

# PERCEPTION OF PROFESSIONALS TOWARDS RECRUITMENT ADVERTISING IN NEWSPAPER IN BHILWARA CITY

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## ABSTRACT

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Bhilwara city is located in the Mewar region of Rajasthan state in India; in Bhilwara city as per provisional reports of Census India, has a population of 359,483; of which male and female are 187,081 and 172,402 respectively in 2011 with average literacy rate of 82.20%. Bhilwara city is famous for textile industry throughout India. Bhilwara district is rich in minerals and many service sector firms are established in the city. On an estimate Bhilwara district has around 15,734 large, medium and small scale industries which employ around 67,000 people. In Bhilwara city itself many hospitals, coaching centers, colleges, schools are running and from this industry other associated industry is also working like hostels, Hotel & Restaurants, laundry, mess, catering services, Marriage Halls, decoration, tent house, offset printing, printing press, transportation packaging industry and packaged food industry (as on 31.3.2012). This scenario gives an opportunity to professionals to explore more dimensions in their carrier. City is well connected with road and rail in the country. However, the focus of this study is specifically on perception of professionals towards recruitment advertisements in newspaper. Human resources are essence of any organization and without human power it cannot work. As more of competition and technological advances are available there is increased scope for professionals and every organization to recruit best of the people. With this view, the researcher will pose relevant question to the professionals and based on the data will find out the conclusion, that will be submitted to the management of the newspaper or agencies, so that they may start working on those lines and help in bridging the gap between expectation of professionals and their recruiters.

**Keywords** - Professionals, Newspaper, Recruitment Advertising.

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## INTRODUCTION

In a democratic country like India media is one of the most important pillar of information system. Print media has emerged as one of the most credible mass media and distinctively the newspaper. It delivers message to ample audience in printed form. According to the Annual Report of Registrar of Newspaper for India (RNI) in registered publications 143423 (newspaper and other periodicals) in India till 31st March 2020. Newspapers have a mass readership in India and in the state of Rajasthan. There is always great affinity towards newspaper reading in society. Recruitment advertisement in newspaper affects candidates and recruiters. Newspaper advertising always poses a question of relevance to target audience. Today's scenario gives lot of opportunities to prospective professionals in screening the desired employment. Recruitment Advertising Newspapers are mechanism of information, contributor of

socio-economic development, and catalyst for change in life style. Recruitment advertisement is most common tool used by recruiters to hire suitable candidate. Commonly Recruitment advertisement has various heads describing the type of opening and qualification needed. In newspaper classified advertising is part of recruitment advertising. In this advertising local, national, and international vacancies are shown including private, public and government.

## REVIEW OF LITERATURE

David A. Jones, Jonas W. Shultz, Derek S. Chapman (2006) Recruiting through Job Advertisements: The Effects of Cognitive Elaboration on Decision Making: in this study researcher has investigate whether individuals' decisions about responding to job advertisements are affected by how intense they understand recruitment messages. They have altered individuals' stimulus and capacity to carefully

process job advertisements (ads). They found that, in different likelihood individuals prefers ads which are more eye catching, and less ads containing higher quality urgings. Participants also reported that they screen job ads and previously also looked for job oriented ads. And their finding may help recruiters in increasing employment. Barber, A.E. (1998) Recruiting employees: Individual and organizational perspectives. Thousand Oaks: Sage They define recruitment as primary practise of identifying and attracting potential employees. In this process after application received locating potential employees and convince them and ultimately accept the employment in organization. Mathews and Redman (1994) Job Marketing: an Evaluation of Managerial Recruitment Advertising Practice. in their view that recruitment advertisements inform to the target population by mass media communication which not only states the job requirements but also serves as a channel for the communication of the organizations message. Job advertisement must enclose appropriate information about the openings as well as required professionalism.

## OBJECTIVES

1. To understand the recruitment advertisement in newspaper from reader's point of view.
2. To study recruitment advertisement in newspaper as an opportunity for professionals in Bhilwara city.
3. To study the relevance of recruitment advertisement for professional's vested interest.
4. To study the need of recruitment advertisement in newspaper.

## RESEARCH METHODOLOGY

**The research approach:** is a blend of Action and Exploratory Research.

**The research design:** used was the Descriptive Survey Design that will include qualitative methods of data collection and analysis.

**Background of Research:** The newspapers are medium of mass communication since the time of kings. Modesty and adaptation made newspapers to exist in this world. The newspaper that we see today is a result amalgamation of art and science. A newspaper is of great importance to the development society and economics in a country. Governments, private companies issues vacancies in recruitment advertisements through newspapers and other modes. The local newspaper recruitment advertising has well knowledge about the local industry, commerce, culture and habits of people. Sometimes readers refer jobs to their

family members, friends and colleagues to grasp an opportunity.

**Sampling Size:** In all there will be around 50+ respondents.

**Sampling Design:** Random sampling technique used to select the respondents.

**Data Collection:** The primary data was collected from newspaper, magazine, online journals, books etc. The secondary data was collected through survey. For this, questionnaire was used as a tool and was filled by 52 respondents which were picked up randomly.

## HYPOTHESES FORMULATION

- H<sub>01</sub> Perception of professionals on recruitment advertising in newspaper.
- H<sub>02</sub> Perception of professionals on recruitment advertising in newspaper as an opportunity.
- H<sub>03</sub> Perception of professionals towards recruitment advertising and its relevance.
- H<sub>04</sub> Perception of professionals towards recruitment advertising as only employment information.

## TOOLS TECHNIQUE

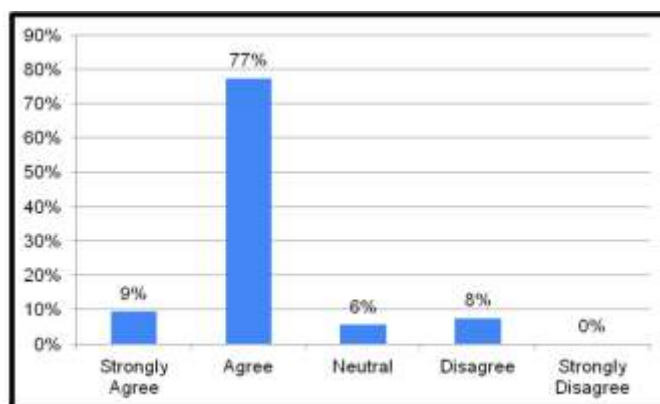
Basic descriptive statistics and qualitative techniques.

Analysis using Likert scale and Graphs.

## RESULTS

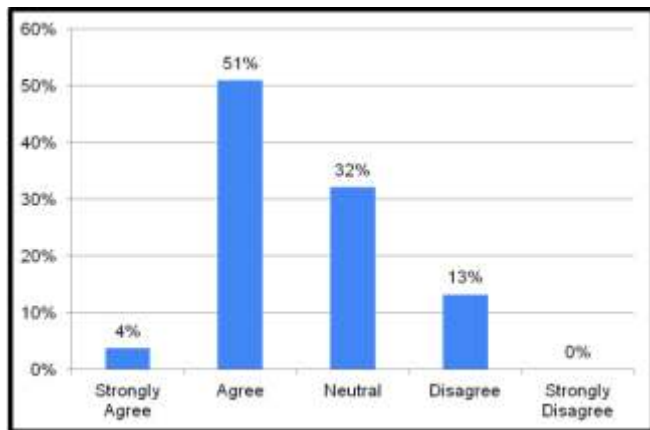
The data collected from the survey has been graphically represented below. Results can be summarized in terms of answers to the following questions:

In the question “The newspaper you read ever helped you in finding employment?” asked to the representatives the following data has been collected which is shown graphically in Graph No.1



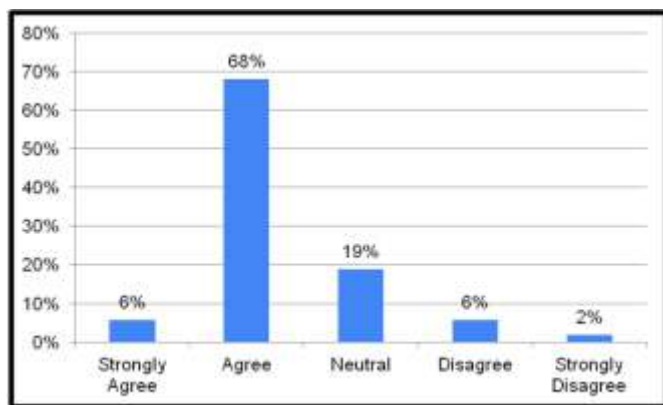
Graph No. 1

In the question “You think recruitment advertisement in newspaper is best way of finding or searching a job” asked to the representatives the following data has been collected which is shown graphically in Graph No.2



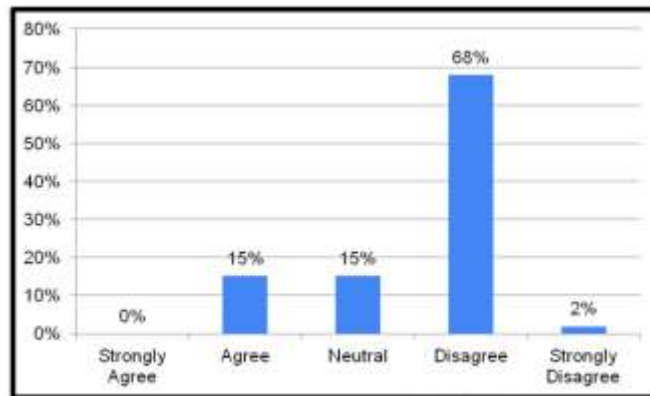
Graph No. 2

In the question “The recruitment advertisement in newspaper give latest job opportunities or recruitment trend of city” asked to the representatives the following data has been collected which is shown graphically in Graph No.3



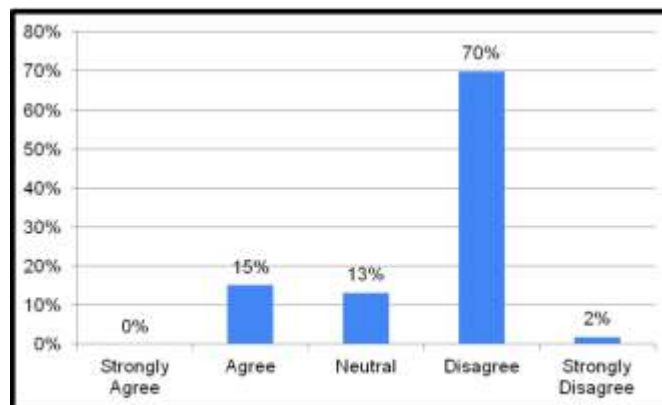
Graph No. 3

In the question “Recruitment advertisements in newspaper are not commendable in city” asked to the representatives the following data has been collected which is shown graphically in Graph No.4



Graph No 4

In the question “Recruitment advertisements are only showcase of any employment vacancy” asked to the representatives the following data has been collected which is shown graphically in Graph No.5



Graph No. 5

Based on the above stated graphs the scholar has found that

1. The newspaper read by respondents somehow helped them in finding employment.
2. Recruitment advertisement in newspaper is somehow a way of finding or searching a job.
3. The recruitment advertisement in newspaper gives latest job opportunities or recruitment trend of city.
4. Recruitment advertisements in newspaper are commendable in city.
5. Recruitment advertisements are not showcase of any employment vacancy.

## FINDINGS

1. The majority of readers are agreed with this point that newspaper recruitment advertisement somehow helped them in finding an employment.

2. The majority of readers think recruitment advertisement in newspaper is somehow a way of finding or searching a job in the Bhilwara city.
3. The majority of readers find recruitment advertisement in newspaper gives latest job opportunities or recruitment trend of Bhilwara city.
4. The majority of readers feel that recruitment advertisements in newspaper are commendable in city.
5. The majority of readers feel that rrecruitment advertisements are not showcase of any employment vacancy.

## RECOMMENDATION

A majority of the literature reviewed limited are in their nature for employer perspective, very less studies are there in keeping professionals in mind. Fewer studies found regarding recruitment advertising in newspaper in the Bhilwara city, further research can enrich the existing studies and will benefit more of local newspapers, employers and professionals.

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