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I hereby declare that the project is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at USM or any other institutions.

(Signature)

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DATE : 15-JUL-2009

A STUDY ON EMPLOYED JOB SEEKERS'

ACCEPTANCE OF SOCIAL NETWORKING SITES

AS A JOB SEARCH TOOL

MICHELLE KOW PEI MING

Research report in partial fulfillment of the

requirements for the degree of Master of Business Administration

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ABSTRAK

Penggunaan laman jaringan sosial untuk berhubung dengan rakan-rakan, ahli keluarga dan rakan perniagaan merupakan trend yang terkini. Pengguna laman jaringan sosial terdiri daripada pelbagai umur, latar belakang, kaum dan sebagainya. Laman jaringan sosial seperti Facebook diguna secara meluas oleh pengguna untuk berhubung dengan rakan-rakan, dan ahli keluarga, manakala LinkedIn adalah laman jaringan sosial yang berunsurkan perniagaan. Dengan kemerosotan ekonomi yang terkini dan keinginan untuk mejimat kos, majikan sedang mencari alternatif untuk mencari bakal pekerja. Syarikat-syarikat telah mula menggunakan laman jaringan sosial untuk berhubung dengan bakal pekerja yang berpotensi dan meyediakan alternatif baru untuk pencari kerja berhubung dengan syarikat dan tahu mengenai jawatan kosong yang ditawarkan. Kajian ini bertujuan meyelidik faktor-faktor yang mempengaruhi pencari kerja terhadap penerimaan laman jaringan sosial sebagai alat pencari kerja. Model penyelidikan oleh Tong (2009) telah digunakan sebagai rujukan untuk kajian ini. Data telah dikumpul daripada190 responden yang terdiri daripada pencari kerja dari Malaysia. Daripada kajian ini, didapati bahawa niat kelakuan dipengaruhi secara langsung dan secara positif oleh persepsi kebergunaan dan persepsi 'enjoyment' dan secara tidak langsung melalui persepsi kebergunaan, melalui persepsi terhadap kesenangan mengguna, dan 'performance expectancy'. Persepsi risiko privasi mempengaruhi persepsi kebergunaan secara langsung dan secara negatif. Persepsi 'stress' mempengaruhi secara negatif persepsi terhadap kesenangan mengguna dan persepsi terhadap kesenangan mengguna mempengaruhi persepsi 'enjoyment' laman jaringan sosial. Hasil daripada kajian ini adalah penting untuk syarikat-syarikat yang ingin menggunakan alternatif lain untuk mencari bakal pekerja.

ABSTRACT

The use of social networking sites to connect with friends, relatives and business contacts have been the latest trend. People from all ages, various backgrounds, different ethnicity and etc. are using Social networking sites to connect with one another. The social networking sites such as Facebook, Friendster and MySpace are widely used by users to connect with friends and relatives as well as new friends, whereas LinkedIn is a business oriented social networking sites where users connect with business contacts in hope of gaining new career opportunities or new business ventures and etc. With the recent economic meltdown and the need to reduce costs, companies are looking into alternative ways to source for potential candidates. Companies have been using social networking sites to connect with the potential passive candidates as well as provide the avenue for employed job seekers to connect with the recruiters of the company and be updated on the latest job openings. This research studied on the factors that influence employed job seekers acceptance of social networking sites as a job search tool. The research model by Tong (2009) was adapted in this study. Data were collected from 190 respondents of employed job seekers in Malaysia. From the findings, it is found that behavioral intention is directly and positively influenced by perceived usefulness and perceived enjoyment. Behavioral intention is indirectly influenced through perceived usefulness by perceived ease of use, and performance expectancy. Perceived privacy risk negatively influenced the perceived usefulness of social networking sites as a job search tool. Perceived stress negatively influenced the perceived ease of use and perceived ease of use influenced the perceived enjoyment of social networking sites. These findings will be useful for companies who intend to look for alternative methods to source for potential candidates.

CHAPTER 1

INTRODUCTION

1.0 Introduction

In the increasingly competitive global marketplace, there is a fierce war for talent. This is mainly due to the aging workforce, where the baby boomers will be retiring soon. The U.S. Bureau of Labor Statistics predicts that the U.S. workforce will grow by only 3 percent from 2000 to 2020. According to the US Dept of Education, it is predicted that 60% of jobs will require skills possessed by only 20% of the workforce (Affinity Circles, 2008). According to a study conducted by McKinsey & Co., which involves 77 companies and almost 6,000 managers and executives, the most vital corporate resource over the next 20 years will be talent (Affinity Circles, 2008). Therefore, it is highly important for companies to attract qualified candidates.

1.1 Background

Recruitment can be done via the traditional method of posting jobs listing on newspaper classifieds, referral by employees and also engaging the services of the recruitment agencies such as Manpower, Kelly Services or via online recruitment. Traditional sources of recruitment are still being used by employers despite the advantages of e-recruitment (Pearce & Tuten, 2001). These traditional methods cannot be totally removed and should be used together with the online recruitment methods. However, HR Managers should use multiple recruitments methods only for the urgent recruitment as it affects the cost per hire (Tong, 2009).

There are many definitions of online recruitment or e-recruitment. According to Schreyer & McCarter (1998) e-recruitment is defined as the recruitment process, which includes posting of job advertisements, getting resumes, and creation of human resource database with the candidates' pool. According to Hoffman (2001), e-recruitment is defined as the sourcing, selection of candidates, communication and management throughout the recruitment process using the Internet. According to a survey on household use of the internet conducted by the Malaysian Communications and Multimedia Commission in 2008, on average there are 1.9 million household internet users in Malaysia as of 31 March 2008. The internet has provided a new avenue for recruitment activities. It is now very common for job seekers to search for jobs and for employers to post job advertisements on the internet in various sectors of the economy.

Some examples of online recruitment tools include corporate career web sites, third party e-recruitment web sites (also known as general job boards such as Jobstreet.com, JobsDB.com and Monster.com), and niche job boards such as Dice.com specifically for technology positions. With the emergence of Web 2.0, companies have additional sources of online recruitment via social media technologies such as social networking sites, blogs, podcasts, video sharing and virtual career fair.

In Malaysia, there have been a few researches conducted on e-recruitment and on job search; including two dissertations conducted by a postgraduate and an undergraduate student in Universiti Sains Malaysia on the topics "Individuals Acceptance of Internet Job Search" (Wong, 2001) and "Acceptance of Online Job Search" (Chong, 2006). Also there were two journals on e-recruitment research: "E-recruitment service providers review, International and Malaysian" (Tong and

Sivanand, 2005) and "A study of e-recruitment technology adoption in Malaysia" (Tong, 2009).

The study conducted by Tong in 2009 was tested on the validated TAM model without the attitude construct and identifying key constructs as external variables. An empirical study was carried out and snowball sampling was used. Findings conclude that third party recruitment agent and HR management should improve on the recruitment of employed job seekers (Tong, 2009).

These researches were mainly conducted on job seekers' acceptance of third parties' e-recruitment web sites such as Jobstreet.com, JobsDB.com, and Monster.com. In 2006, it is found that companies spent one third of their recruiting budgets on third parties' e-recruitment web sites even though only 22 percent of the applicants were favorable (Affinity Circles, 2008). Also it is found that companies spent 80 percent of the recruiting budget on traditional recruitment sources such as listing of job postings in newspapers (Anonymous, 2008). Third parties' e-recruitment web sites provide a large candidate pool of active job seekers who may be under qualified (Affinity Circles, 2008). Recruiters need to spend precious time screening through the bulk of resumes (Affinity Circles, 2008).

According to the Recruiting Trends Survey sponsored by Direct Employers Association, and conducted by Waterloo Organizational Research and Consulting in 2007, it is found that the return on investment using third parties' e-recruitment web sites is relatively low. Companies spent the majority of their recruitment dollars on posting jobs on third parties' e-recruitment web sites such a Monster, Jobstreet, CareerBuilder, JobsDB, and JenJobs. Resumes posted on Monster.com may be the same resume posted on Careerbuilder. There are too many resumes for the recruiters

to filter. Some companies used an automated filter to filter the resumes and this may remove the potential candidates unknowingly.

According to the Source Value Index, from the Recruiting Trends Survey sponsored by the Direct Employers Association, and conducted by Waterloo Organizational Research and Consulting in 2007, data shows that employee referrals, organization's website and social networking sites provided the best value based on relative hiring and spending. From various literatures, the common finding is that employee referrals are the most effective way for job seekers to obtain jobs.

Companies such as Ernst&Young, Sodexho, McDonald's, Intuit and Microsoft are using social networking sites such as Facebook to recruit. Recruiters are also using LinkedIn to source for potential candidates. The initial purpose of these social networking sites was to connect friends, relatives and business associates. However, these social networking sites have evolved into another method for recruitment besides the available third party e-recruitment web sites, as well as corporate recruitment web sites such as those by Seagate Technology, Shell, Dell, Intel and etc.

Social networking sites are a type of virtual community (Murray and Waller, 2007). Virtual communities and user-generated contents are not something new and have been used since the 1980s (Warr, 2008). Virtual communities "consist of people gathering together to share information, common interests and practices, who communicate for some length of time in an organized way over the internet through a common location or mechanism" (Ridings et al., 2002). Virtual community consists of a group of people who communicates via electronic means such as the internet. They share interest without physical contact or the need to be in the same place or belong to the same ethnic group (Kardaras et al., 2003). As adapted from Lin, 2007,

a virtual community is defined as a "social aggregation that emerges from the internet when sufficient people have public discussions long enough, with sufficient human feelings, to form webs of personal relationships in cyberspace. A virtual community is a group of people who may or may not meet one another face to face, and who exchange words and ideas through the mediation of computer bulletin boards and networks" (Rheingold, 1994).

Users of social networking sites will create their own profile with their personal information and will usually add their friends, friends of friends or new friends. Social networking sites are usually used for keeping in touch friends and families by posting their updates, photos, blogs, chatting and also for enjoyment and relaxation. There are many consumer-networking sites available such as Facebook, MySpace, Friendster, Hi5, Bebo and Multiply. Facebook claims that it has 200 million active users who have returned to the site in the last 30 days (as of April 2009) (Facebook.com, 2009). According to Warr, 2008, as of March 2008, Facebook claimed that there were 66 million active users. Within a year, from 2008 to 2009, Facebook's active users increased by 134 million.

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. All that is needed to join Facebook is a valid email address. Once registered, user will join a regional network to connect with the people in their area (Facebook.com, 2009).

There are also business oriented social networking sites such as LinkedIn, Ryze and Xing. LinkedIn has over 38 million users worldwide as of April 2009. Companies can promote job openings on LinkedIn to specific networks as well as to

other LinkedIn members. LinkedIn supports passive sourcing by providing a search functionality to find candidates who might fit open positions. Based on mutual connection, LinkedIn members may contact other members, check references, and view recommendations. In addition, individuals may assess, verify, and prioritize candidates based on information from networking peers and colleagues (LinkedIn.com, 2009).

Alexa.com provides information on the most visited web sites as listed below. The names of the top 10 sites are the same on 4 March 2008 as with 7 October 2007, but their precise rankings differ (Warr, 2008). On 11 April 2009, Hi5.com and Orkut.com is no longer in the top 10 but is replaced with Baidu.com and Blogger.com. Facebook is ranked at the fourth place and MySpace is ranked at the ninth place. Hi5 is ranked at 24th place whereas LinkedIn is ranked at 94th place.

The most popular web sites on 7 October 2007, according to Alexa.com, were (Warr, 2008):	The most popular web sites on 4 March 2008, according to Alexa.com, were (Warr, 2008):	The most popular web sites on 11 April 2009, according to Alexa.com, were:
1. Yahoo.com 2. Google.com 3. MSN.com 4. YouTube.com 5. Live.com 6. MySpace.com 7. Orkut.com 8. Facebook.com 9. Wikipedia.com 10. Hi5.com	1. Yahoo.com 2. YouTube.com 3. Live.com 4. Google.com 5. MySpace.com 6. MSN.com 7. Facebook.com 8. Hi5.com 9. Wikipedia.com 10. Orkut.com	1. Google.com 2. Yahoo.com 3. YouTube.com 4. Facebook.com 5. Window Live 6. Microsoft Network (MSN.com) 7. Wikipedia.com 8. Blogger.com 9. MySpace.com 10. Baidu.com

Figure 1.1 **Ranking of most popular web sites (Source: Alexa.com)**

The social networking sites which are actively used in the Asia Pacific region includes Facebook, MySpace, LinkedIn, Cyworld, mixi and 2ch (ni channeru) (Hjorth, 2009). It is very common for anyone and everyone to sign up as a member of a social networking site (Hjorth, 2009).

Limited research was done on understanding the employed job seekers acceptance of social networking sites as a job search tool. Since this is a new method for job search, this research is conducted to understand the acceptance of social networking sites as a job search tool. LinkedIn is a useful business-networking tool (Thew, 2008). Some says that this is just a fad but some says that this can be a serious method to search for jobs and also for recruiters to source for candidates. In LinkedIn, users can search for jobs via the job postings. In Facebook, users can search for jobs via the marketplace application, jobsite, and jobs indeed. In Friendster, Hi5 and MySpace users can also look for jobs from the posted jobs listing.

The information submitted by users in their profiles will also act like a resume. Therefore users have to be careful when submitting information about themselves. As a rule of thumb, user should follow the Grandma's test where they can only submit information that they think their mother or grandmother will be alright to view as well as not submitting something that they do not want the world to see (Lupsa, 2006). Users should also promote themselves positively and professionally (Roberts and Roach, 2009).

There are two categories of candidates that can be sourced by employers: active candidates and passive candidates. Active candidates are candidates who are actively searching for jobs by submitting their resumes online or searching for jobs via job boards and etc. They represent a small portion of the available workforce

(Tratar, 2008). Passive candidates are those who are not actively looking for jobs and they are usually very competent and comfortable in their current job. They may be interested if there was a job offered to them (Blessing, as cited in Taleo, 2008).

A study was conducted on the passive job seekers (employed job seekers) adoption of e-recruitment technology in Malaysia by Tong, 2009. The passive candidates are of higher quality when compared to the active candidates (Tong, 2009). For the empirical study which was conducted by Tong, 2009, the questionnaire was distributed to employed job seekers with experience in using third parties' e-recruitment web sites.

The author conducted a mini survey among the industries in Malaysia and India to understand how companies use social media technologies for sourcing of passive candidates. Out of the nine respondent companies in Malaysia and India, only one company uses social networking sites for recruitment. The social networking sites used for sourcing of candidates are LinkedIn and Facebook. The author's employer uses LinkedIn to source for candidates in the US (Kow, 2008). The author's employer with headquarters located in the U.S. had successfully hired some key positions via LinkedIn, which attracted a sizable pool of applicants. From research conducted, the author recommended to the HR management team that LinkedIn and Facebook should be used as one of the sourcing methods. The recruiters of the author's company with plants and offices in Asia (Thailand, Singapore, China, and Malaysia), US and Europe have been using Facebook and LinkedIn to source for candidates since November 2008. However, the author did not conduct a research on the Employed Job Seekers' acceptance of the social networking sites as a Job Search tool. This research will cover this gap since the author will obtain the Employed Job Seekers' view, on their acceptance of social

networking sites as a job search tool. Since most of the researches were conducted on the third party e-recruitment web sites and corporate career web sites, the author seeks to examine this alternative recruitment source i.e., social networking sites. This research will be conducted in Malaysia only since this is an applied research and it is focused in Malaysia. Also is it more convenient to get the respondents from Malaysia. "Employed job seekers might keep a "low profile" of using e-recruitment for job search" (Tong, 2009) therefore making it harder to obtain respondents globally.

1.2 Problem Statement

The recent economy meltdown, which occurred in year 2008, calls for desperate measures to cut costs whenever and wherever possible. There is a need for companies to source for candidates beyond third parties e-recruitment web sites in order to find talents of high quality at minimal cost. The cost of using third parties' e-recruitment web sites is very high and companies have invested a lot of money on these third party e-recruitment web sites. Therefore companies are looking at ways to reduce costs by using alternative sources. Without using the appropriate sourcing tool, this will decrease the availability of potential candidates and in turn affect the productivity, growth and revenue of the company.

The social networking site is one of the alternatives. Companies do not need to pay to use these social networking sites and yet able to get a large candidate pool. It is important to know the employed job seekers' acceptance of social networking sites as a job search tool so that companies can decide on whether to source for candidates via social networking sites, a relatively new way to source.

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The acceptance of technology had been researched by Davis et al. (1989) and Adams et al. (1992). Numerous studies have shown that many systems are underutilized or not being used by potential users (Ramayah, 2006; Thong et al. 2002). The focus of this research is on the factors influencing users' intention to use social networking sites as a job search tool.

1.3 Research Objectives

The objective of this study is to understand the employed job seekers' acceptance of social networking sites as a job search tool. Based on the findings of this research, companies can decide whether to invest in using the social networking sites for recruitment.

This study intends to examine:

1. The effect of perceived ease of use on the behavioral intention to use social networking sites as a job search tool.

2. The effect of perceived usefulness on the behavioral intention to use social networking sites as a job search tool.

3. The effect of perceived privacy risk on perceived usefulness of social networking sites as a job search tool.

4. The effect of application specific self-efficacy on perceived usefulness of social networking sites as a job search tool.

5. The effect of performance expectancy on perceived usefulness of social networking sites as a job search tool.

6. The effect of perceived stress on perceived ease of use of social networking sites as a job search tool.

7.   The effect of perceived ease of use on perceived usefulness of social networking sites as a job search tool.

8.   The effect of perceived ease of use on perceived enjoyment of social networking sites.

9.   The effect of perceived enjoyment on the behavioral intention to use social networking sites as a job search tool.

1.4 Research Questions

The research questions that need to be answered by this study are:

1.   Does perceived ease of use influence the behavioral intention to use social networking sites as a job search tool?

2.   Does perceived usefulness influence the behavioral intention to use social networking sites as a job search tool?

3.   Does perceived privacy risk influence the perceived usefulness of social networking sites as a job search tool?

4.   Does application specific self-efficacy influence the perceived usefulness of social networking sites as a job search tool?

5.   Does performance expectancy influence the perceived usefulness of social networking sites as a job search tool?

6.   Does perceived stress influence the perceived ease of use of social networking sites as a job search tool?

7.   Does perceived ease of use influence the perceived usefulness of social networking sites as a job search tool?

8. Does perceived ease of use influence the perceived enjoyment of social networking sites?

9. Does perceived enjoyment influence the behavioral intention to use social networking sites as a job search tool?

1.5 Significance of study

This study aims to understand the employed job seekers' acceptance of social networking sites as a job search tool. The use of social networking sites as a job search tool is very new. Limited research was done on this. Based on the findings of this research, companies can decide whether to invest time and money in using the social networking sites to attract talent the most vital corporate resource amidst the corporate war for talent.

1.6 Organization of Remaining Chapters

This section outlines the organization of this study by chapters, namely:-

Chapter 1

Presents the overview and the direction of the study. Highlights the background of the study, problem statements, research objectives, research questions and the significance of the study.

Chapter 2

Introduces relevant theories and literature from past research in order to strengthen the framework of the study.

Chapter 3

Presents the methodology, questionnaire development, sampling procedures, data collection, measurement instruments used for each construct in the framework, and proposes the types of statistical analyses to be employed for this study.

Chapter 4

Presents the statistical analyses and tabulates the finding of the study.

Chapter 5

Concludes findings from the study with discussions and implications. Shows the limitations of the study and suggestions for future research.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Using social networking sites as job search tool is a new method of e-recruitment. Thus it has to be readily accepted by employed job seekers' in order to ensure successful implementation. Employed job seekers' may not be aware of using social networking sites as a job search tool as this is a relatively new method for online job search. Therefore it is essential to find out the underlying factors that could influence employed job seekers' acceptance of social networking sites as a job search tool.

2.1 Technology Acceptance Model

The Technology Acceptance Model (TAM) was developed by Davis (Davis, 1989). The model used in this research is the extension of Fishbein and Ajzen's Theory of Reasoned Action (TRA) by Fred Davis and Richard Bagozzi (Bagozzi et al., 1992; Davis et al., 1989) to explain computer-usage behavior. The goal of TAM was "to provide an explanation of the determinants of computer acceptance that is generally capable of explaining user behavior across a broad range of end user computing technologies and user populations, while at the same time being both parsimonious and theoretically justified" (Davis et al., 1989).
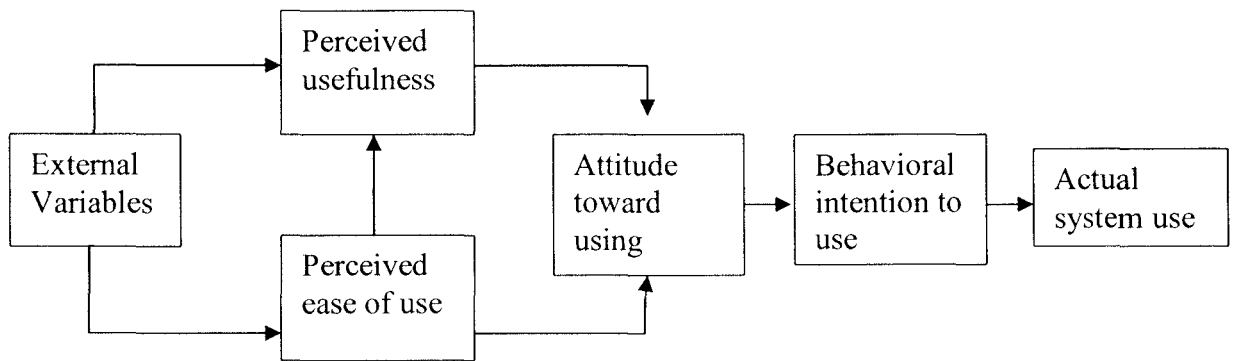
Figure 2.1. Technology Acceptance Model (TAM)

According to the Technology Acceptance Model, two variables (perceived usefulness and perceived ease of use) influence the acceptance behaviour of individuals on information systems. "Over the past two decades, TAM has been widely used to study the predictive power of technology users' attitude toward their intention in adopting a new innovation" (Hsu et al., 2009). There were many research conducted based on the Technology Acceptance Model. The research conducted covered various technology such as the banking technology (Agarwal et al., 2009; Gu et al., 2009), e-shopping (Ha and Stoel, 2009), online airline ticket purchasing (Ruiz-Mafe'et al., 2009), web-based training (Hashim, 2008), adoption of broadband (Oh et al., 2003), online auctions (Stern et al., 2008), voice over internet protocol (Liao and Tsou, 2009), statistical software (Hsu et al., 2009), mobile phone short message service (Kim et al., 2008) and so on.

In Malaysia, the extended TAM model has been used by Wong (2001) to examine the impact of extrinsic and intrinsic motivational factors in influencing individual's acceptance of internet job search. Tong (2009) used the extended TAM model into examining the factors influencing e-recruitment technology adoption in Malaysia. Ramayah (2006) used the TAM model focusing on the effect of interface

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characteristics on perceived ease of use of the intention to use online library in Malaysia. Ng (2007) used the TAM model to study on the adoption of technology-based self-service: comparing automated teller machine (ATM) and internet banking in Penang. Teh (2007) used the TAM model for the empirical study of the effect of instant messaging on employee productivity in Penang manufacturing industry. Ramayah et al. (2008) used the TAM model on the internet shopping acceptance in Malaysia.

The Technology Acceptance Model is a highly validated model and was tested by many researchers in their study. Therefore the extended TAM model is used in this research. This research also bases its model on the extended TAM model by Tong (2009) but introduces an intrinsic motivation variable which is perceived enjoyment.

2.2 Review of Literature

2.2.1 Perceived ease of use (PEOU)

Perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free from effort" (Davis, 1989). All else being equal, an application perceived to be easier to use is more likely to be accepted by the users (Davis, 1989).

In majority of the research conducted using the TAM model, perceived ease of use was found to have positively influenced the behavioral intention to use a system (Wang et al. 2003; Ramayah et al., 2005; Ramayah, 2005b; Guriting and Ndubisi, 2006; Ramayah, 2006; Huang, 2008; Fagan et al., 2008; Hsu et al., 2009). However, it is also found in other research that perceived ease of use is found to have not directly influenced the behavioral intention to use a system (Ramayah and

Bushra, 2004; Ruiz-Mafe' et al., 2009). Generally, when a system is found to be easy to use, users' will have the intention to use the system. In this research, the author will examine on the relationship between perceived ease of use and the behavioral intention to use social networking sites as a job search tool.

Therefore it is hypothesized that:

> H1: There is a positive influence of perceived ease of use on the behavioral intention to use Social Networking Sites for Job Search.

Perceived ease of use has also been found to influence behavioral intention to use indirectly through perceived usefulness (Davis, 1989; Ruiz-Mafe' et al., 2009; Oh et al., 2003; Ha and Stoel, 2009). According to Venkatesh and Davis (2000), "The less effort a system is to use, the more using it can increase job performance" (Venkatesh and Davis, 2000). This means that when a system is easy to use, users will perceive that the system is more useful. Systems that are difficult to use are less likely to be perceived as useful and thus lead to decreased usage. In general, if a system is easy to use, less effort is required by the users, therefore increasing the likelihood of usage.

Particularly in e-recruitment, Tong (2009) discovered that perceived ease of use is not positively related to perceive usefulness in e-recruitment adoption. This indicates that even though the system is easy to use, it is not necessary that it is perceived as useful by the users. However, in this research, the author would like to re-examine the relationship between perceived ease of use and perceived usefulness.

Thus it is hypothesized that:

H2: There is a positive influence of perceived ease of use on perceived

usefulness of Social Networking Sites for Job Search.

2.2.2 Perceived usefulness (PU)

Perceived usefulness is defined as "the degree to which a person believes that using a

particular system would enhance his or her job performance" (Davis, 1989). Within

the organizational context, a system that is high in perceived usefulness is one that

the user believes will have a positive use-performance relationship. Previous

researches have shown that perceived usefulness influences computer usage directly.

In general, when the users found that the system is useful for them, then they

will have the intention to use it and lead to the actual usage of the system. Based on

previous research using the TAM model, it is found that perceived usefulness is the

primary antecedent that determines the behavioral intention to use a computer system

(Davis, 1993; Venkatesh, 2000). Perceived usefulness was found to have positively

influenced the behavioral intention to use a computer system (Wang et al. 2003;

Ramayah and Bushra, 2004; Ramayah et al., 2005; Ramayah, 2005b; Guriting and

Ndubisi, 2006; Ramayah, 2006; Seyal and Rahman, 2007; Huang, 2008; Fagan et al.,

2008; Tong, 2009; Ha and Stoel, 2009; Ruiz-Mafe' et al., 2009; Hsu et al., 2009).

However, in some other research conducted based on the TAM model in a mandated

environment, it is found that perceived usefulness does not directly influence the

behavioral intention to use a computer system (Brown et al., 2002).

In e-recruitment context, Tong (2009) discovered that perceived usefulness is positively related to behavioral intention to use e-recruitment for job search. In this research, the author seeks to re-examine on this relationship.

Thus it is hypothesized that:

H3: There is a positive influence of perceived usefulness on the behavioral intention to use Social Networking Sites for Job Search.

2.2.3 Behavioral Intention (BI)

According to Warshaw and Davis (1985), behavioral intention is defined as "the degree to which a person has formulated conscious plans to perform or not to perform some specified future behaviour". This is in line with the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and its successor the Theory of Planned Behavior (Ajzen, 1985), where it is stated that behavioral intention is a strong predictor of actual behaviour. Intention is defined as "the cognitive representation of a person's readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour" in Theory of Planned Behavior (Ajzen, 1991).

Studies which have adapted the TAM model were either interested in examining the intention to use a particular computer system or the actual usage of the computer system (Ramayah and Ignatius, 2005). Studies on intention to use a computer system is mostly for the new technologies and studies on the actual usage is usually conducted on the computer systems that have already been used for long (Ramayah and Ignatius, 2005). For example the studies on actual usage were conducted on the use of the internet (Ramayah et al., 2003), whereas the recent studies on technology acceptance such as research on acceptance of biometric

technology in online applications (Chan, 2008), dropped the actual usage construct and focused on the intention to use construct alone. For this research since social networking sites as a job search tool is a new technology, therefore this study investigates the factors that influence the behavioral intention to use the social networking sites as a job search tool.

2.2.4 Perceived Enjoyment (PENJOY)

Perceived enjoyment is a type of intrinsic psychological motivation (Davis et al., 1989). Perceived enjoyment is defined as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated" (Davis et al., 1992). Social networking site is a new method for people to socialize with one another. Through using this, people will feel that they are having fun while enjoying the rich features provided in the social networking sites. When they perceive these social networking sites as enjoyable, they will use it more frequently and spend more time on it (Rouibah, 2008). Perceived enjoyment was found to be positively influenced to behavioral intention to use a computer system (Davis et al., 1992; Teo et al., 1999; Lee et al., 2007). According to Van der Heijden (2004) "for hedonic systems, perceived enjoyment (a dimension of perceived playfulness) is a stronger predictor of behavioral intention to use than is perceived usefulness" (Heijden, 2004). However, there are other researches that found that perceived enjoyment do not positively influenced the behavioral intention to use a computer system (Venkatesh et al., 2002; Fagan et al., 2008; Shin and Kim, 2008).

Based on the findings from Davis et al., 1992 and Teo et al., 1999, it is hypothesized that:

H4: There is a positive influence of perceived enjoyment on the behavioral intention to use Social Networking Sites for Job Search.

Perceived enjoyment was found to be related to perceived ease of use. Some studies have shown that the perceived enjoyment influence the perceived ease of use of a computer system or application (Venkatesh, 2000; Yi and Hwang, 2003; Fagan et al., 2008; Kim et al., 2008) whereas some studies have shown that the perceived ease of use influence the perceive enjoyment of the computer system or application (Igbaria et al., 1996; Liao et al., 2007; Rouibah, 2008). Common sense predicts that when a computer system or technology is perceived to be easy to use it will lead to perceived enjoyment. However this may not always be true. For example for the case of wired voice telephony, it is very easy to use, however it is not perceived as enjoyable as compared to short message service (SMS), where Korean users find it very enjoyable to send short messages to friends (Kim et al., 2008).

For this research, the relationship used is the perceived ease of use influences the perceived enjoyment of social networking sites. This relationship is chosen because when users perceive that the social networking sites are easy to use and user friendly, they will then be able to enjoy using the social networking sites. If the social networking sites are found to be not user friendly or difficult to use then the users will not enjoy using the social networking sites.

Thus for this research the author hypothesized that:

H5: There is a positive influence of perceived ease of use on perceived enjoyment of Social Networking Sites.

2.2.5 Performance Expectancy (PE)

Performance expectancy is defined as "the extent to which an individual believes that using an information system will help him or her to attain benefits in job performance." (Venkatesh et al., 2003). Performance expectations are similar to the perceived usefulness in TAM, where users tend to undertake behaviors they believe will help them perform their job better

(Compeau and Higgins, 1995). In the context of social networking sites as a job search tool, performance expectancy will be defined as the degree to which a user perceives social networking sites as a job search tool to be more useful in accomplishing job searching tasks than using the traditional job search tools or other e-recruitment tools. By using social networking sites as a job search tool, users will benefit in their job searching efforts. Performance expectation of employed job seekers' is met when they find that the social networking sites is a more effective way to look for jobs as compared to the other online or offline job search tools. For example by using the social networking sites as a job search tool, they might increase chances of being spotted by the recruiters', obtain timely response from the recruiters, communicate directly with the recruiters and spending less time on repeated applications and therefore their performance expectation is being met.

In e-recruitment's context, Tong (2009) discovered that performance expectation is not positively related to perceived usefulness in e-recruitment adoption. However, the author will re-examine this relationship in this study.

Thus for this research the author hypothesized that:

H6: There is a positive influence of performance expectancy on perceived usefulness of Social Networking Sites for Job Search.

2.2.6 Application Specific Self- Efficacy (ASSE)

Computer self-efficacy is defined as "an individual's perception of his or her own ability to use computer in the accomplishment of a task, rather than reflecting simple component skill" (Compeau and Higgins, 1995). According to Bandura (1986), self efficacy is defined as "the belief that one has about the capability to perform a particular behavior".

"Computer self efficacy can be operationalized at both the general computing behavior level and at the specific computer application level" (Marakas et al., 1998). Computer self efficacy construct is defined as "an individual's perception of efficacy in performing specific computer-related tasks within the domain of general computing" whereas application specific self-efficacy is defined as "an individual perception of self-efficacy in using a specific application or system within the domain of general computing" (Marakas et al., 1998).

Several studies have found that computer self-efficacy is positively related to perceived usefulness and perceived ease of use (Guriting and Ndubisi, 2006; Ramayah and Bushra, 2004; Wang et al., 2003). Previous studies have also shown that there is a positive influence of computer self-efficacy on perceived usefulness (Reid, 2008; Hsu et al., 2009; Peng, 2009) and there is no significant influence of computer self-efficacy on perceived ease of use (Hsu et al., 2009). There are also

studies that have also shown that there is a positive influence of computer self-efficacy on perceived ease of use (Park and Chen, 2007; Hasan, 2007).

In e-recruitment context, Tong (2009) discovered that application specific self-efficacy is positively related to perceived usefulness in e-recruitment adoption. In the case of using social networking sites as a job search tool, employed job seekers' who belief that they are able to use the social networking sites by their own, with their own capability, will perceive that the social networking sites as a job search tool is useful.

Based on Tong's finding, the author hypothesized that:

H7: There is a positive influence of application specific self-efficacy on perceived usefulness of Social Networking Sites for Job Search.

2.2.7 Perceived Privacy Risk (PPR)

Social networking sites and Web 2.0 pose new security and privacy risks that have not been adequately addressed by software developers, researchers and privacy advocates. Privacy risks such as identity theft, online or physical stalking, personal embarrassment, price discrimination or blackmailing differ widely among individuals and depending on the specific context (Weiss, 2008). In a recent survey, it is found that 63 percent of employers viewing social networking sites profiles have rejected candidates based upon information found within the profiles (Davis, 2006). Many potential employees would be shocked to know that employers could potentially read the personal information posted on MySpace, Facebook, LinkedIn or other social networking sites (Roberts and Roach, 2009). Companies that have included searches on Social networking sites such as LinkedIn as part of their candidate searches