

“Factors affecting user preference towards online Jobs Websites: A Comparative Analysis of Free Jobs News Website with Free Job Alert Website”

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Abstract:

Free Jobs News and Free Job Alert both are websites and apps for the online govt. job notifications, news, announcements, previous year papers, and syllabus. Though Free Jobs News has some additional services like – Interview questions for different degree holders, reading materials, chat portal for doubt discussions, and holds some quizzes as well. Despite all these plus points, Free Jobs News had a great fall in its user base and lags behind the other similar sites in the market. For this study, the random sampling technique was used to choose the sample, as there was an online survey done for this research and the users belong to different regions. The data was collected through primary mode and responses were received through a questionnaire. The statistical technique SPSS was then used on the extracted data to form an analysis of the collected data. It is found from the survey that the users are more or less of both genders, thus the website is catering to the requirements of both types of users. The maximum users have done post-graduation as found in the survey. I got the same result from the qualitative analysis, using Facebook Analytics. There lies a great difference between the two sites and the popularity of the site influences the user preference towards the websites.

Keywords: *Free Job News, Free Job News website, Job Alert, Free Job Alert Website*

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INTRODUCTION

With the advancement of technology and the internet, people look for shortcuts for everything whether it is for shopping, reading news, or looking for jobs. And by shortcuts, I mean either the website or mobile applications. We have different websites and applications available to fulfill our needs. If you want to do shopping, we have various websites like – amazon.in, Flipkart. in, myntra.com, etc., if you want to read the news there are websites as well as applications available for it, there are applications available for playing games to buy groceries getting salon at your home we have a website like Urban Clap. Similarly, for preparing for govt. exams there are various websites and applications available like Sarkari Naukari, Free Jobs News, etc. websites freejobsnews.com and freejobalert.com. This research is focused on two online job service provider first is free job news websites and

another one is free job alert website Free Jobs News is an in – house project of the company, Paras Technologies Pvt. Ltd. Mohali. The domain was created back in April 2012. This website provides govt. job notifications, news, free study material, quizzes, previous year papers, sample papers, syllabus and interview questions (technical as well as HR interview questions), and discussion room as well; that is all in one package on the websites. They have android and IOS apps for the same as well. There are 450K+ downloads for this app on Google Playstore. Free Job Alert Website is for Government, Sarkari Naukri, Banks, Railways, Police Recruitment, Results of IBPS, UPSC, SSC, RRB, Fresher IT Jobs, and Walk - ins. The domain was created in March 2010. The website provides all the latest notifications regarding government jobs, syllabus, etc. The website contains different sections for notifications in which it contains the latest notifications, upcoming notifications, notification status, etc.;

(Kushwaha, Tyagi, et al., 2020) latest announcement in which it contains admit cards, exam results, exam date, answer keys, marks, etc.; others section in which it contains selection process, eligibility, syllabus, exam pattern, etc. On the home page itself, it shows job notifications; admit cards, results, and a new update section as well.

After going in-depth literature a gap was found though significant studies are there for understanding the reasons for the decline in customer base studies are not there for comparative analysis between free job news websites and free job alert websites.

OBJECTIVES OF THE STUDY

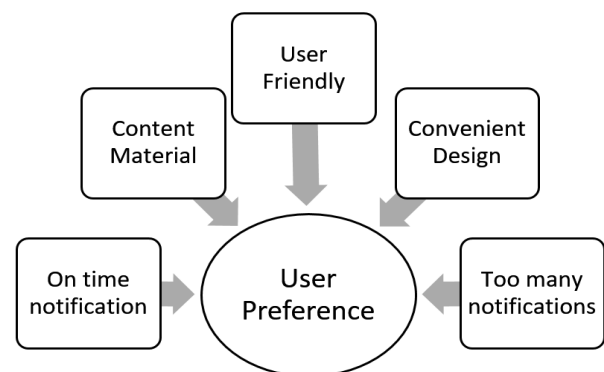
1. To do a comparative analysis of Free Jobs News and Free Job Alert websites.
2. To suggest ways to the company for improving their user base.
3. To study user preference towards these websites.

LITERATURE REVIEW

(Bala & Verma, 2018) This study discusses the importance of digital marketing – the use of social media marketing i.e. Facebook, Twitter, etc. In this study, the author acknowledges that businesses can be benefitted from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, display advertisement, social media optimization (SMO), etc. Digital marketing is a way to attract users to the website.

(Lee & Kozar, 2006) (Kim et al., 2016) This study determines the important factors considered for a website, their relative importance in selecting the preferred website, and the financial performance of the website (Arora et al., 2019a). The study found that there are different factors for different websites depending on the different sector that yields the importance but for the top performance website they are the same (Singh

Conceptual Framework and Hypotheses Development



H0₁: On-time notification has no significant impact on user preference.

H0₂: Content Syllabus and material have no significant impact on user preference.

H0₃: User-friendly website has no significant impact on user preference.

H0₄: Convenient Design has no significant impact on user preference.

H0₅: Too many notifications have no significant impact on user preference.

et al., 2021). This study found that the websites with the highest quality give the highest business performance. This study also provides useful insights for improving website quality.

(Galbiati et al., 2017) This study focuses on the importance of mobile library apps in the coming years. This study examines the effectiveness, efficiency, and user satisfaction of mobile applications and helps to obtain numerous suggestions for improvement based on user experiences. (Abbasi & Smith, 2003) This will also help in encouraging individuals to use the library services and enhance the quality of such service significantly. (Lin, 2010) As the use of the internet for job searching is increasing, this study was conducted to determine which factors affect the intention of the user to use the website for job search. It was found that the job seeker's attitude, subjective norms, and perceived behavioral control significantly impacts

(Singh, 2020) their intention of using the website for job search. (Erlach & Goldberg, 2018) This study also provides insight that could be used by e-recruitment service providers to formulate strategies to increase the usage of job-search websites (Arora, N., 2015).

(Thabassum, 2013) (Arora et al., 2019a) This study discusses the companies which bring job seekers and job providers together through the medium of the internet for example – elance.com, guru.com. The online remote job websites look after their work reporting, billing computation, and compensation of the wages (Kushwaha et al., 2021).

(Lee & Kozar, 2006) Internet usage has increased tremendously and rapidly in the past decade. Websites have become the most important public communication portal for most businesses and organizations. (Nasser-principal et al., 2012) This study focuses on the elements that are necessary for website designing to engage the users (Arora, N., Grewal, B., & Singh, G., 2019).

(Musa et al., 2006) This study gives a framework for evaluating the usability performance of e-recruitment websites. This mainly focuses on the Sarawak Government e-

recruitment website (e-recruitment.gov.my). The results found that hyperlinks, length and content of the page, search engine, and user location indication are the key determinants of a successful e-recruitment website (Kushwaha, Singh, Varghese, et al., 2020). (Maiti & Bidinger, 1981) The study determines that the usability of e-recruitment websites is important to help users in finding jobs effectively and efficiently.

(Avouris et al., 2003) For any modern website, usability is considered an important quality factor. In this study, the authors gave some techniques to measure the usability of the website and its uses as well (Kushwaha et al., 2021). The applicability of these techniques on the wide-area of website applications and their importance are also discussed and mentioned in this paper.

(Casaló Ariño et al., 2013) Web design has been recognized as a key factor for the acknowledgment and success of any website and eCommerce. The motivation behind this paper is to break down, (Arora, N., & Gupta, S., 2020) from a marketing perspective the primary angles that could impact online users' behavior and practices (Kushwaha, Singh, Tyagi, et al., 2020).

RESEARCH METHODOLOGY:

Platforms used for Qualitative Analysis:

Google Firebase Console: Gives real-time data of the usage of mobile apps. It shows the user operations – which page he visited, how many clicks he made if there were any crashes on that page or not. It also shows the increase and decrease in the number of users.

Google Playstore: To have a check on the play store activities – user reviews, their replies and to operate on suggestions. It shows install and uninstalls by the user over a while. We can check the user feedback and can reply to their comments as well. Whenever new changes are done to the website the build is uploaded here.

Google Analytics: To know the real-time scenario of the website to analyze its users, clicks on the website, impressions, etc. activity, the gender more using the page, their age, marital status, etc.

Facebook Analytics: To analyze the users' activity on social media – Facebook and how well it engages the users. It shows the new users, unique users, median session length of the users, installs, and app launches. It tells users how to accomplish a fruitful website.

Page Impression: Also known as a **page view**, a **page impression** is a digital marketing metric that counts each time a webpage's code is loaded.

To get the required results and to establish the objective of study two basic methods were used:

1. **Qualitative Analysis:** Less unstructured interviews were taken, in-depth interviews of some of the employees of Paras Technologies who had worked and were working at that time on the website and app were taken. Also, various tools like – Google Analytics, Facebook Analytics, Google Firebase Console, UberSuggest, Alexa Ranking, etc. were used to analyze the website and mobile applications. Through these tools, certain aspects were made clear – how many users visit the website on daily basis on these websites.

DATA ANALYSIS

Domain Summary through ipaddress.com: The very first thing to check about the website is its domain summary. Website www.ipaddress.com for checking the domain summary of the two sites. This website told us the global traffic rank of the website, visitors per day, page impressions i.e. a page viewed by searching on the web, Domain Creation Date, Domain age, IP address, and web server location.

- Global Traffic Rank: From the two figures above, it is clear that the Free
- Jobs News website global traffic rank is 558,715 which is decreased by 84265 ranks whereas the website Free Job Alert has 1,943; this means that the Free Job Alert is a leading website.
- Visitors per Day: There are 880/day visitors on Free Jobs Alert and 234.4 thousand/ day visitors on Free Job Alert website. This means that Free Job Alert website is the most preferred website by the users as compared to Free Jobs News.

Free Jobs News).

Table 1: Group Statistics

2. **Online Survey Questionnaire:** To know the user's perspective on the role of Free Jobs News and Free Job Alert in their life, an online survey questionnaire was designed.

The statistical technique SPSS was then used on the extracted data to form an analysis of the collected data. Variable used for the study were: on-time notification, the content of the syllabus, study material, user friendly and too many notifications. The total sample size consists of 175 respondents, 32 for free job news and 143 for free jobs alert.

- Page Impressions: There are 4.4K/day page impressions on Free Jobs News website whereas 808.7K/day impressions are on Free Job Alert website. This means that the users use the Free Job Alert website more preferred, due to good global rank and better SEM, SEO of the website, the pages of this website come at the top on searching govt. jobs news, notifications.
- Domain Creation Date: The domain of Free Jobs News was created on April 28, 2012, and Free Job Alert's domain was created on March 18, 2010. This means that Free Job Alert is 2 years older than Free Jobs News and has a market leader in the field.

Statistical Test Result and Interpretation

Till now we found what users like and dislike about these websites and whom do they prefer. But to analyze the data, some statistical tests on the data on IBM SPSS were applied. This table provides us the mean, standard deviation of the groups (Free Job Alert and

Group Statistics					
Preferred site		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Free Jobs News	On time notification	2.69	1.615	32	32.000
	Content Syllabus and Study Material	3.22	1.718	32	32.000
	User friendly	3.09	1.594	32	32.000
	Convenient Design	2.97	1.555	32	32.000
	Too many notifications	2.81	1.554	32	32.000
Free Job Alert	On time notification	4.14	1.004	143	143.000
	Content Syllabus and Study Material	4.00	1.144	143	143.000
	User friendly	4.01	1.031	143	143.000
	Convenient Design	3.73	1.068	143	143.000
	Too many notifications	3.61	1.157	143	143.000
Total	On time notification	3.87	1.267	175	175.000
	Content Syllabus and Study Material	3.86	1.299	175	175.000
	User friendly	3.84	1.202	175	175.000
	Convenient Design	3.59	1.204	175	175.000
	Too many notifications	3.46	1.272	175	175.000

In table no: 1 group statistics are presented. In free job alert content syllabus and study material holds the highest mean and in case of free job alert on-time notification has the highest mean.

Table 2: Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
On-time notification	.202	42.584	1	173	.000
Content Syllabus and Study Material	.346	9.951	1	173	.002
User friendly	.613	16.424	1	173	.000
Convenient Design	.439	11.192	1	173	.001
Too many notifications	.341	10.815	1	173	.071

This table gives us the value of Wilks' Lambda and significant values for each independent variable.

Table No: 3: Hypotheses Testing

Abbreviation Hypotheses	Hypotheses	Significance	Verdict
H0 ₁	Time Notifications have no significant impact on user preference	.202	Rejected

H0 ₂	Content Syllabus and material have no significant impact on user preference	.346	Rejected
H0 ₃	User friendly have no significant impact on user preference	.613	Rejected
H0 ₄	Convenient Designs have no significant impact on user preference	.439	Rejected
H0 ₅	Too many notifications have no significant impact on user preference	.341	Rejected

Table no:4 gives us the correlation of the independent variables with itself and with the other variables. The correlation value of a variable with itself is 1 and with other variables, it should be less than 0.75 to have appropriate solutions.

Here, in this case, the correlation value of variables with itself is 1, and with other variables is less than 0.75 (in table 3.1). This means that there is no multicollinearity in a variable.

Table no:4- Pooled Within-Groups Matrices

		On-time notification	Content Syllabus and Study Material	User friendly	Convenient Design	Too many notifications
Correlation	On-time notification	1.000	.233	.070	.065	.053
	Content Syllabus and Study Material	.233	1.000	.180	.102	.167
	User friendly	.070	.180	1.000	.289	.036
	Convenient Design	.065	.102	.289	1.000	.235
	Too many notifications	.053	.167	.036	.235	1.000

FINDING OF THE STUDY

- 1) It was found in the study that on-time notifications, content syllabus and material, user-friendly, convenient designs, and too many notifications have a significant impact on user preference.
- 2) User-friendly and convenient designs have a strong association between and highly affect user preference for either free jobs alert or free jobs websites.
- 3) Free jobs alert is a leading website in case of an increasing customer base.
- 4) Social media has played an immense role in increasing customer preference free jobs alert websites.

LIMITATIONS

The limitations of this study were-

1. The recommendations are made only taking into point the comparison of these two sites and are subject to changes.
2. The data collected may be respondents biased.
3. The variables considered have only 50% impact (as found in the study) and there can be many other impacting variables.

FUTURE RECOMMENDATIONS:

Since this study highlights that there is a difference between the two websites – one is leading the market and the other is losing the user base, we can suggest highlighted attributes to the company to improve the website ranking and increase their user base. The research and development go hand in hand, so there is the future scope of research in the same field highlighting other issues and discussing other important attributes of the

websites.

CONCLUSION

To run a job notification and study material project that is a website or an application, it is very important to understand the customer's needs and perceptions. Different customers have different purposes to use these websites as seen in Survey Analysis. But for catering to the needs of the customers, there are some common features like – time notification, updated content and study material, design and user-friendliness, convenient design of the website should be there to attract and retain the users.

This study discusses the reasons behind the downfall of the project – “Free Jobs News”, user perception, and the suggestions to grow and maintain the position in coming times.

It was found that the syllabus and content were not updated regularly, due to which

users were not getting what they required from the website and app. Also, the loading speed was not that efficient to retain the users. On an educational website and app, people want the latest notifications, good design, updated syllabus, and study material. The use of SEO (Search Engine Optimization) and ASO (App Store Optimization) also help in making the website and app more visible for search results and increase the ranking as well.

It is seen through the study that Free Job Alert has been regularly updated with the latest content, SEO was done very efficiently for the website. The website has a good domain score – 62 as per Uber Suggests than Free Jobs News domain score which is 2 as per Uber Suggests. The Indian ranking of Free Job Alert is 156 which is outstandingly good than Free Jobs News which is 146,408.

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