

EFFECTIVENESS OF RECRUITMENT PROCESS USED BY SMALL AND MEDIUM SIZED RETAIL STORES

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Abstract

This paper is an attempt to study the effectiveness of recruitment process used by retail stores. Process of recruitment involves identifying and attracting the probable candidates from within and outside the organization and evaluating them for outlook employment. The present market development has made it more difficult for organization to discover, recruit, and select talent people. The competition for talent is rising, as there is a huge talent in the market. This makes it further vital for the organization to effectively hold and retain quality candidates. Better recruitment strategies outcome in better organizational outcomes. The effectively organizations recruit candidates; the more likely they are to hire and retain satisfied employees. The design of the research will be an descriptive research and exploratory research. It will focus on collecting and analyzing data statistically. This study observed that the highest rated factor is I environmental factor affects the recruitment process at that level = 2.63 and SD= .946. Also observed that the last highest variable is There is a well distinct recruitment policy in the organization at the level =1.95 and SD =.884.

This study conclude that there is no significant difference between the effectiveness of recruitment process of small sized Retail Stores and that of medium sized Retail Stores. This study will be beneficial for both HR Executive working in organization as well as academicians and scholars for carrying out further studies.

KEYWORDS: T-Test, Descriptive Statistics, Recruitment Process, Small and Medium Sized Retail Store

1. INTRODUCTION

In perspective of **Human Resource Management**, the term recruitment is the procedure of finding and selecting the candidate who is well appropriate for a job opening in a timely and cost-effective behavior. Basically, it is the process of hiring a contender which is most appropriate for a particular job. Selecting a right candidate is very important for any organization because it is extremely hard to go through the clear-cut process again and again for the same job role, as it includes energy, time, cost, and resources. The process hiring an applicant either internally or externally must be done in a just correct & professional manner.

In human resource management, "recruitment" is the procedure of judgment and hiring the best and most appropriate candidate for a job opening, in a timely and cost-effective manner. It can also be distinct as the "process of pointed for prospective employees and inspiring and encouraging them to apply for jobs in an organization".

It is one whole process, with a full life cycle, that begins with recognition of the needs of the company with respect to the job, and ends with the opening of the employee to the organization.

When we talk of the recruitment process, we directly think of activities such as the analysis of the requirements of a precise job, attracting candidates to apply for that job, screening the applicants and selecting among them, hiring the chosen candidates to become new employees of the organization,

Obviously, the main reason why the recruitment procedure is implemented is to find the persons who are best capable for the positions within the company, and who will help them towards attaining organizational goals. But there are additional reasons why a recruitment procedure is crucial.

2. LITERATURE REVIEW

Atkinson and Meager (1994) found that the use of word-of-mouth conscription methods varied according to the nature of employee being recruited.

Kilibarda and Fonda (1997) found little confirmation that the textbook opinion is being followed, even by huge employers.

Scott et al. (1989) did not think their recruitment process was enough, and half supposed it was a most important problem. Those using proper methods were less pleased with recruitment procedures those using common methods.

Costello (2006) recruitment is described as the set of actions and processes used to formally obtain a adequate number of trained people at the right place and time so that the people and the organization can select each other in their own maximum short and long term interests.

Henning Weiner (2008) examines an area of the recruitment process in today's labor market from the point of view of the employer. More specifically, an analysis is conducted with respect to the recruitment channels that Swedish firms utilize in the present days.

Sangeetha (2010) Decisions made in the recruitment process or stage will impact on the company in the future. Awful decisions made in the recruitment procedure can make serious costs for an organization vice versa. French says that the significance of certain assortment and recruitment behavior in the organizations

nartey (2012) says recruitment process should be done at all and every sector for fulfilling their organizational goals.

3. RESEARCH OBJECTIVES

1. To identify the difference between effectiveness of recruitment process used in small sized retail stores and that of medium sized retail stores

Hypothesis development

Ho: There is no significant difference between effectiveness of recruitment process of small sized Retail Stores and medium sized Retail Stores

H1: There is a significant difference between effectiveness of recruitment process of small sized Retail Stores and medium sized Retail Stores

4. RESEARCH METHODOLOGY

Research design

The design of the research will be an descriptive research and exploratory research.

- It will focus on collecting and analyzing data statistically.

Data collection

The study is based on primary data such as individual interview, questionnaire, and observation.

The questionnaire was constructed in two sections comprising;

Section I: Demographic information of respondent.

Section II: Information related to process of recruitment

Questionnaire was answered with the help of likert scale, which helped in influential the percentage value of each parameter, A five point scale was used with one being powerfully Disagree to Strongly Agree.

SECONDARY DATA

Secondary data are those which have previously been collected by some other people for some reason other than the problem at hand.

SAMPLING DESIGN

Sampling is concerned with the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population. Sampling is the process of obtaining information from a subset (sample) of a larger group (population).

The present research is of qualitative as well as quantitative in nature to address the research questions. Descriptive as well as exploratory research has been used in present research.

SAMPLE SIZE:

Sample size must be permanent enough, so that it will be the true delegate of the population. The sample size selected for this study was 80.

DATA ANALYSIS AND INTERPRETATION

Hypothesis 1:

Ho: There is no significant difference between effectiveness of recruitment process of small sized Retail Stores and medium sized Retail Stores

H1: There is a significant difference between effectiveness of recruitment process of small sized Retail Stores and medium sized Retail Stores.

TESTING HYPOSTHESIS

T-TEST

Group Statistics

| | Which type of organization you work for | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------|---|----|--------|----------------|-----------------|
| Recruitment | small enterprise | 40 | 2.4125 | .46831 | .07405 |
| | medium enterprises | 40 | 2.1969 | .42685 | .06749 |

H0: There is no significant difference between effectiveness of recruitment process of small sized Retail Stores and medium sized Retail Stores.

H1: There is significant difference between effectiveness of recruitment process of small sized Retail Stores and medium sized Retail Stores.

From the above table the mean of efficiency of Recruitment process of Small sized enterprises is 2.4125, where as medium sized enterprises is 2.1969.

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | T | Df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Recruitment | Equal variances assumed | .006 | .937 | 2.152 | 78 | .034 | .21563 | .10019 | .01616 | .41509 |
| | Equal variances not assumed | | | 2.152 | 77.339 | .035 | .21563 | .10019 | .01614 | .41511 |

Interpretation: The above table 4.7 shows F statistics as .006, here the value of significant is .937 > 0.5. Thus, Null hypothesis is accepted.

It means there is no significant difference between the effectiveness of recruitment process of small sized Retail Stores and that of medium sized Retail Stores.

MEAN

It is a central tendency calculates representing the arithmetic average of a set of explanation. The study uses mean to explain the sample. More specifically, it is probable to get a broad picture of the sample by allowing for the mean score of each of the variable.

Descriptive Statistics

| | Mean | Std. Deviation |
|---|------|----------------|
| I am Satisfied with the whole recruitment process in the organization. | 2.04 | .961 |
| There is a well defined recruitment policy in the organization. | 1.95 | .884 |
| The organization places its employees at the right post and position as per the past experience and qualification | 2.54 | .927 |
| Satisfied with the recruitment procedure carried out. | 2.18 | .897 |
| Recruiting high quality candidate can lessen the employee turnover | 2.25 | .987 |

| | | |
|---|------|-------|
| | 2.41 | 1.198 |
| Fair practices used for recruitment affect employee performance. | 2.39 | 1.196 |
| In recruitment process innovative technique (like stress level test, psychological test) pay an effective role. | 2.24 | 1.034 |
| The environmental factor affects the recruitment process. | 2.63 | .946 |
| The recruiting process help in identifying the competence visible like knowledge, skill. | 2.11 | 1.191 |
| The recruiting process help in identifying the In recruitment process innovative technique (like stress level test, psychological test) pay an effective role | 2.36 | 1.183 |
| Advanced tool and technique will help enhance recruitment process. | 2.59 | 1.177 |
| Psychometric test needed to be prominently used in recruitment process. | 2.30 | 1.195 |
| Internal sources of recruitment are most suitable for the organization. | 2.43 | 1.003 |
| External sources of recruitment are most suitable for the organization. | 2.08 | .883 |
| Satisfied with the present recruitment practices at organization. | 2.40 | 1.001 |
| Valid N (list wise) | | |

Interpretation: From the above table , it is observed that the highest rated factor is I environmental factor affects the recruitment process at that level = 2.63 and SD= .946, The second highest rated variable is Advanced means and technique will help enhance recruitment process Advanced tool and technique will help enhance recruitment process at the level =2.59 and SD = 1.177, the third highest factor is The organization places its employees at the accurate position and position as per the past experience and qualification at level = 2.54 and SD = .927, the fourth highest variable is Internal sources of recruitment are most suitable for the organizations at the level =2.43 and SD= 1.003, the fifth highest variable is Fair practices used for recruitment involve employee performance at the level =2.41 and SD= 1.198, the sixth highest variable is Satisfied with

the present recruitment practices at organization at the level = 2.40 and SD= 1.001, the seventh highest variable is In recruitment process innovative technique (like stress level test, psychological test) pay an efficient role at the level = 2.39 and SD= 1.196, the eighth highest variable is In recruitment process inventive technique (like stress level test, psychological test) pay an effective role at the level =2.36 and SD= 1.183, the ninth highest variable is Psychometric test needed to be importantly used in recruitment process at the level= 2.30 and SD=1.195, the tenth highest variable is Recruiting high quality contender can minimize the employee turnover at the level =2.25 and SD=.987, the eleventh highest variable is In recruitment process innovative technique (like stress level test, psychological test) pay an effective role at the level =2.24 and SD= 1.034, the twelfth highest variable is content with the recruitment procedure carried out at the level= 2.18 and SD=.892, the thirteenth uppermost variable is The recruiting process help in identifying the competence observable like knowledge, skill at the level =2.11 and SD= 1.191, the fourteenth highest variable is External sources of recruitment are most suitable for the organization at the level =2.08 and SD= .883, the fifteenth highest variable is I am Satisfied with the entire recruitment process in the organization at the level =2.04 and SD=.961, and the last highest variable is There is a well distinct recruitment policy in the organization at the level =1.95 and SD =.884.

FINDINGS

1. Sample is the amalgamation of male and female .However, greater part of respondents were male
2. Mass of respondents was from the age group 20 years to 30 years.
3. Greater part of respondents were earning between Rs 25001 to Rs 35000 PM.
4. Preponderance of experienced was from the age group 1 to 10 years.
5. Recruitment process is efficiently being used.
6. Recruitment process is light and clear.
7. The recruiter also uses different conduct of recruitment at different rank to find candidates.
8. F statistics as .006, here the charge of significant is .937>0.5 Thus, Null hypothesis is accepted
9. There is no significant differentiation between the small sized Retail Stores and medium sized Retail Stores.
10. A greater part of the employee indirect that the present recruitment process is effective.
11. This study observed that the highest rated factor is I environmental factor affects the recruitment process at that level = 2.63 and SD= .946.
12. Also observed that the last highest variable is There is a well distinct recruitment policy in the organization at the level =1.95 and SD =.884.
13. There is no significant difference between the effectiveness of recruitment process of small sized Retail Stores and that of medium sized Retail Stores.

CONCLUSION

This study was supportive to know about the recruitment procedure in small sized and medium sized retail stores. The procedure of recruitment has today become even more complicated. As the organizations want to appoint more talented and effective employees which can make a huge difference not only in terms of much improved performance but also in achieving competitive advantage. Therefore, organizations adopt different methods of recruiting a candidate to make the entire process more and more effective. This study inferred that most of the employees and employers are fulfilled with the present recruitment process. This study was thus helpful to study the effectiveness of recruitment techniques and methods used.

This study on recruitment is more an art rather than a process. HR professionals are having a big responsibility to engage a best person from the available talent pool. Recruitment process has a great contact on the working of the company. along with unmarked blood new ides enters in the company. In this study it Is concluded that there is no significant difference between small sized retail stores and medium sized retail stores.

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