THE RELATIONSHIP BETWEEN GENERATION Y'S CHARACTERISTICS AND ACCEPTANCE OF SOCIAL NETWORK AS JOB SEARCH ENGINE

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ABSTRACT

Acceptance of social network as job search engine is based on the determinations of Generation Y's characteristics. The aim of this study is to determine the relationship between Generation Y's characteristics of technology savvy, diverse, impatient and ambitious and acceptance of social network as job search engine. This cross-sectional study was conducted among 344 final year undergraduates from University of Malaya (UM). Random sampling technique was the sampling technique used in this study. Four adapted questionnaires were used to measure the Generation Y's characteristics of technology savvy, diverse, impatient and ambitious and acceptance level of social network as job search engine. Regression analysis was applied to test the hypotheses. The result showed that technology savvy, diverse and impatient are the influencing characteristics of the respondents to accept social network as their job search engine. Technology savvy has been found as the strongest characteristic in influencing the acceptance level of social network as job search engine. Finally, discussion, limitation of the study, suggestion and conclusion also were discussed in order to create platform for future researcher to enhance this study.

Keywords: Generation Y's Characteristics, Social Network and Job Search Engine.

ABSTRAK

Penerimaan rangkaian sosial sebagai enjin carian pekerjaan adalah berdasarkan kepada penentuan ciri-ciri Generasi Y. Tujuan kajian ini adalah untuk mengkaji hubungan antara ciri-ciri Generation Y iaitu celik teknologi, kepelbagaian, tidak sabar dan bercita-cita tinggi dan tahap penerimaan rangkaian sosial sebagai enjin carian pekerjaan. Kajian keratan rentas telah dijalankan di kalangan 344 pelajar tahun akhir dari Universiti Malaya (UM). Teknik persampelan rawak adalah teknik persampelan yang digunakan dalam kajian ini. Instrumen yang digunakan untuk mengumpul data dalam kajian ini adalah borang soal selidik dan terdapat empat borang soal selidik yang telah disesuaikan dan digunakan untuk mengukur ciri-ciri Generasi Y iaitu celik teknologi, kepelbagaian, tidak sabar dan bercita-cita tinggi dan tahap penerimaan rangkaian sosial sebagai enjin carian pekerjaan. Analisis regresi telah digunakan untuk menguji hipotesis. Secara keseluruhannya, dapatan kajian menunjukkan bahawa ciri-ciri Generasi Y iaitu celik teknologi, kepelbagaian dan tidak sabar adalah ciri-ciri yang mempengaruhi responden untuk menerima rangkaian sosial sebagai enjin carian pekerjaan mereka. Malah, celik teknologi merupakan ciri-ciri yang paling signifikan dalam mempengaruhi tahap penerimaan rangkaian sosial sebagai enjin carian pekerjaan. Didalam kajian ini juga, perbincangan, batasan kajian, cadangan dan kesimpulan juga telah dibincangkan dengan bertujuan untuk mewujudkan satu platform kepada para penyelidik masa depan untuk meningkatkan kajian ini.

Kata kunci: Ciri-ciri Generasi Y, Rangkaian Sosial dan Enjin Carian Pekerjaan.

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INTRODUCTION

1.1 Background of Study

In this twenty-first century, the usage of social network has geared up where most of people are being connected with social networks sites in their daily routine. Nevertheless, social network also has drawn attention in human resource management practices and become employers' inclination tool in the recruitment process. Most of the companies have started to exercise social network such as Facebook, LinkedIn and Twitter as their recruitment tool. According to Colao (2012) as reported in Forbes Magazine, Hard Rock Café was intended to open its new outlet in Florence in year 2011. In regards with this expansion, the company was needed to hire 120 servers up to managers just in four weeks to start up the operation. Hard Rock Cafe made the hiring process possible through Facebook. Hard Rock Café fans were invited to the join their Facebook page and allow them to share the jobs opportunities at Hard Rock Café among their friends. As the result, they could drove viral fan growth, where it shoots up from 0 to 1,000 fans in less than 24 hours and even pull off about 6,100 fans in four days. They received about 4,000 applications in four weeks and about1,000 applicants were invited for interview session. Finally, the outlet was successfully hired 120 staff in four weeks and started the operation without further due (Boorman, 2011). In short, social network plays important role and act as an important tool in the recruitment process.

What is recruitment process is all about and why most of the companies are giving priority for the recruitment process? Recruitment is basically a process of searching, screening and hiring the best-qualified candidate or places the right candidate at right job. Typically, recruitment cycle chained together with analyzing the requirements for a particular job, attracting employees to apply that job, screening process and selecting the most suitable applicants. In addition, it is covers the hiring process and engaging the new employee to the company. Recruitment is also a process where the hiring managers will review applicant's credentials, ability, skills, suitability and will ensure whether the applicant suits for the offered position or not. Taylor (2006) has defined that recruitment as an activity which generates and creates a pool of applicants yet to be employed by an organization should there be any placement and availability in near future.

Figure 1.1
Traditional Recruitment Process
Source: Kumar and Garg (2010)

According to Kumar and Garg (2010), traditional recruitment process involves four stages (1) position clarification to be filled through recruitment; (2) review and update of job description and specifications; (3) identifying possible source of qualified applicants and last but not least (4) selection of most appropriate way to communicate. In present, the third stage of traditional recruitment process

"identifying the possible sources of qualified applicants" has undergone revolution process. The researcher is insists to focus more on the third stage of traditional recruitment process model which namely identifying possible sources of qualified applicants since this stage has transformed over the years. Most of the job applicants have started to use social network as their job search engine. Classical methods job search engines such as newspaper advertisement, university portal, recruitment agency and job announce in print are no longer attracting Generation Y.

Based on Suvankulov (2010) study, Internet usage has positively associated with the search intensity, as measured by the number of traditional search methods used by a jobseeker. Suvankulov (2010) has listed down the traditional job search methods which were highlighted by the study uses December 1998 and August 2000 Current Population Survey (CPS) as follows (1) contacted employer directly, (2) contacted public employment agency, (3) contacted private employment agency, (4) contacted friends and relatives, (5) contacted school employment centre, (6) sent resumes/filled applications, (7) checked union/professional registers, (8) placed or answered ads, (9) other active search methods, and (10) looked at ads. The survey has indicates that marginal effects of the number of traditional search methods on the likelihood of using the Internet have grown from 1.6 percent in 1998 to 8.2 percent in 2003. The figure shows that job search engine which has connection with Internet is being chosen by today's jobseekers. The jobseekers believe that the features of new era job search engine fulfil their requirement and boost the satisfaction while they are searching for a job.

Walk-in, referral, company website, career fair, recruitment drive and university portal are the common list of recruitment tools which were being used by most of the companies all these while. However, in this 21st century, social network is playing an important role and seem as one of the effective recruitment tool. Most famous and preferable social networks are Facebook, Twitter and LinkedIn. Doherty (2010) has defined that social networking websites function like an online community for internet users. Social network sites such as LinkedIn, Twitter and Facebook also play the role as online community. Most of the sites are catering free services and eventually giving organizations an effective means on attracting today's Generation Y workforce.

Morgan (2012) through Deseret News.com has indicated that with the growth of social media sites like LinkedIn, Facebook and Twitter, the recruitment tool is becoming more prominent. Most of the companies have commenced with social network as their recruitment tool. LinkedIn has recorded 89 percent and being one the most-used social media site in U.S. businesses and even the businesses have hired candidates through this channel. Meanwhile, Facebook and Twitter also have been used in U.S. businesses where the usage has recorded around 26 percent and 15 percent respectively. The source also added that, according to the Jobvite 2012 Social Recruitment Survey, most of recruiters which approximately 92 percentage currently using and was intended to use social media and networking sites for job recruiting in year 2012. This percentage increased by 3 percent compared to year 2011 and 10 percent compared from year 2010. This percentage shows that most of the organizations have strategized the human resource planning and aware that most of the job seekers prefer or keen with social network as their job search tools. This

upswing result probably could be because of the present generation's characteristics which the researcher is going to focus and study in following paragraphs and chapters. Skeels and Grudin (2009) have mentioned that, Facebook and LinkedIn are most popular among young professionals. A study was conducted on 430 employees and the researcher found that, highest number of LinkedIn and Facebook users among the employees who are aged between 26-year-old and 45-year-old. In addition the study also shows that, most of respondents are using social networks sites in their daily routine. The research also has highlighted that 52 percent of the respondents are using LinkedIn, 49 percent respondents are using Facebook, 31 percentages of social network users prefer MySpace and about six percent are keen with Twitter (Skeels & Grudin, 2009).
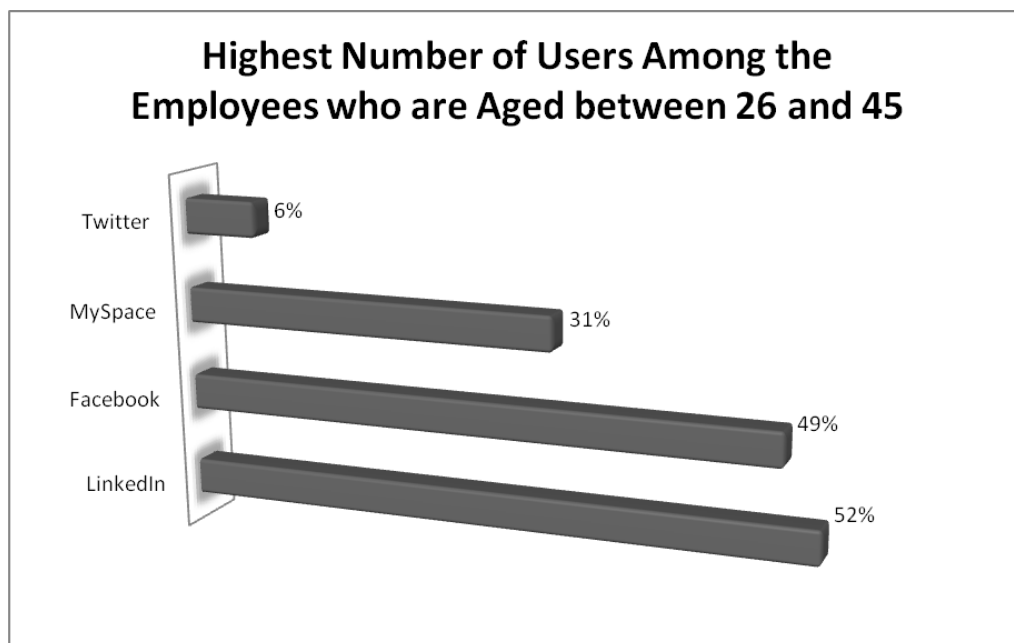
Figure 1.2
Highest Number of Users among the Employees who are age between 26 and 45
Source: Skeels and Grudin (2009)

Facebook is one of largest social network which recorded over 500 million users worldwide and 26 million UK users in July 2010 (BBC, 2010). Facebook allows the users to share information and communicate at a high capacity in various formats which covers interests or opinion, blog postings, contact information, photos, videos, tag, documents, links, and others. Facebook has no thoughtful restriction and also user friendly. Users can stay connected with Facebook friends and also use either publicly or privately. Users may join any organization's loop by create their own "like" pages and interest to that organization. Such facility makes life easier to the job seeker where they can gather more information about the particular company and then forward their application. Even most of the companies find that their company's Facebook group act as promotional and branding tool. The companies are using facebook page as a platform to post and inform the viewers on the list of vacancies available. Hence, the jobseekers are aware on the position available and even most of the companies are allowing the jobseekers to attach their resume though Facebook itself. This technique is faster and cheaper compared to other recruitment source such as career fair and recruitment agency.

Besides Facebook, Twitter is also another social network actor which has drawn attention. Twitter is a micro-blogging service which allows users to post short text updates called "tweets" of 140 characters or less on their profile page. Based to Twitter.com (2013), "*Twitter is a real time information network powered by people all around the world that lets you share and discovers what's happening now. Twitter asks 'what's happening' and makes the answer spread across the globe to millions, immediately.*" Without any constraint, users who have access to the Internet can view a public Twitter profile page. Twitter also caters the same conveniences as

Facebook. The information posted through Twitter moves as chain. When a user tweets any information, then the information will be displayed on their followers' home pages. Followers can reply to the information and the tweet back. When the second user does tweet back, it means follower shares that tweet with their group of followers. In this case, the users may get to know if there is any vacancy in any organization if it has been tweet. Thus, the information could be spread easily and reach the job seekers at soonest possible. If you are not convinced of the power of social networks, consider Twitter which allows the users to tweet out messages of 140 characters. In early 2011, an initial attempt was carried out on 25 most influential recruiters on Twitter. Further to the attempt, data was retrieved from 'We Follow', a user-generated Twitter directory (Buss, 2010). The study has expressed that more than 10,000 recruiters are using this platform and they find that Twitter as an effective recruitment source

LinkedIn is another largest business-focused social networking service, with approximately 90 over million professionals worldwide; including executives from all Fortune 500 companies are connected with LinkedIn. Besides that, about more than one million companies are having their own company pages. Those users who have the access to the Internet can view a public LinkedIn profile or company page. LinkedIn creates an opportunity for the users to be connected with their classmates, past and present colleagues, other professionals in same field, potential employers, and jobseekers. Hence, the jobseekers probably can utilize this chance to build up a network contact; find for a new job, get updates about other companies and also may lead to business opportunities (Broughton, Higgins, Hicks & Cox, 2009). Creating an

account is free and you may create your profile, search for jobs, post a job, and join a group or company, and more once you have created your own account.

The exclusivity of social network sites makes the present jobseekers to use those sites as their job search engine. Besides that, generation transform in the job market also would be the core reason on why social network being as the centre of attention. Job market is subsequently being switch from Baby Boomer to Generation X and now with Generation Y (Gen Y). Weiler (2004) has mentioned that Gen Y are those who born between 1980 and 1994. They are being the largest demographic since the "Baby Boomers" representing approximately eight million individuals in Canada and around 70 to 80 million in the US. The source also added that statistic predicts that in 10 to 15 years time, roughly eight million of Generation Y employees will be gradually replacing about 10 million retiring workers from the Baby Boomer generation. According to the Department of Statistics, Malaysia, Gen Y represents approximately 34 percent of Malaysia's labour market (JobsDB.com, 2012). These figures are clued-up the employers that labour market are being slowly and steadily being substitute with Generation Y.

Generation characteristic is the key element which leads the fresh graduates more eagerly prefers social media as their recruitment tool. Present fresh graduates are generally from Generation Y and do have they own trademarks. In Malaysia, fresh graduates will first enter the labour market at the age of 24 years (Rahman & Abdull, 2012). Simple computation shows that, those who have recently graduated are those who born in eighties and nineties. What is the age range between each generation? Baby Boomers basically are those who born between year 1946 and

1964, Generation X are those who born in year 1965 to 1980 and Generation Y is between year 1980 and 1994. Even Generation Z has been identified and they are those who born after year 1995. As such, recent graduates are from Generation Y category and this would be the associate reason on why the job market is being substitute by Generation Y. Generation Y own its unique, core values and different characteristics which differentiate them from other generations. They are very technology savvy oriented person, being very diverse, seen impatient where there are expecting for immediate response or feedback and they are also who are very ambitious person.

According to Ethics Resource Center (2010), Baby Boomers are those who were born between 1946 and 1964 and they are the largest population of any generation. They were open-minded and rebellious when they were young but became more conservative in their 30's and 40's. Both job status and social standing are equally important for Baby Boomers. The core values and characteristics of Baby Boomers are to be optimistic, ambitious, and loyal, and believe that employment is for life. They created the concepts of "workaholic" and "superwoman". They are very committed to the organization and work. They are busy people who occupied with overloaded, overworked, and filled with high expectations.

The next generation after Baby Boomers is Gen X who was born between 1965 and 1980. Most of their parents are working and also had exposed to daycare, divorce and other issues. Tsui (2001) has stressed that they share a certain sense of alienation, as they were the first generation to go through the trauma of their parents' divorce. Besides that, they are a well-educated generation with many having

education qualifications and are resourceful. Generation X peoples are more individualistic, self reliant and towards of authority. They are contracts to Baby Boomers because they are not interested in long-term careers, corporate loyalty or status symbols. Therefore, they focus on relationships, outcomes, their rights and skills at the workplace. They also change employment and even careers quite frequently and will leave a job if they feel unhappy. Gen X is a savvy and knowledgeable generation, ready to take on new challenges.

Table 1.1
Attitudes of Generation X and Y in professional work

Generation X	Generation Y
• Independence in decision-making	• Individual responsibility, freedom to make decision
• Concern for professional ethics	• Pleasant work environment that encourages social in relationship
• Non-proactive attitude towards norms and organizational hierarchy	• Learning and growth opportunities
• Willingness to adapt to changes	• Cooperation and joint decision-making
• No need for constant feedback on their performance	• Constant feedback and performance reviews
• Compensation based on consistency in daily work	• Open communication and approachable managers
• Stay in the same company	• Respect from older members for their lifestyle and work
• Lower level of training, particularly in technological aspects	• Performance-based compensation
• Focus on processes and not on results	• Time and space flexibility
• Low turnover	• High turnover

Source: Adapted from Arsenault (2004). *Leadership and Organizational Development Journal*, 25 (2), pp. 124-141.

As mentioned, Gen Y was born between 1980 and 1994 and they are very technology wise and also comfortable with ethnically diverse groups. Their values are likewise same as Baby Boomers. For example, they are optimistic, confident, people-oriented and social and have a sense of civic duty. However, Gen Y is more towards internet and even they prefer to be socializing with others through social networks rather than face-to-face communication. They use social network as the communication tool and makes friend through social network. Their attachment towards internet has led them to be flexible and changing in its fashion, style consciousness and where and how it is communicated with. In the workplace, Gen Y are expecting to great workplace flexibility. They prefer to be more flexible and free from thousands leaps and bounds of rule and regulations. Other than that, Generation Y is ambitious and goal oriented person. They have high ambition and very determine to achieve those ambitions.

Besides Generation X, Generation Z also been found and they are the one who was born after 1995. They are strongly tightened with internet, computes and mobiles phone. It could be said that they cannot live without those gadgets. In addition, they are not yet adults and have never known a life without the internet, computers, mobile phones and other devices. They prefer to communicate through online communities and social media such as Google, MySpace, Twitter, Facebook and etc. rather than personally meeting their friends and develop the relationships. They are more capable to make friends and able to create own network by only using the internet access and also without knowing anyone personally. Generation Z is equipped with quick shifts, faster life rhythm, active use of technologies and web

applications, freedom, customization, collaboration, scrutiny, integrity, fun, speed and innovation characteristics (Tabscott, 2009).

Nowadays, most job seekers are from group Generation X and Generation Y even Generation Z has entered the market. Generation Y and Generation Z are more flexible and addicted to internet and technologies. Therefore, generation characteristics could be the pioneer reason on why jobseekers are more toward social network as their job search tool in this twenty-first-century. Since, there are possibilities for jobseekers to choose social network, the researcher is intended to study the relationship between Generation Y's characteristics and acceptance of social network as job search engine.

1.2 Problem Statement

Most of the job seekers still have the incredulity on the social network. Basically, the social network users are using the tool as a social medium for them to communicate and to reach their friends. Job seekers are assuming the social network as their entertainment tool and not as their job search tool. The jobseekers are not excited enough to accept as social network as their job search engine probably because those sites such as Facebook and Twitter are containing private information where the employer may access to the information if the candidate has forwarded their application. Spon (2010) has overviewed the Facebook profiles' from negative, positive and private perspectives. He has concluded that a applicant who has negative profile where he or she shared negative comments or photos such as being social with friends or portrait bad attitudes are being rated lower by the employer. They

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may also upload something negative which reflect bad image on her/him, which will spoil their job opportunity. Basically employer will browse through applicant's profile before they are shortlisted for interview session. Therefore, the chances to be invited for an interview is very unlikely compared to another candidate who has good standing and encouraging profiles. As such, jobseekers are not ready yet to accept social network as their job search activities because they are assuming social network as an entertainment medium. They treat social network as the social medium for them to share their daily activities. They find uncomfortable and prefer not to accept social network as their job search engine if it blocks their freedom and liberty.

Other than that, social network users tend to spend most of the time for other activities such as chatting; making friends and uploading photos instead treating as job search engine (refer to Table 1.2). In this case, social network is not playing the role as a job search engine. Most of the users are still curious and deny accepting this medium as job search engine. Statistics shows that, most of Generation Y spent most of time for sharing information, stay connected with their friends and other activities instead treating social network as their job search engine. Table 1.2 illustrates that activities enrolled by Generation Y students compared with Baby Boomers and Generation X students. The Generation Y students do connect with social networking sites to stay in touch with their friends (96.8%), share photos, music, videos and other works (67.7%), find out more about people (51.6%), communicate with classmates about course-related topic (49.7%), plan or invite people for events (48%) and participate in special-interested groups (27.3%). Besides that, only about 11.6 percent of older students are giving importance on social networking sites for professional activities such as job networking but the percentage is not at the

uplifting level. However, older and younger students are still giving priority for social networking sites basically to make new friends (16.8%) and as platform to express their opinions and views (16.4%).

Table 1.2
Social Networking Sites' Usage (by age)

	18–19 Years (N = 8,705)	20–24 Years (N = 10,929)	25–29 Years (N = 1,381)	30 Years and Older (N = 1,192)	All Users (N = 22,207)
Older Students Do More Than Younger Students					
For professional activities (job networking, etc.)	7.4%	12.8%	16.5%	25.3%	11.6%
Older and Younger Students Do about the Same					
Make new friends I have never met in person	20.8%	12.8%	19.6%	20.5%	16.8%
As a forum to express my opinions and views	17.5%	15.1%	18.2%	19.0%	16.4%
Communicate with instructors about course-related topics	5.9%	4.5%	5.9%	11.5%	5.5%
Find someone to date	4.9%	4.5%	6.3%	6.2%	4.9%
Respond to site advertisements	2.1%	2.1%	2.2%	3.4%	2.1%
Younger Students Do More Than Older Students					
Stay in touch with friends	98.3%	97.2%	95.6%	83.1%	96.8%
Share photos, music, videos, or other work	72.1%	67.9%	56.6%	46.0%	67.7%
Communicate with classmates about course-related topics	60.4%	47.1%	25.2%	22.9%	49.7%
Find out more about people (I may or may not have met)	56.2%	52.6%	35.8%	27.9%	51.6%
Plan or invite people to events	51.6%	51.2%	28.0%	16.6%	48.0%
Participate in special-interest groups	31.9%	25.6%	18.4%	19.5%	27.3%

Source: Retrieved from ECAR Research Study 8. (2008). Social Networking Sites, Students and Information Technology 8, EDUCAUSE Center for Applied Research.

Social networks have some exclusive elements compared to the classical job search tool such as recruitment agency and university portal. For an example, by using classical job search tool such as recruitment agency or university's career placement centre, the jobseekers have to register themselves before get the access to the information. In some cases, the jobseekers might probably need to pay a minimal fee for the recruitment service which is being provided by the agency. In contrast, jobseekers may use social networks as the job search engine and gather information

about any companies without spending even a single cent. It is cheaper and the application could reach the organization faster compared to other tools. Other than that, the jobseekers might need to make their schedule free to attend to the career fairs in order to channel their application. In this case, the jobseekers may concern about the time that they need to spend and they might also have no much information about the companies which are taking part in the career fair. The jobseekers could gather information through internet before they forward their application to the company that they choose to serve with if they recognize social network as their job search engine.

Many companies have shifted their focus and altered their recruitment strategic towards online presence such as social networking sites rather than hosting expensive career fairs in public places, universities or colleges which involve cost for paying for recruiters to travel, booking space, promotional cost and so forth. This is where many companies are placing the positions available through corporate blog which is being connected to the company's Facebook page or LinkedIn company page. Since this technique reflect positive outcome towards recruitment strategy, most of the companies have added benefit of shaping a broader corporate footprint in the digital space (Madia, 2011). Besides that, social network also exposing the jobseekers to access to information about the employers without any restriction. The jobseekers actually have the opportunity to 'pick and choose' the best employer that they wish to work with.

Most of the companies have embarked into social network as their recruitment tools as traditional or normal recruitment tools cater unlikely result.

Social network is cost effective and cheaper compared to other recruitment tool. According to Boorman (2011) through his Recruitingblogs.com, social network is proven as cost effective recruitment tool. Hard Rock traditionally spends around $25,000 on recruitment advertising for new venues. However, the Facebook campaign just cost the company around $2,000 and Hard Rock had saved $23,000 subsequently. Besides that, the Facebook campaign just cost $0.20 for each fan, cost $0.50 for one applicant, and only cost $16 for one hiring. As such, definitely most of the companies will look into this strategic since it is cost effective and result oriented approach as well. Therefore, jobseekers might lose the job opportunity if they never tag along with employers' recruitment strategic. Thus, jobseekers should understand the unique of social network sites accept social network as their job search engine.

In a meantime, jobseekers are also failed to grab the job opportunity which can be driven through social networks sites. They are not serious and not utilizing the exclusivity of social network sites. Generally, social network sites are engaging two individuals and act as communication tool. Thus, jobseekers perhaps could extend their network and make friends with professionals. In this case, those professional probably could recommend them for any job opportunity or for any betterment in terms of career prospect. The professional recognizes the jobseeker and also mindful on jobseeker's qualification, skills and ability. As result, they will ring up the jobseeker if they got to know about any job opportunity. Employee referral is one of the topmost influential recruitment tool compared to other tools such as recruitment agency, career fair, write-in and others. According to Corporate Recruiters Survey (2012), employee referral was the most used tool in the recruitment strategic. Besides that, Banerjee (2012) has added that referrals for jobs through acquaintances still

remains the most leading source to get a job and social networking sites have constructive relation with employee referral where jobseekers are being referred for placement through social network chain.

Another concern occur even when jobseekers accepts social network as their job search engine would be the validity of information on the candidate's profile. Jobseekers are not serious enough in enclosing their information on the social networks. Most of the social network users prefer to hide some of the information. For an example, Facebook user might hide the education background or it might not been updated yet. Thus, it will carry confusion and effect during screening process by the employer. An incomplete profile may indicate that the candidate is not fully committed. The employers may conclude that they are not responsibility and put aside their application. In fact, Krista Candield, LinkedIn's Senior Public Relations Manager, has said that candidates whose profiles are complete are 40 times more likely to be contacted with potential opportunities via this social networking site than those whose profiles are incomplete (Garone, 2010).

Why jobseekers should give attention to accept social network as their job search engine? As shared in above, research shows that job market is gradually being replaced by Generation Y. Thus, Generation Y's characteristics do match with social network's features. Generation Y is more technology savvy person and adopt easily with technology. As such, social network has a significant relation with technology compared with other recruitment tools. Besides that, Generation Y is diverse and they wish to learn more new thing. They prefer to gather information and expand their knowledge without any constraint. In addition, Generation Y wishes for

immediate response further to any of their action. They are not patient enough to stay calm as they are accepting immediate result. Baby Boomer and Generation X are contrast with Generation Y in this aspect. Thus, social network could cater them instant feedback compared with recruitment agency and career fairs where they probably need to wait for couple of weeks for the response. Apart from being impatient, Generation Y is also known as very ambitious. They have self esteem and goal setting in their life. Hence, Generation Y might fail to channel their job application to the company that they aimed to serve with. Social network could lend and to accomplish their goals and aim about the career path if they accept the sites as their search engine.

1.3 Research Question

Based on the research study, the following research questions were developed to enhance the understanding about this research. The Generation Y's characteristics may influence the acceptance of social network as job search engine. The four characteristics served to elicit of this research.

1) Is there has any relationship between Generation Y's characteristic of technology savvy and acceptance of social network as their job search engine?

2) Is there has any relationship between Generation Y's characteristic of diverse and acceptance of social network as their job search engine?

3) Is there has any relationship between Generation Y's characteristic of impatient and acceptance of social network as their job search engine?

4) Is there has any relationship between Generation Y's characteristic of ambitious and acceptance of social network as their job search engine?

1.4 Research Objectives

The main objective of this study is to identify the relationship between generation Y's characteristics and acceptance of social network as job search engine. This study has its target or aim to achieve its objectives. To accomplish this aim, the following specific objectives will be addressed:

1) To determine the relationship between Generation Y's characteristic of technology savvy and acceptance of social network as their job search engine.

2) To determine the relationship between Generation Y's characteristic of diverse and acceptance of social network as their job search engine.

3) To determine the relationship between Generation Y's characteristic of impatient and acceptance of social network as their job search engine.

4) To determine the relationship between Generation Y's characteristic of ambitious and acceptance of social network as their job search engine.

1.5 Significance of the Study

The dramatic increase in social networks as job search engine is the noteworthy for the study. In this study, acceptance level of social networking sites as job search engine will be measured accordingly towards Generation Y's characteristics. Thus, recruiters may have clearer understanding whether Generation Y's characteristics do influence the acceptance level of social networking as job search engine or not. Hence, it creates an opportunity for the recruiters to adjust and amend their recruitment strategy accordingly if there is a significant relationship between Generation Y's characteristics and acceptance of social network as job search engine. Generally, this research lays in characteristics that influencing Generation Y's jobseekers to adopt social networks as their job search engine.

Consequently, the jobseekers also could have an understanding on the relationship between Generation Y's characteristics and the acceptance level of social network as their job search engine. Generation Y is technological attached, wish to be diverse, expecting for immediate responses and very ambitious and goal-oriented could be the core characteristics for them to accept social network as their job search engine. To extend the existing knowledge and applicability of social networks to find for job, this research will be tested against university's final year students as they are going to enter job market in near future. The final year students might probably have started to search for a job. Thus, the researcher insists to find out whether they accept social networks as their job search engine or not.

1.6 Scope of the Study

The study scope was focused mainly on final year students who are currently pursuing their degree programme from University of Malaya (UM). All of the respondents chosen were from Generation Y and will be completing their studies soon. The researcher believes they will be looking for job after the completion of the studies and the students probably had identified the potential job search engine which helps them to channel their application. Thus, this target group strengthen the study because the research could determine whether the respondents agreed to accept social network as their job search engine or not. Questionnaire was used as the tool to measure the variables of Generation Y's characteristics and acceptance of social network as job search engine. The respondents were required to rate each of variables with consists of total 29 items by using the 6 point scale in the survey questionnaire.

1.7 Definition of Key Terms

Technology savvy: Tushman and Anderson (1986) stated that technology is tools, devices and knowledge that mediate between inputs and outputs in order to create new products or services. Tyler (2008) said Generation Y is capable to handle technological devices and they can fit into such devices easily.

Diverse: Diverse is generally a variation of social and cultural identities among people existing together in a defined employment setting (Cox, 2001, pp. 3).

Impatient: Dudley (2003) has defined that impatient occur in absence of self control. This will lead them to respond with blame and anger.

Ambitious: Generation Y is goal oriented and have high motivation towards their perceptions of success (Koco, 2006). Ambitious also means someone has high determination about their future.

Acceptance of social network as job search engine: Boyd and Ellison (2007) have defined social network as web-based services that allow individuals to (1) *construct a public or semi-public profile within a bounded system*, (2) *articulate a list of other users with whom they share a connection*, and (3) *view and traverse their list of connections and those made by others within the system*. Social network is basically technology-based medium where it connects one another and allows them to communicate and share ideas among the boundary group. Acceptance level is defined as the degree of recognition given to the social network as job search engine.

1.8 Conclusion

Chapter 1 clarifies the research background, problem statement, research objectives of this study and list of questions to be posted. It provides a clear direction to continue the research that underlines factors which drive the intention of Generation Y's jobseekers to adopt social networks as their job search engine.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In Chapter Two, the researcher will study how each independent variables would affect the dependent variable by reviewing past studies that related to this research. Besides that, this chapter also enlightened and concluded the past studies on acceptance of social networks by fresh graduates as their job search engine. On the other hand, a proposed conceptual framework has been constructed which was being extended from previous studies. Next, hypotheses have been drawn out to evaluate whether those hypotheses are align with the researcher's objective or not and also for assessing the validity.

2.2 Definition & Conceptualization of Variables

2.2.1 Social network

According to Boyd and Ellison (2007), social network sites are "*web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.*" Social networking enables individuals to keep track and interact with their friends and relatives in an easy manner. Social networking will create a circle of relation among users and keep them connected will all the information shared. Lately, the number of online social networking services offered

to individuals has been tremendously mounting. Many sites have been tailored according to current trend in order to facilitate communication between users. Bican (2013) said that the usage of social network sites is increasing daily. Facebook, which is a popular social network site, is one of the most commonly used social sharing sites today, having millions of users.

Social networks play a vital role and has unique element as specific network function. Nowadays, online social network websites tend to be more focused on a specific network niche. For example, LinkedIn focuses on connecting business professionals in order to better facilitate job recruiting and interaction across companies, while Facebook, MySpace or Friendster focus on connecting individuals who are friends in the real world. The social network sites encompass own goal, mission and focus group. Other than that, many companies also have started to exercise social networks as their internal communication tool. The information such as employee's interests and current research are being posted at social network sites and this generally helps the employees to come out with new ideas and solution. The companies believe this mode as good way of fostering creativity (Joined-up Thinking; Social Networking Websites, 2007, July 4).

Social media and online base platforms are becoming one of the effective and favourable tools for job findings. The number of registered users at popular networking sites, such as LinkedIn, has grown rapidly. LinkedIn reported growth of 138 percent in number of registered users between year 2010 and year 2011. However, only 32 percent of participating corporate recruiters indicated that they are using social media as their recruiting tool (Corporate Recruiters Survey, 2012,

Graduate Management Admission Council). Other than that, nearly three out of five which mean 57 percent of business school graduates in year 2012 were using social media as part of their job search engine and those students also have highlighted their concern that only 10 percentages out of total users are receiving a job offer through this medium. Thus, this figures shows that most of the students are not ready yet to use social network as the job search engine. They find this job search engine is not approachable and not result oriented.

Survey shows that most of the companies have incorporated social media into their recruitment strategies (Corporate Recruiters Survey, 2012). The Corporate Recruiters Survey shows that 48 percent of the companies were using social media to advertise jobs, 39 percent to create a network with their prospective candidates, 31 percent basically to identify the prospective candidates through social media and about 20 percent of the companies were using social media for verifying the job applicant information. By world region, 53 percentages of European companies are using social media to advertise jobs, while 55 percentages of Asia-Pacific companies are using social media to advertise and 50 percentages as platform to build network with potential candidates. Besides that, Latin America engaged around 64 percentages of social media channels to identify prospective candidates. In United States, social medium are equally exercised as Asia-Pacific region, but on a lesser scale where only about 46 percentages of companies reported using social media to advertise jobs and 37 percent uses it to build network with candidates.

Employer Recruitment Strategies for year 2012

Strategy	Percentage
Job announcement in print	15%
Professional associations	25%
Recruitment agencies/executive recruiters	27%
Social media	32%
Networking events	39%
Career fair organization/participation	50%
Online job search/job boards	55%
Past and present interns	62%
On-campus recruitment	65%
Company website	65%
Employee referrals	71%

Percentage of companies

Figure 2.1
Employer Recruitment Strategies for year 2012
Source: Retrieved from Corporate Recruiters Survey. (2012). Survey Report, Graduate Management Admission Council

Employee referral is one of the most popular tools for hiring where seven in ten recruiters which is about 71 percent recruiters have indicated that referrals as a preferred source for identifying potential candidates. Banerjee (2012) also has shore up by indicating that referrals for jobs through acquaintances still remains the most favoured source to getting placed while social networking sites are closely gaining ground on this front as well. On-campus recruitment is still seen to be quite common even though the percentage has slightly decrease compared to year 2011. Around 65 percent or two-thirds of companies stated they prefer on-campus recruiting and the figure slightly decreased from 68 percent in 2011. Company websites are ranked equally as on-campus recruiting and also perceived as one of popular recruitment tool. The percentage was dropped by 10 percent to 65 percentages where it was around 75 percent in year 2011. In the meantime, social media and networking also are gearing up and have the momentum to increase by percentage. It was mentioned

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that 32 percent and 39 percent of employers' recruitment strategic for year 2012 were from social media and networking events respectively (Corporate Recruiters Survey, 2012).

According to Banerjee (2012), social networking is one of the most sought out solution for sourcing and recruiting employees in companies as it offers an exciting means for linking employers and potential employees. Recruitment process is becoming more and more challenging as the market for qualified and potential job applicants is shrinking. Banerjee (2012) also said that by giving advertisements in newspapers and internet based job boards is expensive and it is a constant challenge to target the narrowly defined candidate types through mass advertising. These quarrels took place after social networking becomes an emerging and an exciting imperative. Ashish Garg, Director of Recruitment for Convergys Customer Management Operations in India has indicated that recruiters are executing their sourcing activities sites more than 30 percent through social networking. Based on Banerjee (2012) research, Ashish Garg has said that they had already form a team of social media recruiting expertise and they are also in the midst of planning to develop many more such expertise in the next 12 to 18 months. These days, most of the companies are aware on the necessity of having recruiters who are familiar with social media sites in order to tackle new jobseekers who have a strong attachment with social network sites.

A research was been conducted by Verhoeven, Mashood and Chansarkar (2009) on business students from a university in Dubai. Those students are basically from Generation Y's category and they are also in their final year. As such, they are

more or less actively looking for a job by using the internet as their search engine. The research shows that 25 percentages from 24 students had the subsequent characteristics to spend less than seven hours on the online for non-study related activities. Besides that, only eight percent of respondents spend between seven and 14 hours a week on the online and the remaining 66 percent of students spends over 15 hours a week on the internet for non-study related activities. These indications clearly describe that more than quarter respondents which is about 29 percent actually are spending more than 21 hours a week on the online for non-study related activities. The large numbers of hours spent by Generation Y and the large membership for the social networking sites creates a platform for companies to use social network sites as their recruitment strategy. The research shows that Generation Y has strong connection with social networking sites. Generation Y prefers to spend their times with social networking sites compared with face-to-face interaction.

Regards to the research by Verhoeven, Mashood and Chansarkar (2009), there were encouraging feedbacks on the posted question to identify whether the respondents agree with the social/business networks sites as a suitable tool to find a job or not. Most of the respondents did support the researchers' argument and agreed that social networks sites are actually a suitable tool to find for a job. The usage of social networking sites as job search tool is relatively similar to the general use of social/business network sites. This shows that the users are giving importance for social networks sites as job search engine as well and not only for other general activities. The research was been concluded as social networks sites users do accept these sites as their job search engine because 42 percent of respondents use social network sites as job search tool very often, 17 percent uses it often and at least 21

percent uses them sometimes. Just eight percent of respondents use the tool hardly ever, while another eight percent never uses it.

Banerjee (2012) has distributed nearly 180 questionnaires physically and another 100 questionnaires were mailed out. 264 valid and fully completed questionnaires from 280 distributed questionnaires (100 from recruiters and 164 from job seekers) were collected for the tabulation and analysis. As such, approximately 94 percentages have actually responded to the questionnaires. Based on the research, almost 83 percent of the firms felt that social networking sites will revolutionize the trend of recruitment and will emerge as a new age tool for recruitment. Yet, only about 17 percentages of the respondents disagree and stand on their own view by saying that social network sites are not experiencing the revolution and not deemed as new age tool for recruitment. In another study of hundreds of colleges by the Center for Marketing Research at the University of Massachusetts-Dartmouth, the researcher indicates that 85 percent of colleges are using social media as a recruiting tool, reported in USA Today (Marklein, 2009). Social media is being one of the important tools for many companies and they also consider as their recruitment strategy. They believe the result driven through social networks sites as recruitment tool is productive and could grip the young and fresh talents at right time. A study by public relation firm Burson-Marsteller shows that 86% of 100 largest American companies on the Fortune 500 list use at least one of the social media sites such as Facebook, Twitter, YouTube or blogs, and 28% of them use all the four platforms (Pradiptarini, 2011). Hence, most of the companies have actually aware on the importance of put into practice and accepting the social networks sites as one of the effective recruitment tool.

2.2.2 Characteristics of Generation Y

Generation Y is using social media as a platform to manage their online presence and develop their "personal branding" (Dutta, 2010). Job seekers actually are being in touch and build good relation with other professionals, share their experiences and derive positive outcome through social network sites. Hence, they could develop their professional network and improve their employability. Nowadays, fresh graduates who are mostly from Generation Y seem very dynamic on social networks sites. They have born with their own unique characteristics such as interactive, impatient and demanding with employers and with society as well (Tapscott, 2008).

Besides that, many scholars have highlighted that Generation Y is more technologically attached person, prefer diversification, and has life experience in the global marketplace, being impatient and very ambitious where even they had set a very high goal in their life. Arsenault (2004) has said that they are looking forward for freedom in making any decisions and also encourages social relationship. They prefer for flexibility and always have a preference to stay away from rigid rules and practices. Ethics Resource Center (2010) has also supported by adding that Generation Y is tech-savvy person where they are excellent at integrating technology into workplace and demand immediate feedback and recognition. According to Martin (2005) also supported by saying that characteristic of technology savvy is belongs Generation Y.

2.2.2.1 Technology Savvy

Comfort with technology is the most prominent characteristic of generation Y. Prensky (2001) has enclosed that Generation Y is digital natives and a person who born in the technological world. The author also contrasts them with digital immigrants, those of us who remember a world prior to PCs, cell phones, and video games. In short, nowadays young generation are blended with technological devices and they have never known their life without computers and the Internet. They are being very enthusiastic with those devices and treat technology as the fundamental part of their lives. A survey of 277 first-year British university students exemplifies this generation's thirst for technology (Reilly, 2012). Generation Y has no life if they have to be disconnected with technology even for a few minutes.

According to Sweeney (2006), Millennials could easily and adapt quickly with computer and internet services because they are very hands-on with those stuffs. The researcher also added the Millennials are still bearing in mind the speed level, convenience, flexibility and power provided by digitally services and resources even though they foresee to have expert teachers in a face-to-face environment. Borngraber-Berthelsen (2008) has mentioned that Generation Y often refer to the Internet first when they looking for a job. Generation Y job seekers will go through the company's webpage and gather information before complete and submit an application for any companies. Generation Y is no longer practising Baby Boomer's method where Baby Boomers just dropped their application without knowing and have no much information about the company that they are applying for job opportunity. Even some companies are no longer accepting resumes or applications

which are not being channelled through online facility. This practice was mainly taken into account because Generation Y has an intrinsic understanding with computer's applications and other technological kits. As the result, technology adoption can be transferred from Generation Y to other employees within the company and concurrently makes Generation Y employees feel valued where they are helping other employees to strengthen their understanding of the internet and technology elements.

2.2.2.2 Diverse

Jones and Fox (2009) have stated that Generation Y internet users who are basically between 18 and 32 years mostly use the internet for entertainment and to communicate with their friends and family. The study also mentioned that over half of the internet users are between 18 and 44 years old. Fallows (2005) study also was parallel with Jones and Fox (2009) study as well where both researches have concluded that Generation Y students are reliant on web search engines when searching for information. Generation Y engage with internet generally to explore for information. Jones and Fox (2009) have highlighted the findings by the Pew Internet study where the study has confirmed that young people prefer internet as their tool to find for information. The result enclosed by Pew upon study which was done by the Digital Future Project in 2008 showed that 80 % of young people between the ages of 17 and older used the internet to find information. Therefore, Generation Y's characteristic eager to find more information, formulates them to be more diverse and make them handy with gunny of knowledge.

Verhoeven, Mashood and Chansarkar (2009) on their study about recruitment and Generation Y have found that 4 percent their respondents strongly agree that "*the internet makes it easy to find out information about employers,*" another 42 percent of respondents just agree that they find easy to find information about the employers while 38 percent neither agrees nor disagrees. Conversely, 13 percent of respondents disagree and another 4 percent strongly disagrees with the statement of "*the internet makes it easy to find out information about employers.*" This shows that, Generation Y is more diverse and always eagerly find for information. They believe they could stay updated and understand more if they are excited to gather information. Ashling (2008) has defined that the information seeking behaviour in itself is a complex task and students that grew up in a Generation Y era are exposed to more complex cognitive, physical and social behaviour that entail competence and skills that changes continuously. This will indirectly drive them for diversification. As such, Generation Y's characteristic of being diverse will lead Generation Y to accept social network as their job search engine because they can easily find for information through this medium.

2.2.2.3 Impatient

Generation Y is impatient and accept for immediate response or feedback. They are not passion enough to wait for any result or comments upon their action. Therefore, they believe social network responses immediately on the application's status. According to Barber (2006) the support of e-recruitment facilities reduces the time-to-hire by giving recruiters the possibility to post the jobs through online by a single click and enabling applicants to reply promptly by completing online forms and by

simply attaching CVs to emails. These modes are expediting the screening process and answer back the applicants without delay.

Eisele (2006) has found out that 67 percent of the biggest German companies are seeing potential to improve their recruitment process with e-recruitment. Rapid changes in technology drives most companies to get on into customize recruitment strategy. A technology support recruitment tool connects most companies with effective low cost. Most of the companies could point up significant correlation between the cost reduction and the implementation of e-recruitment especially when comes to total time spent during the recruitment and administration processes. The recruiters are being more focused and save their time during the screening and selection stages. Hence, the company can have a positive impact on their business revenue. Lievens and Harris (2003) have appended that the internet make potential candidates to react easier and quicker to a job posting. In the past, applicants have to search more intensively for a job and it was a more time consuming procedure.

According to N.Dynamic Market Research (*n.d.*), 230 million strong Gen Y workforces in China are different compared with its global peers. Generation Y tend to be even more impatient and eager for resources and advancement than their global peers due to the pace of rapid change in China's Gen Y's lifespan. The market research said that they can also afford to be; the demand for qualified Gen Y's in China currently outstrips supply unlike in other parts of the world. Baby Boomers and Generation X generally proclaim that Gen Y's are too impatient, demanding and not willing to work hard and learn and earn their money. They are expecting for

immediate reaction upon any of their actions. They are not patient to hang around for the result or outcome.

Bingham, Ilg, and Davidson (2002) have described a case of Internet innovation in the Washington State Department of Personnel. Technology is basically lightened the recruitment process and do response immediately to the applicants. Internet creates a platform for automated application submittal, screening and testing, evaluation, eligibility list placement, and referral for interview. Generally, it covers from head up to toes of the recruitment activities. The authors also claimed that implementation of the online hiring system will help to hire high–quality, diverse, and readily available job candidates in the shortest possible time. From the jobseeker's perspective, technology provides an opportunity to apply in very convenient, easy-to-use, and timely manner from various geographic locations. Generation Y believes social networks provide immediate reply if they do accept the sites as their job search engine.

2.2.2.4 Ambitious

Generation Y is goal oriented, highly motivated toward their perceptions of success, and even already planned for marriage and a family (Koco, 2006). Generation Y also said that they can imagine everything and even about their future when they were toddler itself. Since their imagination level is far above the ground, they are being ambitious, demanding, high expectation, and hold with core values of optimism, confidence, and achievement. Koco (2006) said they are determined to live their best lives now, i.e. happy, predictable, and healthy as tomorrow may not happen. They

hoping and insist for work-life blend. They actually can foresee their future company that they are going to enrol with. They believe those companies which cater flexi lifestyle and in line with technology changes, probably would their '*Employee Choice*' organization.

Based on Banerjee (2012), candidates are viewing company's recruitment processes and they more prefer with current trendy implementation in organization's human resource practices. Generation Y is also being ambitious to find out more about company's recruitment tool. They are observing whether the company's recruitment tools are matching with the current trend or not. There are hoping that future company that they wish to serve with should at least tag on latest trends. They are targeting towards going globalisation and work for esteemed organization. Therefore, Banerjee (2012) has advised the companies to be early adopters. Companies which can gain the first movers advantage will remain ahead of its competitors who might face entry barriers afterwards. It always drives the companies to be constantly updated with the latest trends of the market.

2.3 Gaps in the Literature Review

Social network acceptance as Generation Y's job search engine is still in border line in Malaysia. The studies above have drawn a clearer picture that Generation Y from most of the countries have shifted into social network for their job finding activities. Perhaps, some of classical recruitment tool such as advertisement on university's bulletin and recruitment agencies are no longer being prominent among Generation Y. Ming (2009) and Suki, Ramayah, Ming and Suki (2011) have conducted a similar

study to find out the acceptance of social networking sites as a job search tool on employed job seekers. Most of the researchers have used Technology Acceptance Model (TAM) which was constructed by Davis (1989) to figure out the acceptance of social network as job search tool by job seekers.
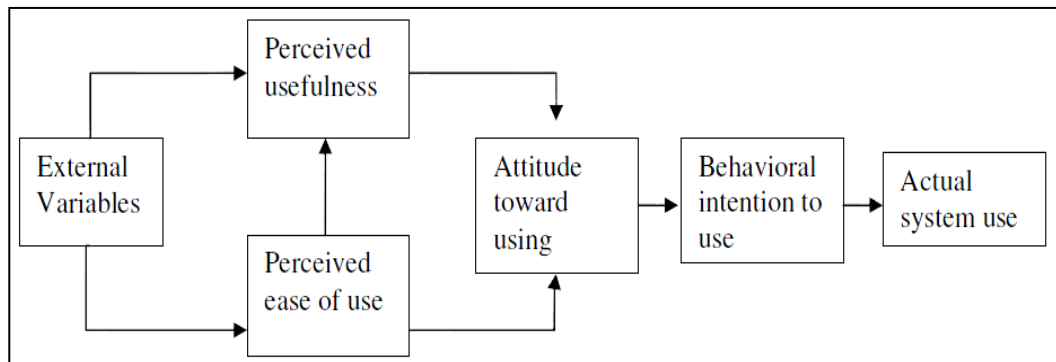
Figure 2.2
Technology Acceptance Model (TAM)
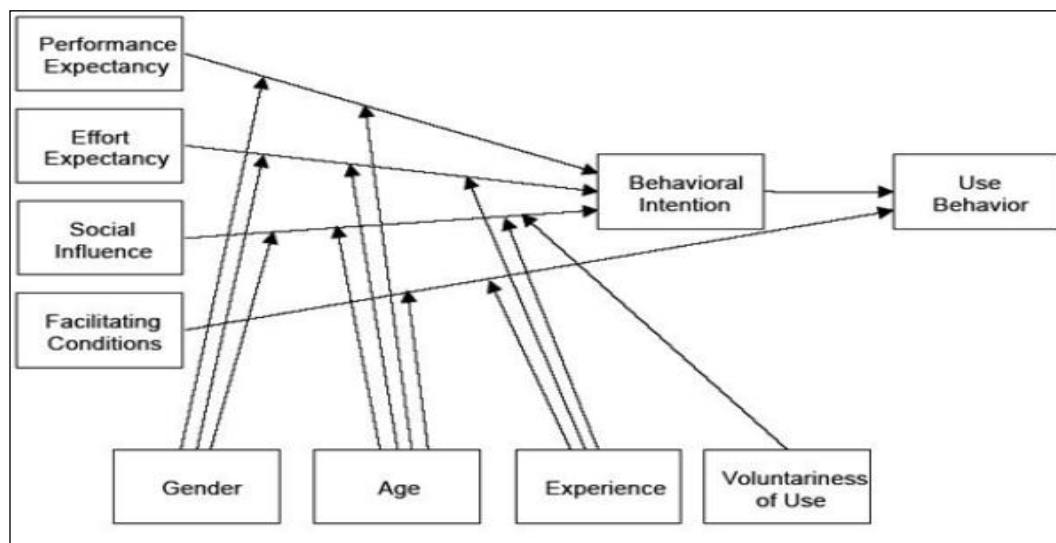
Figure 2.3
Unified Theory of Acceptance and Use of Technology
Source: Venkatesh, V., Morris, M., Davis, G., and Davis, F. (2003). User acceptance of information technology: Toward a unified view. MIS Quarterly, 27 (3), 425-478.

Unified Theory of Acceptance and Use of Technology (Figure 2.3) was extended by Venkatesh, Morish, Davis and David (2003). Hong, Lam, Kin, Ming and Zhao (2012) have supported Unified Theory of Acceptance and Use of

Technology Model to identify factors affecting undergraduates' involvement in entrepreneurial activities through online social networks in Malaysian context. However, there is a void in the literature as limited attention have paid on the characteristics of Gen Y on their behaviour to accept social network as their job search engine. According to Barad (2003), inherent characteristics of an individual are the metaphysical presupposition to enact on how individual to behave and act on something. Thus, it is importance to study the relationship between Generation Y's characteristics and acceptance of social network as job search engine. Department of Statistics, Malaysia has declared that Gen Y represents approximately 34 percent of Malaysia's labour market (JobDB.com, 2012). Generation Y is looking for companies that provide defined career development paths and relevant training opportunities. Generation Y has its own unique characteristics and all the organization need to alter the human resource practices with their characteristics. Therefore, the researcher insists to study the relationship between Generation Y's characteristics and acceptance of social network as jobseekers' job search engine.

2.4 Research Framework

The Figure 2.4 illustrates the proposed conceptual framework for this study. The underneath model constructs technology savvy, diverse, impatient and ambitious as independent variables whereas acceptance of social network as job search engine would be the dependent variable. As mentioned earlier, there is a void in the literature as limited attention have paid on the characteristics of Gen Y on their behaviour to accept social network as their job search engine. Thus, the researcher has linked the proposed conceptual framework with one of the Technology Acceptance Model (TAM) component which is '*Behavioral Intention to Use*'.
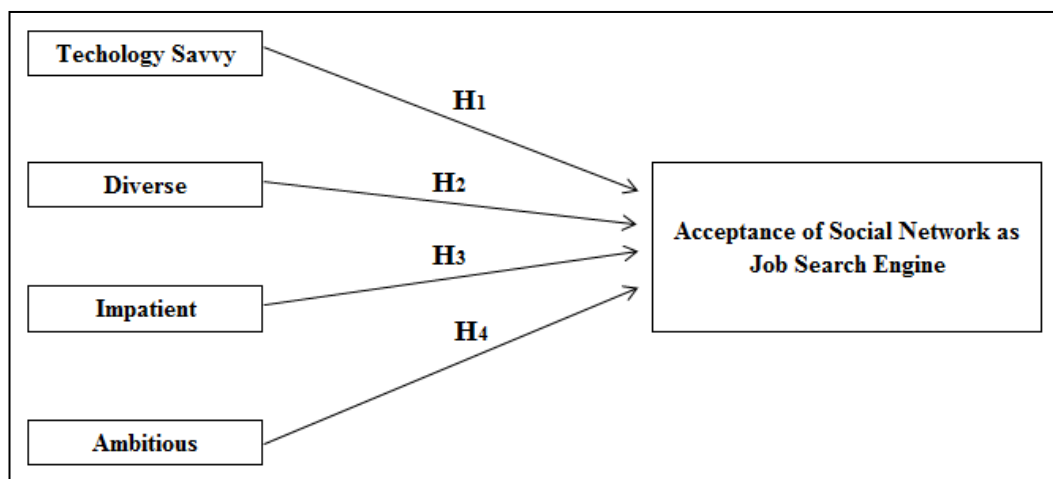
Figure 2.4
Proposed Conceptual Framework

2.5 Relationship between Variables

Generation Y has well-built connection with technology and they are also knowledgeable towards technology based devices. Tyler (2008) has highlighted that Generation Y is passionate and hands-on with technology devices and could fit in easily. Apart from Tyler (2008), Proserpio and Gioia (2007) also have added that, Generation Y is more focusing on the technological side and even the declare them

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as the Virtual Generation. They are very familiar and could easily get along with technologies devices without much guidance from anyone. They are more interested to be attached with technology and face new challenges instead of dealing with people through face-to-face communication. Hence, this characteristic could create an opportunity for Generation Y to accept social network as their job search engine. According to Educause Center for Applied Research (ECAR) (2008), the numbers of social network sites users are rapidly increasing from-day-to-day. The source also added that, majority of internet users are hold social network account for instance Facebook account, Twitter account or others. Since, the numbers of social networks users are escalating, there is tendency for Generation Y to accept social network as their job search because it click with their characteristic.

Next, Generation Y is very diverse and tends to be globalization. They also hunger for information and keep them updated. They wish to learn about others and expand their networks. Findlay and Kowbel (2013) has expressed that diversity is an important component of business success because it is contributing to quality decision making, flexibility, adaptability, and innovation which is necessary for current global competitiveness. Age would be the stronghold reason for diversity to become an important element especially having Generation Y who is expecting for variety and assorted. Since Generation Y is diverse, they prefer to have more choices and be globalized. Thus, they may easily be diverse and have strong relationship with working adults if they are ready to accept social network as their job search. They can communication with others easily and understand well job the job requirements either domestic or internationally.

Besides diverse, Generation Y is also known as generation which is very impatient and hunting for immediate feedbacks. Burgess (2008) has stated that Generation Y has been brought up in a fast-paced, instant world that is always moving and changing. Generation Y is looking for immediate response and they cannot tolerate for delays and not on time result. This is why because their parents valued their opinions from the time they were toddlers and gave them choices, rather than giving an opportunity for them to make their own decisions. As Generation Y is impatient, they may accept social network as their job search because they could follow up on the application's status immediately. Perhaps, recruitment agency or career fairs will soak up few days for response to their application. Meanwhile, they also could stay in touch with the recruiters for them to get the updates.

Lastly, Generation Y is ambitious and goal-oriented also influence the acceptance level of social network as their job search engine. Meier, Austin, Crocker and Austin (2010) have shared that Generation Y has high self-esteem and high ambition in their life. Generation Y as known as "Trophy Generation" because this generation is expecting for medal and praise for all good job that they have accomplish. Koco (2006) has added that Generation Y is very ambitious and high determination to the extend where they have even had planned for marriage and a family when they are young itself. Therefore, being ambitious may have a bearing on acceptance of social network as ob search engine. Generation Y might has set their going to start the career path in particular company and they will put their efforts to channel the application through social networks sites. They will tag along the company's progress and current needs as most of the companies have started to use

social advertisement as the marketing and promotional tool. Based on the abovementioned assertion, it is hypothesized that:

Hypothesis 1: There is a positive relationship between Generation Y's characteristic of technology savvy and acceptance of social network as job search.

Hypothesis 2: There is a positive relationship between Generation Y's characteristic of diverse and acceptance of social network as job search.

Hypothesis 3: There is a positive relationship between Generation Y's characteristic of impatient and acceptance of social network as job search.

Hypothesis 4: There is a positive relationship between Generation Y's characteristic of ambitious and acceptance of social network as job search.

2.6 Conclusion

In this chapter, the researcher has reviewed and discussed the study's dependent variable and independent variables. Besides that, a proposed conceptual framework was designed and hypotheses have been drawn to further examine and also to study the relationships between the independent variables and dependent variable. In the following chapters, the researcher will be discussing the research methodology thoroughly and bring to a close with the findings on the relationship between variables.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter addresses the research design, population and sampling, measurements scales, data collection methods and analysis technique. This chapter also would be the outline on how the researcher is going to conduct the study. In addition, the methodology that applied for this study has been chosen in order to identify the relationship between the variables namely Generation Y's characteristics and acceptance of social network as job search engine.

3.2 Research Design

This is basically a cross-sectional study and quantitative research which holding the title of "Relationship between Generation Y's characteristics and Acceptance of Social Network as Job Search Engine". Cross-sectional study is observational in nature and is known as descriptive research, not causal or relational. Researchers record the information that is present in a population, but they do not manipulate variables. This type of research can be used to describe characteristics that exist in a population, but not to determine cause-and-effect relationships between different variables. The researcher in general has drawn up the boundaries of phenomena into data analysis which drives clearer understanding and contributes facts to the study. Sounders, Lewism and Thornhill (2007) have carried out explanatory research method basically to study a condition explaining a relationship between variables. As

such correlation study was carried out to study the relationship between the variables. Thus, this research has examined the association between Generation Y's characteristics and degree acceptance of social network as job search engine in order to draw the conclusion of the study.

3.3 Population and Sampling

The population of this study consists of final year students from one of the pioneer public university which is University of Malaya (UM). The final year students were targeted as the population for this research mainly because they will be entering job market soon and the tendency to choose most suitable job search engine is there because need to identify a potential tool to channel the job application. Besides that, University of Malaya was been chosen by the researcher because the university being one of the pioneer university in Malaysia. Besides that, the researcher also found difficulties to get information about the final year students from other universities. Hence, the researcher has decided to carry out the research with the esteemed university. According to the statistic from Student Affair Department, University of Malaya (UM), there are around 3,276 final year students who are obtaining their undergraduate from various programmes such as Engineering, Science, Business Administration, Economics and others at UM. According to Krejcie and Morgan (1970) recommended formula for sample size calculation, 344 respondents from the total final year students were targeted as sample for this research.

The sample size as 344 respondents was calculated through Krejcie and Morgan (1970) formula on determining sample size for research activities.

$$s = X^2 NP(1-P) \div d^2 (N-1) + X^2 P(1-P)$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence

  level (3.841).

N = the population size.

P = the population proportion (assumed to be 0.50 since this would provide the

  maximum sample size).

d = the degree of accuracy expressed as a proportion (0.05).

Below would be the calculation to identify the sample size:

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence

  level (3.841).

$N = 3,276$

P = assumed to be 0.50

d = the degree of accuracy expressed as a proportion (0.05).

$s = 3.841 \, (3,276)(0.5)(0.5) \div (0.05)^2 \, (3,275) + 3.841(0.5)(0.5)$

$s = 343.89$

$s \approx 344$

Random sampling technique was been used as the sampling technique in this research. The researcher has randomly distributed 344 questionnaires to the final year undergraduates from UM. It is in line with researcher's intention since the study is focus on the relationship between Generation Y's characteristics and acceptance of social network as job search engine. Rahman and Abdull (2012) have said that, in Malaysia, fresh graduates normally first enter the labour market at the age of 24 years. Therefore, final year students were targeted as the respondents because they will be stepping into labour market in near future. As mentioned earlier, the final year should identify or choose most favourable and effective job search engine in order for them to apply for job opportunity after they have completed their studies. Present final year students are basically falls on Generation Y's category and their characteristics such as technology savvy oriented, diverse, impatient and ambitious may stimulate them to accept social network as their job search engine. Therefore, this circumstance serves as reason for the researcher to choose final year students as the respondents.

3.4 Measurement

The researcher used a six-point Likert scale for measuring the relationship between Generation Y's characteristics and acceptance social network as job search engine; (1) extremely disagree, (2) very disagree, (3) somewhat disagree, (4) somewhat agree, (5) very agree, and (6) extremely agree. All privacy of collected data is to be concealed. The questions for Part C which measures the relationship between Generation Y's characteristics and acceptance of social network as job search engine were adapted from few researchers.

The question for Generation Y's characteristics which are technology savvy were adapted from Pramuditha (2012); diverse were adapted from Jarden (2011); impatient were adapted from Dudley (2003) and ambitious were from Jarden (2011). The questions dependent variable which is acceptance of social network as job search engine were adapted El-Gohary (*n.d.*). The questions were rephrased accordingly in order to the independent variable which describes the Generation Y's characteristics and the dependent variable which sounds as "acceptance of social network as job search engine" are being responded. The details of the adapted questionnaire and the source are summarized in Table 3.1.

Table 3.1 generally provided the definition of the variables. The operation definition grants the fundamental understanding for each variable and the list of questions to measure those variables. Indirectly, the table also will be explaining whether those questions are aligning with the operational definition.

Table 3.1

Operational Definition and Sample Item

Variable Name	Operational Definition	Statement	Source
Dependent Variable Acceptance of social network as job search engine	Degree of acceptance of social network as job search engine.	1. I find it easy to use social network sites (e.g. Facebook, LinkedIn and Twitter) to search for a job. 2. Using social network as job search tool enhances my effectiveness. 3. I believe by using social network as job search engine gives greater result on my job application. 4. I find social network is more resourceful job search tool compared to other job search tools such as career fair, recruitment agency, newspaper advertisement etc. 5. I use social network to find relevant job information and job opportunities. 6. Overall, I accept social network as my job search engine.	Banerjee (2012) El-Gohary (*n.d.*)
Independent Variable Technology savvy	Generation Y is very passionate with technology devices and could fit in easily.	1. I am familiar with technology device's function. 2. I can follow the rapid changes of technology easily and quickly. 3. I consider myself as knowledgeable with technology. 4. I find technology is flexible to interact. 5. It would be easy for me to become skilful at using the technological devices.	Tyler (2008) Pramuditha (2012)
Independent Variable Diverse	Generation Y is easy-going person and build relationship with diverse group of people.	1. My social relationships are supportive and rewarding. 2. I engaged well with social network friends. 3. I find it's easy to create network. 4. I can work with my friends easily. 5. I plan to work overseas.	Tyler (2008) Jarden (2011)
Independent Variable Impatient	Absence of self-control will lead to impatient. Impatient individuals will tend to respond with blame and anger.	1. I become impatient with people who operate at a slower pace. 2. I make quick decisions. 3. I do not like to wait even for a few minutes to get the internet to be connected. 4. When someone makes me wait I am more likely to be empathetic and understanding than to be angry ®. 5. I don't like to wait in line.	Dudley (2003)

Independent Variable	Generation Y is very goal oriented and highly motivated toward their perceptions of success. They are ambitious and have high determination about their future.	1. I aim for the best for what I have done. 2. I am ambitious. 3. I am a motivated person and have high self-esteem . 4. I often set a goal but later choose to pursue a different one ®. 5. Achieving something of lasting importance is the highest goal in life.	Koco (2006) Jarden (2011)
Ambitious			

Note: ® Reverse statement

3.5 Questionnaire Design

An introduction letter was attached together with the questionnaire. The letter serves as welcome note, introduced the researcher and highlighted the objective of this research. The questionnaire contained mainly closed-ended questions and comprises three parts. The questionaire is written in English. The questionnaire is consists of three sections which are section A, section B and section C. Section A required the respondents to fill in their demographic information such as age, gender and race. In Section B, the respondents have been exposed to the questions which regard to the respondents' knowledge and preference on internet and social network sites. Basically Section B expresses information about the respondents' usage of social networking sites. Section C consists of one dependent variable which is acceptance of social network as job search engine and four independent variables which are technology savvy, diverse, impatient and ambitious.

Table 3.2
Layout of the Questionnaires

Section	Variables	Number of Items
Section A	Age	1
	Gender	1
	Race	1
Section B	Preference and Usage of Social Network Sites	11
Section C	Acceptance of social networks as job search engine	6
	Technology savvy	5
	Diverse	5
	Impatient	5
	Ambitious	5

3.6 Pilot Test

As kick-start, the researcher has proceeded with pilot test where 30 questionnaires were distributed to the final year students from UM to ensure that the respondents are clear and understand well the list of the questions. According to Burns and Bush (1998), a pre test minimum of 30 representative participants is sufficient to validate the questionnaire. Pilot test is considered as one of the important test because it helps to solve the misleading elements before the actual research is being conducted. The outcomes of pilot test were premeditated and some adjustments were made to questionnaire's items.

Generally, the researcher needs to ensure the respondents are clear with the entire questions which are being asked. The researcher will make some amendment or rephrase the sentence if he found the respondents are unclear with the questions during pilot test. The researcher could ensure the validity, reliability and detect the

errors by conducting the pilot test. Pilot test performs as preliminary stage before any research is being carried out. Based on Zikmund (2003), pilot test act as examining research method where the test conducts sampling without applying specific standards.

The Table 3.3 explained the statement or list of questions which were revised after the pilot test. The respondents were not clear with four questions and those questions have been revised accordingly. The purpose of the revision was mainly because to ensure the respondents are responsive to the questions correctly. Besides that, this also could eliminate the confusion which occurs from the questionnaire at the beginning stage itself rather than after the actual research has been conducted.

Table 3.3
Pilot test outcome

Variable	Statement before the pilot test	Statement after the pilot test	Respondents' Feedback
Dependent Variable Acceptance of social network as job search engine	Using social network as job search tool enhances my effectiveness	Using social network as job search tool enhances my effectiveness in job searching	The question is incomplete
Independent Variable Technology savvy	I find technology is flexible to interact	I find it easy to interact using technological devices	The question is unclear
Independent Variable Diverse	I find it's easy to create network	I find it easy to mix around and build new social relationships	The question is unclear
Independent Variable Ambitious	I often set a goal but later choose to pursue a different one	I always change my goals	The respondents were not clear on the question.

Table 3.4
Cronbach's Alpha Reliability Test

Variables	Number of Items	Cronbach's Alpha values
Technology savvy	5	0.922
Diverse	5	0.739
Impatient	5	0.609
Ambitious	5	0.464
Acceptance of social network as job search engine	6	0.876

Table 3.4 shows the Cronbach's Alpha for the dimensions of Generation Y's characteristics and acceptance of social network as job search engine. The Cronbach's Alpha value for dependent variable which is acceptance level of the social network as job search engine would be 0.876. The Cronbach's Alpha values for all the independent variables were above 0.6 expect for one independent variable where it notched up only 0.464. Generation Y is technology savvy has ranked highest with 0.922, secondly Generation Y is diverse with 0.739, Generation Y is impatient and Generation Y is ambitious have placed at third and fourth rank where the Cronbach's Alpha were 0.609 and 0.464 respectively.

3.7 Data Collection

Generally, questionnaire was used as main tool to accomplish the objective of this research. As such, questionnaire survey was been distributed to 344 respondents. The researcher distributed the questionnaires with assist from personnel from Student Affairs Department where the personnel distributed the questionnaire after the class. Each respondent took about five to ten minutes to complete the questionnaire and then it was been collected on the spot. Essentially, the questionnaires were

distributed to the respondents in order to obtain information about the variables as stated by researcher.

3.8 Analysis Technique

Analysis technique is the process on how the data are being analyzed and information is generated reflecting the relationships between variables. Sekaran (2003) has stated that analysis technique comprises three components which are measuring central tendency and variability (descriptive analysis), testing developed hypotheses (inferential analysis) and reliability (scale measurement). SPSS program will support to generate the descriptive analysis by computing the means and standard deviations for dependent items and independent variable's items. In addition, tables are also drawn where it can make the analyzing easier. The means will represent the degree of defend to the variables. High mean indicates that respondents extremely agree with a particular statement and contrast if the respondents extremely disagree with the statement.

The researcher has developed the reliability test in order to find the Cronbach's Alpha of each variable. Cronbach's Alpha test is generated to examine whether the reliability of respondents' answers for each independent variable in the direction of dependent variable or not. Besides that, Pearson's coefficient correlation and multiple linear regressions also was been exercised in order to find out the degree of relationships between variables. The collected data was been entered into Statistical Package for Social Sciences (SPSS) software version 20 and was continued with the data analysis.

3.9 Conclusion

Methodology applied has been discussed in detail in this chapter by explaining the overall stages involve and on how the research is going to be executed and performed. Each subtopic has exclusively addresses questions in designing and conducting the research. The end result of the collected data will be tabulated and detailed analysis will be discussed in the following chapter.

CHAPTER 4

FINDINGS

4.1 Introduction

Chapter 4 will discuss about the analysis of the collected data and research findings. This chapter will also answer the research question, accomplish the research objectives and test the hypotheses which were developed earlier. This chapter is one of the most important chapters where the researcher will analyze the data obtained from questionnaires that were distributed to respondents. Totally 344 questionnaire were been distributed to the respondents and all the 344 questionnaires were successfully been collected for analysis. The researcher has analyzed the data by using descriptive analysis, reliability test, inferential analysis which covers Pearson correlation analysis and multiple linear regressions analysis. The data was generated by using SPSS 20.0 program.

4.2 Respondents' Demographic Characteristics

Total 344 questionnaires were distributed to the respondents who are a final year undergraduates from University of Malaya (UM). All the 344 questionnaires or 100 percent were successfully been collected for analysis. The respondents' demographic characteristics are presented in Table 4.1.

Table 4.1
Respondents' Demographic Characteristics

Demographic	Characteristics	Frequency	Percentage (%)
Age	18 – 21 years old	200	58.1
	22 – 25 years old	140	40.7
	26 – 29 years old	2	0.6
	30 – 33 years old	2	0.6
Gender	Male	128	37.2
	Female	216	62.8
Race	Malay	259	75.3
	Chinese	37	10.8
	Indian	41	11.9
	Others	7	2.0

Based on the Table 4.1, most of the respondents fall into the group of age between 18 and 21 years old. They occupied 58.1% or 200 of the respondents were from the said group. Meanwhile, 40.7% or 140 of the respondents were from the age range between 22 and 25 years old. Two respondents were from the age group between 26 and 29 years old and another two respondents were from age group between 30 and 33 years old and holding 0.6% respectively. Generally, all the 344 respondents are from Generation Y category because their age group is below 34 years old and it's align with the researcher's objective to study the relationship between Generation Y's characteristics and acceptance of social network as their job search engine. The frequency analysis revealed that 216 respondents (62.8%) were female, while 128 respondents (37.2%) were male. Table 4.1 also shows the respondents' races which were generally grouped as Malay, Chinese, Indian and others. Malay respondents were the upmost responded with 259 respondents or 75.3%, followed with Indian respondents with 11.9% or 41 respondents. Chinese respondents only differ by 1.1

percent with Indian respondents where 10.8% were Chinese respondents (37 students). About two percent or seven respondents were from 'Others' category.

4.3 Respondents' Preference and Usage of Social Networking Sites

Table 4.2
Social Networking Sites Usage

Variable	Frequency	Percentage (%)
Access Internet		
Home / Private Room	155	45.06
Office	2	0.58
Internet Café	20	5.81
Libraries / Community Centres	9	2.62
Telephone / Technology Devices	158	45.93
Most Used Social Networking Sites		
Facebook	330	95.93
LinkedIn	5	1.45
Twitter	4	1.16
MySpace	5	1.45
Used Social Networking Sites for Job Search		
Yes	231	67.15
No	113	32.85
Frequency Using Social Networking Sites over the Past One Month		
Less than once a week	12	3.49
Once a week	14	4.07
2 or 3 times a week	36	10.47
A few times a week	89	25.87
Several times a day	193	56.10
Time Spent Each Time Using Social Networking Sites over the Past One Month		
Less than 10 minutes	5	1.45
10 - 20 minutes	15	4.36
20 - 30 minutes	14	4.07
30 minutes - one hour	28	8.14
1 - 2 hours	58	16.86
> 2 hours	224	65.12

Generally Table 4.2 illustrated the social networking usage by the respondents. 158 respondents or 46.93% agreed that they access to Internet from their telephone or technological devices. 155 respondents (45.06%) declared that access to Internet from their house or private room. These both variables dominated the modes where 91.99 percent of the respondents do access to Internet from these modes. The highest score on telephone and technology devices shows that rapid changes on technology and how nowadays users are accessing to Internet. They are equipped with sophisticated technology devices on their hand where there can easily and quickly access to Internet without any barrier. 20 respondents (5.81) have declared that they access to Internet from Internet Café. Nine respondents (2.62%) access to Internet from Libraries / Community Centres and another two respondents (0.58%) access to Internet from their office.

Facebook was the most elected social network sites as the respondents' most used social networking sites. 330 respondents or 95.93% declared that Facebook would be the most used social networking sites. LinkedIn and MySpace were in the second placing with five users or 1.45% and balance four respondents preferred Twitter as their most used social networking site with 1.16%. 231 respondents (67.15%) have used social networking sites for job search activity. However, another 113 or 32.85% of the respondents have not used social networking sites to search for a job. This shows that social networking sites have started to catch the attention of current jobseekers.

In addition, 193 respondents (56.10%) have agreed that they log into social networking sites several times a day over the past one month. 89 respondents (25.87%) agreed that they access to social networking sites a few times a week over the past one month. 36 respondents (10.47%) were accessing to social networking sites at least two or three times a week over the past one month. Only 14 and 12 of the respondents stated they log into social networking once a week and less than once a week over the past one month. These figures show that Generation Y is often being connected with social networking sites.

Most of the respondents (224 respondents) or 65.12% spent more than two hours when each time they log into social networking sites over the past one month. 58 respondents or 16.86% and 28 respondents (8.14%) spent about one to two hours and 30 minutes to one hour respectively. 14 respondents spent 20 to 30 minutes and another 15 respondents spent 10 to 20 minutes. Only five respondents were not really interested to spend their time with social networking sites where the percentage was in a smaller scale which is only about 1.45%. The time duration spent with social networking sites by the respondents give a clearer view that Generation Y prefer to be attached and communicate through social networking sites. They are no longer keen with face-to-face communication as those days.

4.4 Reliability Analysis

Table 4.3 shows the reliability of variables in this study. Respondents were asked to evaluate their perception towards six point likert scale questions. Then, the data was analyzed to identify the reliability of each variable. The Cronbach's Alpha value for dependent variable which is acceptance level of the social network as job search

engine would be 0.976. The Cronbach's Alpha values for all the independent variables were above 0.6. Generation Y is technology savvy has ranked highest with 0.936, secondly Generation Y is impatient with 0.867, Generation Y is ambitious and Generation Y is diverse have placed at third and fourth rank where the Cronbach's Alpha were 0.751 and 0.642 respectively. These results show that the data are reliable which contribute more than 0.60 and can be used for further analysis. One of the item from the independent variable which namely Generation Y is ambitious was removed. The item was removed mainly because the reliability has suggested to drop the question in order to increase the value.

Table 4.3
Reliability Analysis

Variables	Number of Items	Number of Item Dropped	Cronbach's Alpha values
Technology savvy	5	0	0.936
Diverse	5	0	0.642
Impatient	5	0	0.867
Ambitious	5	1	0.751
Acceptance of social network as job search engine	6	0	0.976

4.5 Descriptive Analysis

Table 4.4
Descriptive Statistics

Variable name	M	SD
Technology Savvy	5.3064	.71825
Diverse	5.1308	.76313
Impatient	2.2134	1.28237
Ambitious	5.3009	.80516
Acceptance of social network as job search engine	4.5775	1.43049

Note: M = Mean; SD = Standard deviation

Table 4.4 highlight the mean score and standard deviation for each item. Descriptive analysis also being used to analyzed the acceptance level of social network as job search engine towards Generation Y's characteristics. The result shows that the mean for dependent variable is on the convince side (M = 4.58, SD = 1.43). The mean for Generation Y is technology savvy is ranked the topmost (M = 5.31, SD = 0.72). This is followed by Generation Y is ambitious (M = 5.30, SD = 0.81) and Generation Y is diverse (M = 5.13, SD = 0.76). However, Generation Y is impatient has ranked at the bottom (M = 2.21, SD = 1.28).

4.6 Correlation Analysis

Table 4.5
Correlation Analysis

	Ac	Tec	Div	Imp	Amb
Ac	1.00				
Tec	.360**	1.00			
Div	.304**	.612**	1.00		
Imp	-.099	-.463**	-.399**	1.00	
Amb	.199**	.552**	.525**	-.749**	1.00

Note: ** $p < 0.01$; Ac = Acceptance Level; Tec = Technology Savvy; Div = Diverse; Imp = Impatient; Amb =Ambitious

The Pearson product-moment correlation coefficient (r) is basically being carried out to measure the strength of a linear association between the variables. The linear association between the variables provide a basic understanding to the researcher and correlation analysis also perform as one of the requirement fulfilment in order run the multiple regression analysis. According to Taylor (1990) correlation analysis is carried out to measure the closeness of the linear relationship between the defined variables. The correlation coefficient indicates how closely the data fit a linear pattern. Generally, correlation analysis also includes further investigation into defining the pattern of the existing relationship which known as regression analysis (Taylor, 1990).

Table 4.5 indicates the correlation between Generation Y's characteristics and acceptance level of social network as job search engine. Three independent variables which are technology savvy ($r = 0.360$, $p < 0.01$), diverse ($r = 0.304$, $p < 0.01$) and ambitious ($r = 0.199$, $p < 0.01$) found correlated with the acceptance of social network as job search engine.

4.7 Regression Analysis

Regression analysis was applied to test the hypothesis of the research. The result of analysis is shown in Table 4.6. The four Generation Y's characteristics were able to explain 15.1% of the variance of accepting social network as job search engine. The result shows there is significant relationship between Generation Y's characteristic of technology savvy and acceptance of social network as job search engine ($\beta = 0.305$, $p \leq 0.05$). There is significant relationship between Generation Y's characteristic of diverse and acceptance of social network as job search engine ($\beta = 0.141$, $p \leq 0.05$). Besides that, there is also significant relationship between Generation Y's characteristic of impatient and acceptance of social network as job search engine ($\beta = 0.149$, $p \leq 0.05$). In contrast, there is no significant relationship between Generation Y's characteristic of ambitious and acceptance of social network as job search engine ($\beta = 0.068$, $p > 0.05$).

Technology savvy scored a highest Beta value at 0.305, which indicate that Generation Y's characteristic of being technology savvy is the most important factor in influencing the acceptance level of social network as job search engine. In summary, H1, H2 and H3 were accepted whereas H4 was rejected. This result shows

that Generation Y's characteristics of technology savvy, diverse and impatient will

lead the Generation Y jobseekers accept social network as job search engine. The

result is shown in Table 4.6.

Table 4.6
Regression Analysis

Unstandardized Coefficient			**Standardized Coefficient**		
	B	Std. Error	β	t	Sig
Technology Savvy	0.607	0.135	0.305*	4.504	0.000
Diverse	0.264	0.124	0.141*	2.133	0.034
Impatient	0.166	0.085	0.149*	1.966	0.050
Ambitious	0.122	0.147	0.068	0.825	0.410

Note: *$p \leq 0.05$, $R^2 = 0.151$; $F - Statistic = 15.088$; Dependent variable = Acceptance of social network as job search engine

4.8 Summary Result of Hypotheses Testing

The hypothesis testing for this research can be summarized in Table 4.7 as below:

Table 4.7
Summary Result of Hypotheses Testing

	Hypotheses	Outcomes
H1	There is a positive relationship between Generation Y's characteristic of technology savvy and acceptance of social network as job search engine.	Accepted
H2	There is a positive relationship between Generation Y's characteristic of diverse and acceptance of social network as job search engine.	Accepted
H3	There is a positive relationship between Generation Y's characteristic of impatient and acceptance of social network as job search engine.	Accepted
H4	There is a positive relationship between Generation Y's characteristic of ambitious and acceptance of social network as job search engine.	Rejected

4.9 Conclusion

After referring to the findings which were analysed, the researcher has concluded that all the hypothesis alternatives are accepted and rejected the hypothesis null except hypothesis alternative four (HA4) because it's that there is no relationship between Generation Y's characteristic of ambitious acceptance level of social network as job search engine.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter is summarizing accordingly to the research objective, which is to identify whether there is relationship between Generation Y characteristics and acceptance level of social network as job search engine. This chapter also will discuss and conclude the whole dissertation. Finally, some recommendations are presented as final thoughts for the readers.

5.2 Discussion

In this research, Generation Y's characteristic of technology savvy was found to be the most important factor which leads Generation Y's jobseekers to accept social network as their job search engine. The respondents prefer social network as their job search engine probably because social network sites are being connected with internet. Generation Y believes that they are excellent in technological based devices and able to handle with minimum supervision. Proserpio and Gioia (2007) have stressed that, Generation Y is more focusing on the technological side and even they declare them as the Virtual Generation. The element of technology savvy is missing in classical job search engines such as career fair, recruitment agency and newspaper advertisement. As such, social networking is seemed popular and attracts more Generation Y to accept it as their job search engine. This finding is fitting with the study by Kumar and Lim (2008) whereby they have found that Gen Y consumers

who perceive mobile services as providing emotional value have more satisfaction with the service, which in turn leads to the loyalty intention regarding those mobile services. Generation Y could accept easily append with the rapid changes of technology and show their interest.

Apart from technology oriented, Generation Y's characteristic of being diverse also can predict the acceptance level of social network as job search engine. Generation Y prefer to be diverse and communicate with everyone without any boundaries. They wish collect more information and keep them updated. Other than that, they like to gather information about other companies or even search for job opportunity at multinational companies. As such, they be likely accept social network as their job search engine because it helps to channel the application to any company with restriction and even communicate with existing employees in that particular company to understand the culture because the he or she starts her career path. Venkatesh *et al*., (2003) have highlighted that social influence can be described as the degree to which an individual perceives the others believe he or she should use the new system or technology.

Besides that, Generation Y's characteristic of tend to be impatient is another component which may direct Generation Y to accept social network as their job search engine. This statement is similar to Monsuwe, Dellaert, and de Ruyter (2004) where the researchers have stressed that Generation Y prefer with online shopping because Generation Y do not have the patient to purchase physically. The declared that online shopping is an efficient and timely way apart from achieving their goals with the least amount of irritation.

However, Generation Y's characteristic of ambitious is unlikely with the acceptance level of social network as job search engine probably because Generation Y is being ambitious and goal oriented. Achieving something of lasting importance is the highest goal in their life. Perhaps they have decided something higher after their enrolled in the job such as high pay and promotion. They assume that accepting social network as job search engine is just initial stage and should pay less concentration. This finding is congruent with the Smola and Sutton (2002) who indicated that younger generation employees desired to be promoted more quickly than their older counterparts. Generation Y is expecting for high challenges, success and accomplishment in their job.

5.3 Implication of Study

The researcher would suggest that future research on measuring the acceptance level of social network as job search engine should be extended by not only concentrates on Generation Y's characteristics but also in other factors as well. Based on the finding which applied regression analysis to test the hypotheses of the research, mentioned that Generation all four Generation Y's characteristics only explained 15.1% of the variance in intention to accept social network as job search engine. However, there is remaining 84.9% of other factors that were not examined in this study but also contribute in influencing on accepting social network as job search engine. This 84.9% of unknown factors should be examined in future research.

Besides that, this research targeted about 344 respondents. The total respondents should be increased in order to get more reliable data for data analysis

and expand more on statistical tools used for analysis. As such, the findings will be handy for comparison with the existing study in order to get a better view on the factors that persuading on accepting social network as job search engine. In addition, jobseekers' most preferred job search engine and factors influencing could provide a clearer understanding for recruiters and creates an opportunity for them to alter their recruitment strategies.

5.4 Limitations of the Study

The findings for this study were subject to numerous limitations. Some of the caveats to this study are stated below. This research focuses on final year students. To some extent, this may be considered as a limitation. However, the research should be extended to the current Generation Y employees who are already in labour market for some time. They experience may speak and contribute more ideas as final year students might not seriously looking for employment right after their studies. They might have planned for vacation or for a break before really actively find for a job. Thus, the respondents may not treat the questionnaire serious enough.

As shared, this study was also focusing on one of the public university. Thus, the sample size may act as barrier to analyze the findings. However, this limitation is specifically supported with the limitation of time constraint and budget. As an academic paper, common restriction such as time, cost, lack of experience and difficulty are fundamental barrier that should take into consideration. In fact, the findings from this study were derived from a cross-sectional analysis of data. The

nature of the cross-sectional analysis made the findings more restrictive to the specific times when data were collected.

Other than that, only one component of independent variable which is Generation Y's characteristics is examined against the dependent variable. R square of 15.1% show there is another factors influence DV, so future research might add in other IV such as behavioural intention to use and perceived ease of use. The information gathered and studies could also wider if another one or two independent variables included in the future studies.

5.5 Conclusion

This study examines the relationship between Generation Y's characteristics and acceptance of social network as job search engine. It was proven some characteristics of Generation Y such as technology oriented, impatient and diverse are contributing Generation Y to accept social network as their job search engine. Generation Y fined it easy to get along with social network and accept the sites as their job search engine mainly because their characteristics are in line with social network's features.

The findings of this study have some implications. As expected, the study has explained whether Generation Y's characteristics do have significant relationship on accepting social network as their job search engine. This study provides a basis understanding for further research on Generation Y's preference with their job search engine. Recruiters also could alter the recruitment strategic accordingly in order to attract Generation Y jobseekers. The recruitment tools have undergone revolution

over the years where classical method such as recruitment agency and newspaper advertisement are no longer attracting the jobseekers. Generation Y is looking forward for job search engine which is being connected with technology devices. They also expecting for job search engine which can provide immediate response about their application as Generation Y is impatient and required immediate feedback.

Further to the analysis, it was been concluded that, Generation Y's characteristics have significant relationship on accepting social network as their job search engine. According to Abel (2011), social network is still at fledgling stage especially when the sites act as job search engine, but the outcomes have indicated a trend and possibilities to use social networking sites for recruitment purposes. HR departments should make tentative steps and first experiences with these sites (Abel, 2011).

Finally, there were some limitations to this study which need to be considered. Firstly, the research was focussed only on one university. The research should involve more institutions and Generation Y from various organizations in order to get better results. Secondly, the accuracy of responded questionnaires would be another concern of this research. Ideally, future research would be able to study the acceptance of social network as job search engine from different perspective.

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