

Factors enhancing employed job seekers intentions to use social networking sites as a job search tool

Abstract

This paper explores the factors of enhancing employed job seekers intention to use social networking sites as a job search tool. 190 survey questionnaires were distributed to employed job seekers who have used social networking sites via the snowball sampling approach. The collected data were analysed using both linear and multiple regression analysis. The results showed that perceived usefulness and perceived enjoyment are positively and significantly related to the behavioural intention to use social networking sites as a job search tool, whereas perceived ease of use is not positively and significantly related. The study implies that the developers of social networking sites need to provide additional useful functionalities or tools in the social networking sites to help users of social networking sites with their job search. The paper provides an insight for employed jobseekers to find employment by using social networking sites as a job search tool.