and representation the data in appropriate form, to draw table. Simple statistical tools are used Anova and Chi square test.

DATA ANALYSIS AND MAJOR FINDINGS

H1: There is a significant relationship between Age and usage of social media as a career search tool.

ANALYSIS OF VARIANCE BASED ON AGE IN THE USAGE OF SOCIAL MEDIA AS A CAREER SEARCH TOOL

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Having a strong online presence on social media can help me to stand out from other job applicant.	Between Groups	12.079	2	6.039	6.446	.002
	Within Groups	188.328	201	.937		
	Total	200.407	203			
Actively applying for more jobs will make an impact on job opportunities.	Between Groups	11.343	2	5.672	7.525	.001
	Within Groups	151.495	201	.754		
	Total	162.838	203			
Uploading new course certifications and significant achievements will make an impact on the employment opportunities.	Between Groups	11.495	2	5.748	6.181	.002
	Within Groups	186.917	201	.930		
	Total	198.412	203			
Joining in an employment group will create more job opportunities	Between Groups	11.770	2	5.885	8.454	.000
	Within Groups	139.917	201	.696		
	Total	151.686	203			
My social media will impress recruiters by posting industry news	Between Groups	11.260	2	5.630	7.352	.001
	Within Groups	153.917	201	.766		
	Total	165.176	203			

ANOVA (Analysis of Variance) is a statistical test used to analyse the differences between the means of two or more groups. It is used to determine whether there is a significant difference between the means of two or more groups of data. The P value 0.05 is assumed. Since the significance level in each set is lesser than the P value of 0.05. We reject the Null hypothesis and accept the Alternative hypothesis. Therefore, it clear that there is a significant relationship between Age and Effective use of social media.

SOCIAL MEDIA CAREER BUILDING TOOLS USED

Media	Percentage of users utilizing it most frequently
LinkedIn	50.6%
Naukri	31%
Indeed	6.4%
Monster	4.5%
CareerBuilder	4.5%

Glassdoor	3.0%
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Chi-Square Tests

H2: There is a significant relationship between perceived benefit of networking through social media and usage of social media as a career search tool

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.661 ^a	3	.003
Likelihood Ratio	18.180	3	.000
Linear-by-Linear Association	5.495	1	.019
N of Valid Cases	204		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.41.

Interpretation

Since the significant value is lesser than the P value of 0.05 The Null hypothesis is rejected, and the alternative hypothesis is accepted. There is a significant relationship between perceived benefit of networking through social media and usage of social media as a career search tool.

Chi-Square Tests

H3: There is a significant relationship between perceived benefit of identifying diverse job sources and usage of social media as a career search tool

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.158 ^a	5	.000
Likelihood Ratio	29.427	5	.000
Linear-by-Linear Association	.085	1	.771
N of Valid Cases	204		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

Interpretation

Since the significant value is lesser than the P value of 0.05. The Null hypothesis is rejected, and alternative hypothesis is accepted. There is a significant relationship between perceived benefit of identifying diverse job sources and usage of social media as a career search tool.

Chi-Square Tests

H4: There is a significant relationship between perceived benefit of references and usage of social media as a career search tool

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.804 ^a	4	.000
Likelihood Ratio	27.685	4	.000
Linear-by-Linear Association	3.067	1	.080
N of Valid Cases	204		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.61.

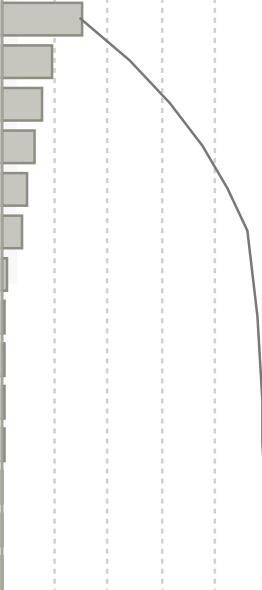
Interpretation

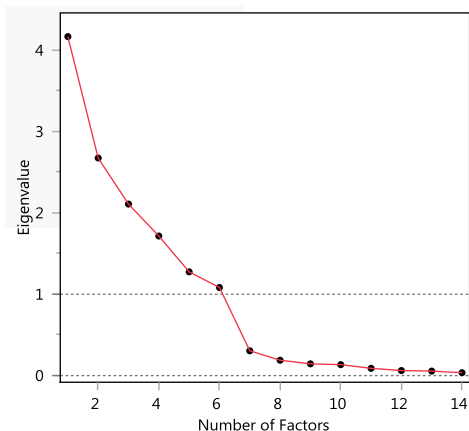
Since the significant value is lesser than the P value of 0.05. The Null hypothesis is rejected, and alternative hypothesis is accepted. There is a significant relationship between perceived benefit of references and usage of social media as a career search tool.

Factor Analysis

Factor analysis was done to determine the factors that act as catalysts in inducing social media usage by the IGENers. Effectively there are four factors that induce the adoption of social media

Eigenvalues

Number	Eigenvalue	Percent	20	40	60	80	Cum Percent
1	4.1607	29.719					29.719
2	2.6700	19.071					48.790
3	2.1043	15.031					63.821
4	1.7121	12.230					76.050
5	1.2723	9.088					85.138
6	1.0801	7.715					92.853
7	0.3028	2.163					95.016
8	0.1869	1.335					96.352
9	0.1427	1.019					97.371
10	0.1328	0.949					98.319
11	0.0875	0.625					98.945
12	0.0601	0.429					99.374
13	0.0535	0.382					99.756
14	0.0342	0.244					100.000

Scree Plot**Factor Analysis on Correlations with 4 Factors: Maximum Likelihood / Varimax****Final Communalities Estimates****Significance Test**

Test	DF	ChiSquare	Prob>ChiSq
H0: no common factors.	91	2840.512	<.0001*
HA: at least one common factor.			

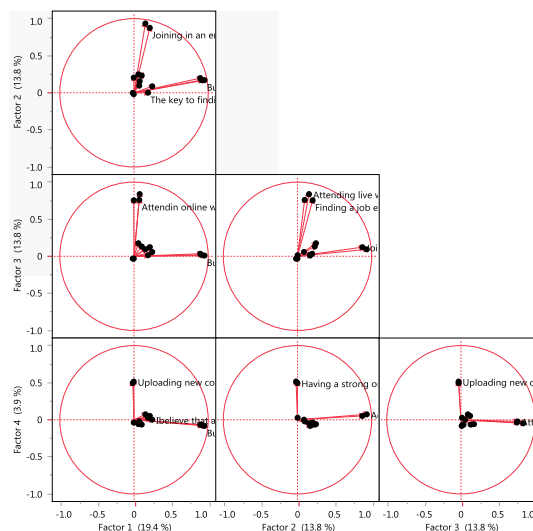
The hypothesis of the extraction of four factors has been approved with significance <.05.

Rotated Factor Loading

Factor questions	Factor 1	Factor 2	Factor 3	Factor 4
Building a professional bio on my social media page will create an impact	0.949479	0.170201	0.009844	-0.083135
When relevant posts are shared with relevant professionals via personal message, there is a greater opportunity for reference.	0.908640	0.171649	0.019314	-0.070431
The chance of gaining references will increase if you are participating in social media live for business events	0.892954	0.198106	0.033886	-0.066180
I believe that approaching hiring team directly via message will be more effective	0.245180	0.087602	0.057698	0.001380
The key to finding a new job is to engage with recruiters and engage in posts uploaded by recruiters	0.188814	0.001817	0.014285	0.027128
Actively applying for more jobs will make an impact on job opportunities	0.153032	0.933642	0.093496	0.072879
Joining in an employment group will create more job opportunities	0.212888	0.874929	0.122825	0.051822
A professional who endorses in social media will have a greater chance of being hired	0.058854	0.248900	0.175428	-0.059089

Engaging in discussion and debates will create more reference for my job	0.104007	0.232685	0.131995	-0.064761
Attending live workshops through professional network on social media will increase my job opportunities	0.076616	0.155787	0.837755	-0.047766
Attending online webinars through professional network on social media will increase my job opportunities	0.070623	0.096991	0.760035	-0.022108
Finding a job easier when I network with professionals	-0.003194	0.204142	0.754342	-0.037586
Uploading new course certifications and significant achievements will make an impact on the employment opportunities	-0.003532	-0.019202	-0.031698	0.513983
Having a strong online presence on social media can help me to stand out from other job applicants	-0.016971	-0.001047	-0.032004	0.495211

The four factors that have been extracted are named as that perceived benefits of networking through social media, perceived benefit of diverse job sources in social media, perceived benefit of reference through social media encourage IGEN to use social media as a career building tool.



MAJOR FINDINGS

The research study looked at what motivates IGEN to use social media to enhance their professional profiles. Younger people are more likely to use social media for career search goals, according to the study's findings, which showed a substantial association between age and use of the platform. The study also discovered a substantial link between the use of social media as a career search tool and the perceived value of networking, a variety of employment sources, and references, underscoring the significance of these elements in creating a successful professional profile on social media.

According to the data, it is advised that people wishing to develop their professional profile should use social media sites for job searching, especially if they belong to the IGEN generation. To improve their job prospects, they should give top priority to using social media to expand their

professional networks and find a variety of job sources. In order to improve their chances of getting recognized by potential employers, people should concentrate on developing a positive online presence by curating their profiles and participating in topics relevant to their field.

CONCLUSION

In conclusion, the research topic of factors driving IGEN towards leveraging social media as a career profile building tool has provided insightful results based on the hypotheses tested. The four hypotheses were analysed to determine the significant relationship between age, perceived benefits of networking, diverse job sources, and references, respectively, and the usage of social media as a career search tool.

The findings of the study revealed that age has a significant impact on the usage of social media as a career search tool, which supports the first hypothesis. Moreover, the perceived benefits of networking, diverse job sources, and references also showed a significant relationship with the usage of social media as a career search tool, validating hypotheses two, three, and four.

These results indicate that social media has become a crucial tool for IGEN 's career profile building, as it provides numerous benefits, including networking, access to diverse job sources, and references. Therefore, individuals looking to build their career profile must leverage social media's potential to enhance their career prospects.

In conclusion, this research has provided valuable insights into the factors driving IGEN towards leveraging social media as a career profile building tool, highlighting the significance of age, networking, diverse job sources, and references in the process. As social media continues to evolve and influence the job search process, it is essential for individuals to remain updated on its potential and use it to their advantage to build a successful career profile.

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