

## An appraisal of Interviewee Effect on Service & Selection Process on Employment Preference: A Case Study of "ASDA-WALMART" UK.

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**Abstract:** This research study approach explains of applicant reaction on recruitment & selection, and job choice. A Case study ASDA- Wal-Mart. In this aim, 35 questionnaires collected for data interpretation. The survey report assists the investigator for more understanding and perception regarding the applicant's reaction to the recruitment & selection process and job choice. The goal and purpose of this research work to find out the focal factor behind applicant reaction on recruitment & selection process and job choice. Here the finding declared clearly that procedural justice, fair recruitment, and selection process, positive organizational view, interviewer friendliness has a significant co-relation on job choice. This report indicates a core list of procedures that affect the applicant in job choice through fair and procedural justice in the recruitment and selection process. The study carried out under the department of Cardiff School of Management, Cardiff Metropolitan University, United Kingdom. The period of this study was 1st July 2009 to 30th July 2010 (one year). Materials are collect from college and other libraries like, library of London school of economics, British Library, Electronic International Business Journal, Harvard University Business Journal(USA) Oxford University Journal(UK), Journal identified through electronics library searches provided from the academic program which is visited and interview through the different applicant. Before commencing the research, permission was taken from the participant those participated in this study. A total number of 33 applicants interviewing with ASDA Southgate had selected for this study. Table 1 shows among the 33 respondents had a Mean±SD gender 1.6±0.7, and 39.39% percentage were male, and 60.60% were female. Figure 1 shows among the 33 respondents to measure the applicant age, the researcher had categorized in 4 groups: where 69.69% percentage were from 18-29 years old, 12.12% were from 30-39 years old, 9.09% were 40-49 years old and others 9.09% were above 50 years old. The result does indicate that among the 33 applicants, most are from the 18-29 years past had a mean age 1.5 (Mean±SD=1.5±0.9). Though there are some bias-ness, this result emphasized that according to a literature review by the authors, a young age has more possibility favorability than the older for a job offer in the retail supermarket on the shop floor that why they invited for an interview. The report has favored the researcher to identify the key factors that influence the applicant's reaction to the recruitment and selection process for job choice and analyze the reason to explore the main issue, and significant points should direct to the decision-maker.

**Key Words:** Applicant, Recruitment, Organizational, Interview, Job, Reaction.

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### I. Introduction

How the applicant's reaction has been the effect on the company, self-determining of force applied by the position characteristic connected through the job according to the area, wages, and job designation, the ranking has been hypothesized<sup>1</sup>. In this investigation, a co-relation plan and a ground arrangement have used for assessing applicant reactions. The definition of managerial employment is evident as the process of finding out and provision to tempting those candidates commencing the outsource those who fit and eager to fill up the

vacant positions<sup>2</sup>. In this critical literature review, **3,1** mentioned that there are effects both negative and positive in a direction which affects the applicant by the recruiter's activities, through attitude and behavior. For example, generally friendly recruiters intending to react favorably to the applicant, while applicants got more information concerning the organization and evaluate the recruitment tricks & techniques that appear face valid.

On the other hand, due to approaching friendly or negative behavior with wrong behavior, acquire a time-consuming to feedback the output on that initial meeting, create an adverse reaction to the applicant (e.g., personality test or a highly personal question)<sup>1</sup>. The relationship between the applicant reaction and recruitment activities through their technique and friendly behavior is apparent contrast of positions offered predicted to use a reasonable curvilinear consequence. According to location, salary, type of work are considering in a satisfying mode, and then the applicant's positive reaction is expected to be impacted by recruitment activities<sup>4</sup>. Early research in terms of justice perception has an overview of several of concern; for example, the reaction to compensate raise judgment<sup>5</sup> or through the problem surrounding the organizational behaviors<sup>6</sup>. According to, seven has shown which an applicant's perception can be crucial most of the time, and could force the probability with the aim of a job propose will in truth be established. Whereas a different type of issue concerns this judgment, like the position of the job and company package, the psycho-social issue has the prospective impact on the capacity of an organization to hire applicants considered still as a case for recruitment.<sup>8, 7, 9</sup> The basics principle of this academic work is to explore the real foundation of prospective collision in the recruitment methods. In exacting, according to the research topic, the function of supposed justice of choice and recruitment process, on spot of exploration, which have visible in the current argument in creative writing on a member of staff recruit and enrolment. In the choice process, characteristic people should be more constructively liable than others which pressure someone's advantage, while persons from socialist traditions are likely to observe individual issue as a human being more consequence for the aspect.<sup>10</sup> Applicant's Reaction on recruitment and selection process, and job choice problem including the friendliness of the interviewer, procedural justice, positive organizational impression, salary, job location. In the selection process, if the organization involves unfairness and kindness, maintain less procedural fairness on the selection process performed. The result of hunting top talent hampered, which can significantly affect the organization's service and productivity.

## II. Objectives

### a) General objective:

- To find out the behavioral and psychological factors, organizational image and service can impact employment preference.
- To recommend HR personnel ASDA a proper recruitment and selection process basis on applicant reaction and career abundance.

**Specific Objectives:** Critically analyze the factor behind applicant reaction on procedural justice in the recruitment and selection process and profession alternative.

Analytically review the literature of interviewee effect on recruitment and selection.

Interpret and analyze the recruiter's friendliness can impact on applicant feedback.

## III. Methodology And Materials

It is an investigational study. The study carried out under the department of Cardiff School of Management, Cardiff Metropolitan University, United Kingdom. The period of this study was 1st July 2009 to 30th July 2010 (one year). Materials are collect from college and another library like, a library of London school of economics, British Library, identified through electronics library searches provided from the academic program which is visited and interview through the different applicants. Before commencing the research, permission was taken from the participant those participated in this study. Consent receives from the respondents for an interview, and personal questions gently asked to omit if they are not happy to reply with pleasantly. Department has finally approved the shortlisted applicants through the executive concerned department employment is offered in the form of an offer letter indicate the post, rank, grade, joining date, as well as other styles and conditions in shortly. This field study integrated applicants from a well-reputed American Company ASDA-Wall Mart dealing with retail supermarket business in the UK, approximately 400 vacant positions (from South Gate, North London, UK, ASDA) advertise to open a new store, online as well as through the job Plus Centre to fill up (part-time, full time) positions. Approximately more than 600 applicants are applying for the posts, and 75% of them is a student from the overseas country enrolled in this co-program which involves flashing academic task and work from a different discipline, like Business, Hotel Management, Law, and Computer Science. Data were collected from 33 applicants interviewing with ASDA Southgate. The jobs consisted of part-time and full-time positions with the condition of the three-month probationary period. The applicant is generally Graduate and post-graduate student from overseas countries as well very few of the local applicants, the applicant was generally young (Mean±SD=1.51±0.90) with rather more females ( $n= 20$ ) than males ( $n= 13$ ). Overall, gender was distributed differently according to applicants apply for those positions.

In this dissertation, the data gather procedure chosen cautiously; the appropriate method is fit, which is very close to the aim of the essay. The purposive sampling used in this research study. The purposive sampling is conducted of person choice deliberately according to the applicant interview process. The interview with the applicant has carried out for collecting quantitative data. Participant's well-informed materials used in recruiting and screening that are signed in the consent paper. The human subject is approval at the time of interview from the applicant where they agree to participate in this study. Qualitative data analysis is quite impossible to express over the numerical procedure, generally found on meaningful expression through the sentence. Only quantitative data has collected for this research work.

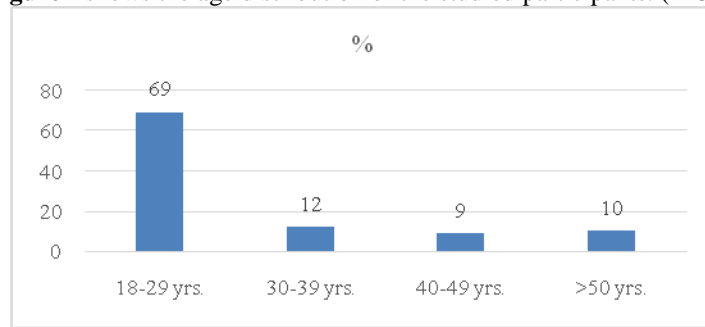
#### IV. Results

A total number of 33 applicants interviewing with ASDA Southgate had selected for this study. Table I shows among the 33 respondents had a Mean±SD gender 1.6±0.7, and 39.39% percentage were male, and 60.60% were female. Figure I shows among the 33 respondents to measure the applicant age, the researcher had categorized in 4 groups: where 69.69% percentage were from 18-29 years old, 12.12% were from 30-39 years old, 9.09% were 40-49 years old and others 9.09% were above 50 years old. The result does indicate that among the 33 applicants, most are from the 18-29 years early had a mean age of 1.5 (Mean±SD=1.5±0.9). Though there are some bias-ness, this result emphasized that according to a literature review by the authors, a young age has more possibility favorability than the older for a job offer in the retail supermarket on the shop floor that why they invited for an interview. Table II shows the measurement of job employment according to age, which age group has more possibility categorized into four groups: 18-29 years, 30-39 years, 40-49 years, and 50 above. The Mean±SD of this variable is (1.2±0.4). Figure II shows, according to field survey, that out of 33 respondents, 19 respondents agree, 11 respondents strongly agree, only one respondent disagrees, and another one respondent strongly disagrees. It shows that almost all respondents agree and strongly agreeing about the more job possibility those who know the company. Table III shows applying for a different company increases the chances of a job offer, 48.48% are agree, and 39.39% are strongly agreed, 3.03 disagree, and 3.03% strongly disagree. The Mean±SD of this variable is 1.5±0.7, which indicates that the majority of the respondents agree and strongly agreeing with this job employment factor. Figure III shows the company attractiveness to the applicant depends on the company's reputation and package: 36.36% approved, and 57.57% are strongly agreed, 3.03 disagree, and 3.03% strongly disagree. Table IV shows a well-performed interview will have increased the chances of a job offer to the applicant: 51.51% agreed, and 39.39% are strongly agree, 3.03 disagree, and 6.06% strongly disagree. Mean±SD of the variable (1.576±0.707) indicates that majority respondents agreed strongly agreeing well-performed interviews will increase the chances of a job offer to the applicant. Figure IV shows the marketability increases the chances of applicant employment: 36.36% are agree, and 51.51% are strongly agreed, 3.03 disagree, and 9.09% strongly disagree. The mean±SD of this variable is (1.8±0.7), which indicates that the majority of the respondents is agreed and strongly agreeing that marketability increases the chances of applicant employment. Table V shows the job offer has an impact on procedural justice to the applicant: 42.42% approved, and 39.39% are strongly agreed, 15.15% disagree, and 3.03% strongly disagree. The mean of this variable is 1.7 (SD=0.7), which indicates that the majority of the respondents is agreed and strongly agreeing that the job offer has an impact on procedural justice to the applicant. Table VI shows the positive organizational intention to the applicant increase the chances of the job offer: 48.48% are agreed, and 42.42% are firmly accepted, 6.06% disagree, and 3.03% strongly disagree. The mean±SD of this variable is (1.57±0.70), which indicates that the majority of the respondents is agreed and strongly agreeing that the company's positive intention to the applicant increases the chances of a job offer. Table VII shows the ranking can influence the chances of a job offer to the applicant: 39.39% agreed, and 48.48% are firmly accepted, 3.03% disagree, and 9.09% strongly disagree. The mean±SD variable (1.7±0.7), indicates that majority respondents agreed strongly agreeing ranking can influence chances job, offer an applicant. Table VIII shows the convenient company location can increase the applicant's chances of employment: 57.57% approved, and 33.33% are strongly agreed, 6.06% disagree, and 3.03% strongly disagree. The mean±SD of this variable is (1.48±0.70), which indicates that the majority of the respondents is agreed and strongly agreeing that convenient company location can increase the applicant's chances of employment. Figure V shows the indicating according to a field survey that out of 33 respondents, 16 respondents agree, 11 respondents strongly agree, only five respondents disagree, and another one respondent strongly disagrees. Those majority respondents agree company excellent service and product can increase the chances of job attraction to the applicant.

**Table I** shows the gender distribution of the studied participants. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Disagree
Gender	1.6±0.7	Male 13 39.39%	Female 20 60.60%	-	-

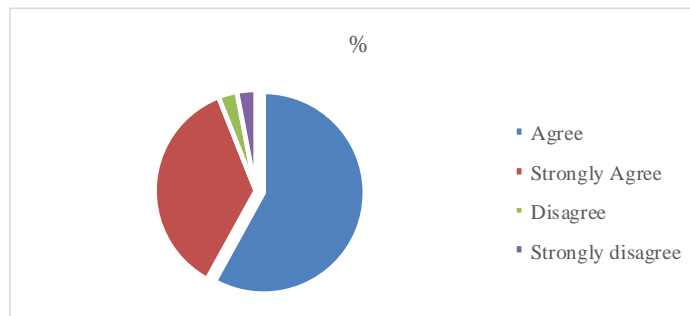
**Figure I** shows the age distribution of the studied participants. (n=33).



**Table II:** Shows employment according to age group. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Disagree
Employment Age	1.2±0.4	18-29 26 78.78%	30-39 5 15.15%	40-49 1 3.03%	50+ 1 3.03%

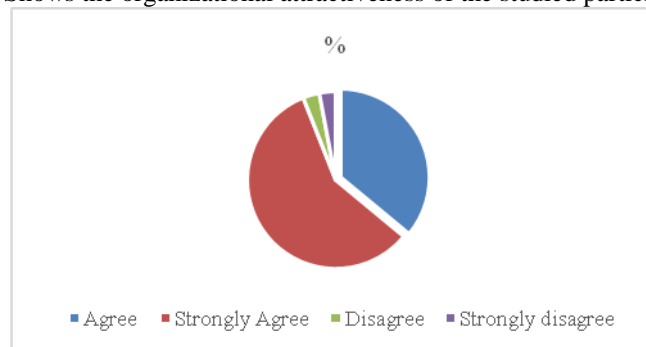
**Figure II:** Shows the knowledge about the company increases the chances of a job offer. (n=33)



**Table III:** Shows applying for the different company increases the chances of a job offer. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Disagree
Different company	1.5±0.7	16 48.48%	13 39.39%	2 6.06%	2 6.06%

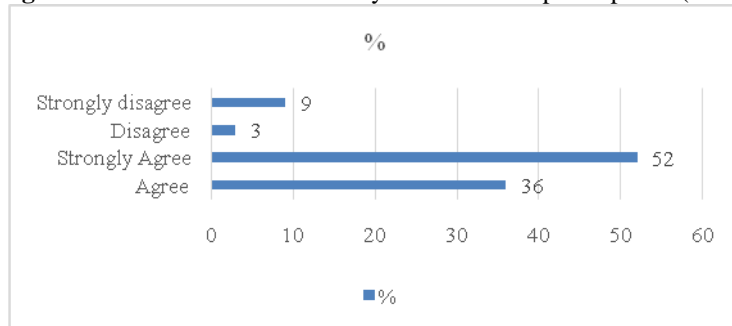
**Figure III:** Shows the organizational attractiveness of the studied participants. (n=33)



**Table IV:** Shows a well-performed interview will have increases the chances of a job offer to the applicant. (n=33)

Variable	Mean±SD	(1)Agree	(2)Strongly Agree	(3)Disagree	(4)Strongly Disagree
Well-Performed Interview	1.6±0.7	17 51.51%	13 39.39%	1 3.03%	2 6.06%

**Figure IV:** Shows the marketability of the studied participants. (n=33)



**Table V:** Shows the procedural justice of the studied participants. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Disagree
Procedural Justice.	1.7±0.7	14 42.42%	13 39.39%	5 15.15%	1 3.03%

**Table VI:** Shows the company's positive intention of the studied participants. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Disagree
Company positive Intention	1.6±0.7	16 48.48%	14 42.42%	2 6.06%	1 3.03%

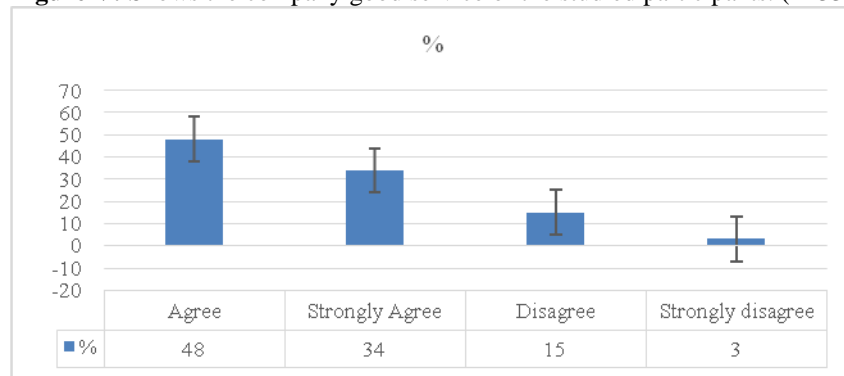
**Table VII:** Shows the employee ranking of the studied participants. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Agree
Employee Ranking	1.7±0.7	13 39.39%	16 48.48%	1 3.03%	3 9.09%

**Table VIII:** Shows the convenient location of the studied participants. (n=33)

Variable	Mean±SD	(1) Agree	(2) Strongly Agree	(3) Disagree	(4) Strongly Agree
Convenient Location	1.5±0.7	19 57.57%	11 33.33%	2 6.06%	1 3.03%

**Figure V:** Shows the company good service of the studied participants. (n=33)



### V. Discussion

The co-relation between Interviewer friendliness and Procedural justice: Finding from the field survey data, 42.42% of respondents are agreeing, and 39.39% are strongly agreed, 15.15% disagree, and 3.03% strongly disagrees. The mean±SD of this variable is 1.7± 0.7, which indicates that the majority of the respondents is agreed and strongly agreeing that job propose have an impact on procedural justice to the applicant on recruitment and selection for a job preference. As well as finding from the field survey, it shows that 48.48% of respondents are agreeing, and 30.30% are strongly agreed, 15.15% disagree, and 6.06% strongly disagreed on friendliness interview has an impact on the job offer. The mean± SD of this variable is 1.7±0.7, which indicates that the majority of the respondents is agreed and strongly agreeing that job offer increases the chances of interview friendliness. The co-relation between interviewer friendliness and organizational attractiveness: Finding from the field survey the researcher shows that 48.48% of respondents agree, and 30.30% are strongly agreed, 15.15% disagree, and 6.06% are strongly disagreed on friendliness interview has an impact on a job offer. The mean±SD of this variable is 1.7±0.7, which indicates that the majority of the respondents is agreed and strongly agreeing that job offer increases the chances of interview friendliness. As well as in the sense of company reputation and package, the researcher has shown that 36.36% of respondents are agreeing, and 57.57% are strongly agreed, 3.03 disagree, and 3.03% strongly disagree. The mean±SD of this variable is 1.7±0.7, which indicates that the majority of the respondents is agreed and strongly agreeing company attractiveness to the applicant depends on the company reputation and package. Co-relation on more jobs and employer ranking: The researcher has found from the field findings that 48.48% of respondents are agreeing, and 39.39% are strongly agreed, 3.03 disagree, and 3.03% are strongly disagreed applying for the different company increases the chances of a job offer. The mean±SD of this variable is 1.5±0.7, which indicates that the majority of the respondents agree and strongly agreeing with this job employment factor. As well as the researcher has found from the field findings that 39.39% of respondent agrees, and 48.48% are strongly agreed, 3.03% disagree, and 9.09% are strongly disagreed job ranking can increase the chances of a job offer to the applicant. Mean±SD variable 1.7±0.7 indicates that the majority of the respondents agreed and strongly agreeing that ranking can influence the chances of a job offer to the applicant. Pre-interview knowledge and procedural justice: From the field finding, the researcher has shown that 57.57% of respondent agrees, and 33.33% are strongly agreed, 3.03ongly disagree, and 3.03% disagree in the measurement of knowledge for a job offer. The mean±SD of this variable is 1.4±0.7, which indicates that the majority agrees with this concern. As well as from the field findings, the researcher has shown that 42.42% of respondents are agreeing, and 39.39% are strongly agreed, 15.15% disagree, and 3.03% strongly disagreed job offer has an impact on procedural justice to the applicant. The mean±SD variable is 1.7±0.7, indicates that the majority of the respondents is agreed and strongly agreeing that the job offer has an impact on procedural justice to the applicant. The positive association between company desirability and examiner openness reinforced to H2a. Additionally, there is an impression from interviewer pleasantness to the company optimistic objective has an impression of a job offer. The outcome from the other variables is massively trustworthy with the forecast on previous research. H4 are interconnected and have a co-relation: pre-interview assessment of company desirability, which clues to the greater pre-interview objective of a job offer. The control variable of pay, location, and marketability also connected to the model as predictable. Favorability of pay also absolutely connected to company attractiveness. It also found that the solid influence for the employer ranking of the applicant, which found from the survey data and literature review that the employer ranks one extremely has a great consequence on whether one also chooses to rank that employer vastly. The particular evident for signals where the relationships between interviewer friendliness and interviewer assessment of company desirability were much stronger for those with little pre-interview awareness of the company. The result referred to the same opinion from the literature review-many authors like-1 or two aims and objectives of the research, which emphasized the research hypothesis. This

type of study suggested doing more investigation on methods to develop the fairness, concept, and reaction<sup>9</sup> and do suggest for the longitudinal research on actual positions of applicants<sup>11</sup>. The primary aim and objective of this research work were to feedback as a clear statement about the theoretical understanding of the employer could influence applicant decision. The requirement of aim and objective of this work, the researcher, has taken three decision-making process (procedural justice, interviewer friendliness, and expectancy), as well as some variable, are includes in an integrated model. The approaching model helps the researcher to better understanding how the applicant reacts to the selection process and evaluate significance that reacts for a job offer. From this research might interesting be to evaluate that the employer effect is very critical than previously was expected.

#### **LIMITATIONS OF THE STUDY**

It was an investigational type of study with a small sample size, which does not reflect the scenario of the whole country.

#### **VI. Conclusion And Recommendations**

The applicant's effect on the recruitment and selection process for a job offer is a critical phenomenon in human resource management activities in the modern era in the company. The ever increased procedural justice, fairness, interviewer friendliness, the positive organizational intention based on pay and location to consider for an employer to meet the corporate goal. After studying the result from the field survey, literature review, according to research aim and objective, which emphasized the research hypothesis recommendation has made for ASDA Wall-Mart. Especially Human Resources Management is irresponsible to operate the recruitment and selection process. Moreover, the other manager and representative from other management also should be partially responsible and help to manage the whole procedure in the term of fair and authentic recruitment and selection process through the consideration of applicant reaction to hire the top talent from the broader job market.

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