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**AN ASSESSMENT OF THE ROLE OF THE INTERNET AS A TOOL FOR SEARCHING A JOB BY
GENERATION “Z”**

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Abstract

Among the uses of the Internet for businesses, getting fulfill the manpower requirements becomes a top most use of the Internet due to its cost efficiency over conventional recruitment strategies. Followed by this organizational practice, many individuals use the Internet as a tool for searching & selecting a job. Importantly, Generation “Z” (Gen Z) in which the Internet penetration is in height, extensively use the Internet for finding a job with right match. Yet, the role of the Internet as a tool for searching jobs is seldom addressed in existing scholarly outcomes. Thus, the objective of this study is to ascertain empirical evidences on the role of the Internet as a tool for searching a job in the context of Gen Z. An explanatory study was conducted with the participation of randomly picked 151 Gen Z respondents who represent the Ihala Udugampola Grama Niladhari division of Gampaha district of Sri Lanka. Data gathering technique was a survey questionnaire of 41 items in which the responses are ranked based on a five Point Likert scale. Four key determinants namely; security, posting, service quality and convenience were found to be critical for the effectiveness of Internet as a tool for probing for a job by Gen Z. Further, the results of confirmatory factor analysis figured out that several indicators determine the effectiveness of the internet as a tool for searching a job by Gen Z. While stressing the empirical evidence on the role of the Internet as an effective tool for searching jobs, the findings carry practical implication of strengthening security, convenience, posting and service quality of the web sites those function as job agencies. Future studies are proposed deployment of representative sample for swelling the generalizability of the findings.

Keywords: Internet, Generation “Z”, Searching Jobs, Sri Lanka

Introduction

Internet helps organizations to access the international market and to improve their customer base. Among the business use of Internet, getting fulfill the manpower requirements becomes a top most use of the Internet due to its cost efficiency over conventional recruitment strategies. The ubiquitous feature of the contemporary society pushes social entities in over depend on the Internet as the principle mean of operation (Nolin, 2016). Thompson, Miller, and Wilder (1999) have warned the rapidly growing traffic level and topological complexities due to heavy Internet use in early millennium. The Internet technologies, especially web job portals or virtual social networks have dramatically changed the way people find jobs to begin with, as well as the way employers look for new recruits. A study (2016) conducted by LinkedIn (i.e. a leading career-oriented social networking) highlighted the trend of using big data in recruiting professionals worldwide (Statista, 2018). In 2016, 72% of global companies stated that they consider digital HR to be very important for business success. The web is now a significant component of the recruitment and job search process while it was employed for several other business functions of all kinds in general (Jansen, Jansen and Spink, 2015). Additionally, it was found over 90% of US companies are presently making use of social media

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networks in their hiring process (Statista, 2018). The study further revealed that job recruiters in the US have experienced a sharp increase in both the quality and quantity of candidates due to the implementation of social media for recruiting purposes.

Individuals too heavily rely on the Internet for their day-to-day demands. Specifically, the Internet penetration for Generation “Z” (Gen Z) is too high that of Baby boomers, Gen Y, Gen X and Millennial (Statista, 2018). For instance, the average daily online usage of Gen Z is approximately four hours while it is 3 hours with regard to Millennials (Statista, 2017). Importantly, this is expected to grow by two hours in 2020 (Google, 2017). Followed by the organizational trend of adopting digital recruiting, many individuals use the Internet as a tool for searching & selecting a job. In 2016, 67% of unemployed and 61% of employed internet users between the ages of 16 and 24 had visited a job or recruitment website in the past month (Statista, 2018). The statistics relating to the Internet use by organizations and individuals in recruitment process point out how critical the role of Internet as a tool for effective recruitment.

Numerous factors determine the effectiveness of Internet as a mean of realizing individual and organizational career/resourcing goals. Among them are privacy & security, trust, risk perception, utility factors, service quality and computer self-efficacy (Vaughan, 1999; Thaichon, Lobo and Mitsis, 2014; Gurung and Raja, 2016; Yen, 2016). However, the role of the Internet as a tool for searching a job is seldom addressed in digital usage literature, specifically in the context of Gen Z. Thus, very little is known about how companies and job seekers use the web, and the ultimate effectiveness of this process (Jansen, Jansen and Spink, 2015). Hence, the main objective of this study is to assess the role of Internet as a tool for searching jobs by Gen Z.

Internet as a tool for searching Jobs

Internet is defined as the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide (Bush et al, 2004). It is the mean of connecting a computer anywhere in the world via dedicated routers and servers (Business Directory, 2018). When two computers are connected over the internet, they can send and receive all kinds of information such as text, graphics, and voice, video and computer programs. Following the commercialization phase of Internet in mid 1990’s, it is been widely used as a multi-purpose tool/technique of interactivity (Dogruer, Eyyam and Menevis, 2011). The studies on characteristics and wide-area traffic patterns of the Internet highlighted the rapidly growing trend of the Internet in terms of users, traffic levels and topological complexities (Thompson, Millor and Wilder, 1999). By July 2018, 4.1 billion people were active Internet users (Statista, 2018). This is nearly 51% of the world’s population (Internet World Stats, 2018). Several statistics and scholarly outcomes support the growing use of the Internet by all the levels/elements of the society. The industry use of Internet for resourcing is similarly in rise (Google, 2017; Campos, Arrazola, and Hevia, 2017). Out of overall digital HR practices, online recruitment accounts a remarkable share due to its cost efficiency enjoyed by the organizations (Pavon and Brown, 2010). On the same ground, individual job seekers do experience utmost convenience and speed in accessing potential employers (Suvankulov, Lau and Chau, 2012).

Generation Z or Gen Z (also known as the iGeneration, Homeland Generation, Centennials and Post-Millennials) is used to denote the generation after Millennials, which is defined as people born from the mid-1990s to the early 2000s (Forbes, 2015). They are a larger cohort than the Baby Boomers or Millennials. As most of Gen Z have used the Internet since a young age, they are generally comfortable with technology and with interacting on social media. Use of the Internet for searching jobs is thriving in Gen Z. The smart phone is their primary device, which has become an extension of themselves. On average, Gen Z checks their smartphones every three minutes, although a quarter check every two minutes or more (Tech Intimates, 2018). From a global perspective, Tokyo has the highest percentage of Gen Zers who check their phones more than 30 times per hour. Bangalore has the highest percentage of those who check their phones fewer than 30 times per hour (Tech Intimates, 2018). The top most use of Internet by Gen Z is listening to music. New York, Berlin and Buenos Aires have the highest percentages of Gen Zers that listen to music daily, while Hong Kong has the lowest. Among the other popular online activities are texting, paying games, watching videos and using text-based apps (Tech

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Intimates, 2018). YouTube, WhatsApp, Facebook, Instagram, and Twitter are frequent online destinations. The ability of technology to help make Gen Z smarter, more capable and more connected is a core part of how they live their lives. Access to the internet impacts everything from who they socialize with and the products they buy to where they go on vacation (Tech Intimates, 2018). Importantly, 48% of online Gen Zers stated online access impacts their career prosper (Statista, 2018; Tech Intimates, 2018).

Several reasons lead this movement. Intentions to use the WWW for job-seeking are influenced by WWW usage habits and performance expectancy of the WWW. This performance expectancy is influenced positively by WWW usage habits, effort expectancy (ease of use) and negatively by performance expectancy of the newspaper (Pavon and Brown, 2010). Suvankulov, Lau and Chau, (2012) found that job seekers who used the Internet had 12.7% higher probability of being reemployed in the next 12 months. Furthermore, job seekers who used the Internet had a shorter duration of unemployment. Over the past decade, the Internet penetration rates and use of the internet in job search have risen sharply across the world. The Internet has significantly changed the job application process and improved the channels of communication between employers and job seekers. The findings of the studies indicate that the internet is beneficial and should be a part of job search efforts. In their study of "Using the web to look for work: Implications for online job seeking and recruiting", Jansen, Jansen and Spink (2015) identified the web as a significant component of the recruitment and job search process. However, very little is known about how companies and job seekers use the web, and the ultimate effectiveness of this process. The specific research questions address the determinants of the effectiveness of the Internet as a tool for searching jobs, precisely by Gen Z.

Determinants of the effectiveness of the Internet as a tool for searching jobs

The considerations in the choice of an Internet search tool is greatly affected by utility functions of it than the convenience (Vaughan, 1999). This can be justified with improved ICT literacy of web clients in knowledge era. In contrast to that, the effectiveness of commercial Internet web sites' are reported to be principally decided by ease of access, content and structure but barely by the number of unique features of the web site (Bell and Tang, 2008). The privacy & security concerns and trust beliefs associate with web sites had effects on risk perception (Gurung and Raja, 2015). Among these effects, trust had the largest effect followed by privacy and security concerns (Gurung and Raja, 2015). Day (1997) by his model for monitoring web site effectiveness concluded that avenues for customer feedback is prime determinant of an effective web site. Additionally, the service quality of web sites is influenced by network quality, customer service, information support, privacy and security which in turn impacts customer loyalty attributes (i.e. satisfaction, value, trust and commitment (Thaichon, Lobo and Mitsis, 2014). The personal outcome expectations and computer self-efficacy positively affect the posting of negative behavior, which increases the effect of venting negative emotions (Yen, 2016). Moreover, the effectiveness of general web advertisements were found to relate with CTR, (Click-through-rate) and vary by the format of the site. Further, attitude toward the web site, involvement with the product and duration of web site visit were identified as determinants of the web effectiveness of advertisements (Santana and Palacio, 2012). The key dimensions of B2C webs site effectiveness were reported as information content, design, security, and privacy out of which security and privacy found to be the prime influencer of online purchasing intention (Ranganathan and Ganapathy, 2002). It appear security and privacy is a main concern of Internet users which span over wide range of uses of the Internet. In a similar study in which the internet purchasing determinants were observed, novelty, complexity, perceived risk, time pressure and personal stake of web sites were detect as important Samaniego, Arranz and Cabezudo (2006).

In particular, limited literature discuss the effectiveness of internet as a tool for searching jobs. Among them, Pavon and Brown (2010) noted that intention to use WWW for job seeking and the performance expectation is positively affecting the real use of the WWW for this purpose in South African context. Job seekers' perception about social media as effective for professional networking, social media usage pattern, and recruiter's responsiveness on social media were detected to be significant determinants of graduate students' usage of social media as a job searching tool (Hasan, Islam and Salehin, 2018). Jansen, Jansen and Spink (2015) highlighted that only 40% of job-specific web searches success in

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getting a retrieval of job postings. It suggests that not everyone smart in using in the Intent for searching a job. The effectiveness of online job search lies on both web sites and the on the job seeker. As to Feldman and Klass (2002) Internet related job search is powerful to the extent that the site offers navigation tools. However, they noted the effectiveness of personal networking is unbeatable by the internet job search. Major issues they found to impede the effectiveness of on-line job searching are the degree and speed of follow-up on-line applications, lack of specific and relevant job descriptions on a company's Web site, concerns about the security of personal information, and difficulty in customizing, formatting, and downloading resumes to companies' specifications (Feldman and Klass, 2002).

Security

In general, security of a web site principally affects the use of web. Anyone how submitting personal information through the Internet worries show secure the information transmission given the risen threat to personal privacy of internet users. The security mediates the risk associates with the web use (Gurung and Raja, 2016). Similarly perception on security and control reported as a prime determinant of e-commerce acceptance (Suh and Han, 2014). Furthermore, security has been investigated as the key concern of wider range of user involvement in the Internet including the online job search (Ranganathan and Ganapathy, 2002; Thaichon, Lobo and Mitsis, 2014; Gurung and Raja, 2015; Feldman and Klass, 2002). Hence, "security" of the Internet, in this study is assumed as a determinant of the Internet's effectiveness as a tool for searching a job by Gen Z.

H1: The security of the Internet related job searches is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.

Job Posting

The nature/form of job posting available in the Internet determines how attractive the Internet as a job searching tool. The right match between job posting and personal outcome expectation leads to a fruitful online job search (Yen, 2016). Job posting was identified as a key influencer of the internet's effectiveness as job hunting tool (Jansen, Jansen and Spink, 2015; Taylor and Collins, 2000; Feldman and Klaas, 2002; Thompson & Morris, 2013). Thus, the study assumes'

H2-The job posting itself is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.

Convenience

The convenience or ease of use scores the best as a determinant of Internet effectiveness for online job search. It is a major advantages of job hunting on the Internet. A number of scholars found convenience as an important factor affecting the choice of a preferred online job search tool (Nolin, 2016; Suvankulov, Lau and Chau, 2012; However, Vaughan (1999) noted the preference given in to utility factors over convenience factors (Suvankulov, Lau and Chau, 2012, Pavon and Brown, 2010; Mayhew, 2018). Hence, convenience of using Internet for job hunting is considered to be a principle determinant of the Internet's effectiveness as a job searching tool.

H3-The convenience of Internet job searching is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.

Service Quality

Service quality governs the outcome delivery of any transaction therein the customer satisfaction. The Internet adaptation too heavily influenced by the service quality of the Internet in general. In particular, service quality of the Internet as a job probing tool was discovered as remarkable (Lee and Kim, 2005; Thaichon, Lobo and Mitsis, 2014; Bell and Tang, 2008).

H4-The service quality of the Internet is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z. Based on presented literature, four determinants namely; security, job posting, convenience and service quality are hypothesized as the determinants of the effectiveness of the Internet as a tool for searching a job by Gen Z.

Methods

The target population of the exploratory study are the Gen Z i.e. people born between 1995 – 2000 (Forbes, 2015) job seekers of Sri Lanka. Sampling frame was list of electorates 2017 (Election commission, 2017). Sample represents all the Gen Z job seekers residing in Ihaala Udugampola Grama

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Niladhari division of Gampaha district of Sri Lanka whose names appear in the list of electorate. There were 165 Gen Z people in the research site out of which 7 members are not currently available in Sri Lanka. Consequently remaining 158 Gen Z respondents were picked as the sample elements. A structured questionnaire based survey was conducted to collect required information from the respondents. The instrument consists of 41 items representing demographic information, information on Internet usage and level of four constructs namely security (Ranganathan and Ganapathy, 2002; Thaichon, Lobo and Mitsis, 2014; Gurung and Raja, 2015; Feldman and Klass, 2002), posting (Jansen, Jansen and Spink, 2015; Taylor and Collins, 2000; Feldman and Klaas, 2002; Thompson & Morris, 2013), Convenience (Nolin, 2016; Suvankulov, Lau and Chau, 2012) and service quality (Lee and Kim, 2005; Thaichon, Lobo and Mitsis, 2014; Bell and Tang, 2008) (Table 1). Responses are ranked based on a five Point Likert scale where 1 denotes “Strongly disagree” and 5 denotes “Strongly agree”. 151 valid questionnaires were used for data analysis after refining 2 non-responses and 5 invalid responses. A Confirmatory Factor Analysis supported by a Covariance-based Structural Equation Modeling were equipped as data analyzing tools.

Table 1. Operationalization of the concepts

Variable	Dimension	Indicator	Measurement Five point Likert Scale
Determinants of Internet effectiveness as a job search tool	Security	Trust	9,10,11,12,13
		Perceived Stress	14,15
		Intention	16
	Posting	Updating	17,18
		Sufficient Information	19,20
		New features	21
		Experience	22
	Convenience	Easiness	23,24
		User-friendliness	25,26
		Understandable	27,28
		Interaction	29,30,31
		Facilitating expectations	32,33
	Service Security	Response	34
		Feedback	35
		Assurance	36,37
		Empathy	38,39,40
Integrity		41	

Results and discussion

The demographic profiles of the respondents are shown by the Table 2.

Table 2: Demographic Profile of the Respondents

Attribute		N	%
Gender	Male	69	46
	Female	82	54
Year of Birth	1995 – 1997	121	80
	1998-2000	30	20
Education Qualification	G.C.E. Ordinary Level	23	15
	G.C.E. Advanced Level	984	56
	Graduate	29	19
	Other	15	10

Source: Survey Data (2018)

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Majority of the sample comprises of females. 80% of respondents were born in 1995-1997 period. Additionally, Modal education qualification was G.C.E. Advanced level (56%).

The data on the Internet usage are presented by Tale 3.

Table 3: Internet usage pattern of the respondents

Factor		N	%
Frequency of Internet use	Every day	141	93
	Once a week	10	07
Experience of using Internet (Years)	1 year or less	24	16
	1 – 7 years	19	13
	More than 7 years	108	71
Using Internet for job search	Yes	128	85
	No	23	15
Average time spend on online job search per session	None	23	15
	< 30 Minutes	39	26
	30 – 60 Minutes	37	25
	1 – 2 Hours	41	27
	2 Hours <	11	07

Source: Survey Data (2018)

The sample resembles the high level of Internet penetration of Gen Z as 93% of them are using Internet on daily basis. Internet is a daily commodity of them as many of their daily routines are attached with Internet. Moreover, 71% of them are using Internet more than 7 years back. Surprisingly, not all those use the Internet are using it for the purpose of job search. That accounts 15% of the sample. That implies even among the Gen Z who believed to be born with Internet on their fingertips, some have not yet realize the real uses of it for their career planning. The daily average time spend on online job search varies from 30 minutes to two hours. Many appear to use less than two hours to online job search on a particular session. Only a 7% of respondents spend more than two per session in searching for job in the Internet.

The results of chi-square test of independence shows a significant variance between the male and female with respect to use of Internet for job search (Chi-square 6.275, (1), P= 0.012). Further, online job search behavior also varies based on education qualification of the job seekers (Chi-square 45.284, (3), P= 0.000) The descriptive statistics of the variables shows that mean value for security as a determinant of the Internet's effectiveness has scored low compared to mean values of other three determinants. Posting scores the highest mean value among the determinants of the Internet's effectiveness as an online job searching tool (Table 4).

Table 4. Descriptive statistics of the variables

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Security	128	2.8613	.56170	.868	.214	1.540	.425
Posting	128	4.0143	.47741	-.116	.214	.290	.425
Convenience	128	3.8395	.48783	.502	.214	-.105	.425
Service Quality	128	3.7461	.53929	.229	.214	-.005	.425
Valid N (listwise)	128						

Source: Survey Data (2018)

A factory analysis was performed to ensure the power the measurement. The sample adequacy doe factor analysis is verified by the KMO and Bartlett's test statistics (Table 5).

Table 5. Test of sample adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.724
	Approx. Chi-Square	1989.738
Bartlett's Test of Sphericity	df	528
	Sig.	.000

Source: Survey Data

Table 6. Rotated component matrix

Rotated Component Matrix				
	Component			
	1	2	3	4
Convenience3	.714			
Convenience4	.703			
Convenience1	.684			
Convenience2	.684			
Convenience10	.671			
Convenience9	.624			
Convenience8	.598			
Convenience5	.575			
Convenience11	.452		.351	
Service Quality3	.362			.325
Security4		.777		
Security3		.738		
Security1		.720		
Security7		.692		
Security6		.674		
Security2		.620	.396	
Security5		.580		
Service Quality5			.763	
Service Quality6			.733	
Service Quality7			.668	
Service Quality2			.635	
Service Quality8	.349		.607	
Service Quality1			.547	
Service Quality4			.497	
Posting3				.771
Posting1				.716
Posting4				.624
Posting2				.590
Posting5				.524
Posting6				.520

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 6 iterations.

Source: Survey Data

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The rotation was acquired using Varimax rotation with principal component analysis extraction method. The four components were derived based on the factor loading of each item (See Table 6). The coefficient display format has sorted by size and the absolute value below 0.3 have suppressed from the table. The indicators those

with significant factor loadings (> 0.6) were picked for the further analysis (Bagozzi, and Yi, 1988). Further the factors with cross-loadings too were eliminated from next step of analysis to avoid issues of discriminant validity (See Table 6).

The results of factor analysis (Table 6) is used for ensuring the validity and reliability of the indicators in specific and instrument in general. The statistics on these measures are presented by the Table 7.

Table 7. Validity and reliability statistics of the measure

Item	Standardized loadings	t-value	Cronbach alpha coefficient	CR	AVE
Security 1	0.720**	10.014	0.800	0.784	0.60
Security 3	0.738**	10.265			
Security 4	0.777**	10.807			
Security 6	0.674**	9.374			
Security 7	0.692**	9.625			
Posting 1	0.716**	9.959	0.750	0.735	0.66
Posting 3	0.771**	10.724			
Posting 4	0.624**	8.679			
Convenience 1	0.684**	9.513	0.838	0.821	0.63
Convenience 2	0.684**	9.513			
Convenience 3	0.714**	9.931			
Convenience 4	0.703**	9.778			
Convenience 9	0.624**	8.679			
Convenience 10	0.671**	9.333			

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Service Quality 2	0.635**	8.832	0.733	0.718	0.552
Service Quality 5	0.763**	10.612			
Service Quality 6	0.733**	10.195			
Service Quality 7	0.668**	9.291			
All			0.859		

** Significant at 0.01 significance level

Source: Survey Data

As table 7 shows, all items have significant factor loadings ($p < 0.01$) on its theorized latent construct. All loading values are over 0.6, indicating good convergent validity (Bagozzi, and Yi, 1988). The Cronbach's alpha (α) coefficients are greater than 0.70 (Nunnally, 1978). Composite Reliabilities exceed the standard of 0.6 suggested by (Bagozzi and Yi, 1988). Average Variance Extracted (AVE) values for each factor are greater than 0.50 (Frias, Rodriguez and Castaneda, 2008).

Table 8. Discriminant validity of the measure

Variable	AVE and Squared correlation			
	Security	Posting	Convenience	Service Quality
Security	0.603*			
Posting	0.317**	0.665*		
Convenience	0.370**	0.642**	0.632*	
Service Quality	0.501**	0.213**	0.394**	0.552*

* - AVE value (diagonal) ** - Squared correlation (below diagonal)

Source: Survey Data

The discriminant vale was assessed by comparing the AVE for each construct with the squared correlation between construct pairs (Fornell and Larcker, 1981). As shown by the table 8, the AVE values exceed the squared correlations for all measures. Hence, it is concluded that the instrument complies with the discriminant requirements of a standard measure. In other terms these variables distinctly measures the effectiveness of the Internet as a tool for searching a job in online.

A confirmatory factor analysis (CFA) was performed with AMOS 20.0 version. The model had acceptable fit indices (see table 9).

Table 9. Model fitting indices

Index of fit	CMIN/DF	CFI	GFI	RMSEA	TLI
Standard	< 5	> 0.90	> 0.95	< 0.08	> 0.95
Value	1.05	0.97	0.95	0.048	0.96

Source: Survey Data

Confirmatory factor analysis assess the whether the measurement tools have exactly measured the latent variable. Table 9 shows, Chi square Mean /Degrees of Freedom (CMIN/DF) is 1.05 which is well below the standard value of 5 (Carmines and Mclver, 1981). And also the results complies with the more comprehensive rule of thumb where the better model fit is said to establish when the CMIN/DF value close to 1 (Carmines and Mclver, 1981). Comparative Fit Index (CFI) of the model lays above the acceptable level (0.97 > 0.90) (Screiber, et al., 2006). Goodness of Fit Index (GFI) is 0.95 where the acceptable value is one which greater than 0.95 (Screiber, et al., 2006). Root Mean Square Error Approximation (RMSEA) is also demonstrates a good fit as it is below the standard value (0.08 > 0.048) and closer to zero. Tucker Lewis Index (TLI) remains with 0.96, which is marginally above to the acceptable level of 0.95. All the indices comply with the standard values thus able to establish a good model fitting. As to Screiber, et al. (2006) measurement model defiens the relationship between the observed and unobserved variables. Thus, the determinants; securiry, posting, convenience, and service quality can be concluded to be significantly determining the effectiveness of the Internet as a online job seraching tool. Among them, “security” indicators recorded the highst average factor loading which ranks the “security” as the principle determinant of the appropriateness of the Internet as an online job serach tool. Next, “posting” and “service quality” are significant features of the Internet those aid is uplifting its effectiveness as a tool for searching jobs in online by Gen “Z”. Convenience was loaded fewerly on the effectiveness of the Internet as a online job searching compared to three other determinants. Yet, it is singnificant in affecting the value of the Internet as a job serach tool.

Based on the above results it can be decided that Gen “Z” perception towards the effectiveness of the Interent as a job serach tool is significantly determined by the security, posting, service quality and convinience. These statistically significant determinants are valid with respect to Gen “Z” particularly in Sri Lankan context. The results of hypohteses testing pertaining to above analysis are shown by table 10.

Table 10. Results of hypotheses testing

Hypothesis	Status
H1: The security of the Internet related job searches is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.	Accepted
H2-The job posting itself is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.	Accepted
H3-The convenience of Internet job searching is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.	Accepted
H4-The service quality of the Internet is a significant determinant of the effectiveness of the Internet as a tool for selecting a job by Gen Z.	Accepted

Conclusion

The signigance of the Internet as a job searching tool by Internet users can’t underestimate in an era of knowledge society. Especially with respect to Gen “Z” who naturally demonstrate greater internet penetration. Internet centered job searches offer greater flexibility and advantage over the

conventional offline methods of job search. Grounded on above practical implications, the present study was designed to explore how to assess the effectiveness of the Internet as an online job search tool by Gen “Z”. As hypothesized, four determinants of the Internet were found to be affecting its aptness as an online job search tool. They are security, posting, service quality and convenience. The respective items under each determinant are presented by the table 11.

Table 11. Indicators of the significant determinants (questionnaire items)

Latent construct	Observed variable		Item	Measurement scale
Security	Security 1	Trust	9. I like to give my personal details to the relevant web site when I search job vacancies in Internet.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree
	Security 3	Trust	11. I can trust the security system of the web site when I search job vacancies in internet.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree
	Security 4	Trust	12. I have a clear mind that my personal information are not revel to the 3rd party.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree
	Security 6	Perceived stress	14. I do not have any troubles while I logging to the web site.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree
	Security 7	Perceived stress	15. I can't see any spam messages while I use web site for search job vacancies..	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree
Posting	Posting 1	Updating	17. I can see new job postings when I use the web site for search job vacancies	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree
	Posting 3	Sufficient Information	19. That web site has sufficient and relevant information regarding the job search.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree

	Posting 4	Sufficient Information	20. Using the internet will help me to find related more jobs through that web site.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
Convenience	Convenience 1	Easiness	23. Using internet enable me to look for job quickly.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Convenience 2	Easiness	24. It is easy to apply a job vacancy by using that web site.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Convenience 3	User-friendliness	25. It is easy to search a job vacancy by using internet.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Convenience 4	User-friendliness	26. I can use/handle that web site easily.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Convenience 9	Interaction	31. I can interact with that web site easily.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Convenience 10	Facilitating expectations	32. I found it easy to do what I want to do in internet	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
Service Quality	Service Quality 2	Feedback	35. That web site ask me to give feedback about their service.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)

	Service Quality 5	Empathy	38. Using web site is fun.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Service Quality 6	Empathy	39. Using web site is exciting.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)
	Service Quality 7	Empathy	40. I overall satisfied after using the web page.	5 – point Likert scale (5 – Strongly Agree.... 1 – Strongly Disagree)

The findings compatible with the key recent literature available in this regards (Gurung and Raja, 2015; Thaichon, Lobo and Mitsis, 2014; Jansen, Jansen and Spink, 2015; Nolin, 2016; Mayhew, 2018; Lee and Kim, 2017; Hasan, Islam and Salehin, 2018). The outcome of the study would contribute to the existing body of theory relating to the Internet’s role in recruitment process both from job seekers’ perspective and potential employers’ perspective. Managerial implications of the results of the study emphasis the necessity of revising and shaping the recruitment and career planning processes in the light of the influence of the Internet on such processes. This hints a new landscape of the labour market of the Gen “Z” which tend to be subject to steady growth in near future.

While researcher admit the limited sample size as a major limitation of the present study it is proposed to investigate the same phenomenon incorporating better representative sample. Further, it is suggested to assess the social media effectiveness on job search by taking the heavy adaptation of social media over the Internet use in general.

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