

Factors Influencing Final-Year Undergraduates' Adoption of e-Recruitment in Sri Lanka

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Abstract

This study investigates the factors influencing final-year undergraduates' adoption of e-recruitment platforms in Sri Lanka. While e-recruitment enhances efficiency and accessibility in connecting graduates with employers, undergraduates still encounter challenges such as limited trust in online systems, data security concerns, and internet-related stress. Despite its growing importance in modern job markets, research on e-recruitment adoption within Sri Lanka's undergraduate context remains limited. The study aims to identify the key determinants shaping students' behavioural intention to adopt e-recruitment systems. The research population consisted of 1,694 undergraduates, from whom a representative sample of 310 final-year undergraduates was selected using a stratified random sampling method. Data were collected through a structured questionnaire designed to capture participants' experiences and perceptions of e-recruitment usage. The dataset was analysed using SPSS version 21, applying univariate, bivariate, and multiple regression analytical techniques. The study focuses on four critical variables: performance expectancy, electronic trust, vividness, and perceived internet stress. Results indicate that all factors are significantly influenced by undergraduates' adoption of e-recruitment in Sri Lanka. These values indicate excellent reliability, with all coefficients exceeding the accepted threshold of 0.80. These findings highlight the significance of system performance, trust, a vivid user experience, and internet-related stress in influencing job seekers' readiness to adopt e-recruitment platforms. Accordingly, online recruiters, platform managers, and web developers should ensure mobile-friendly designs, strong user support, and secure, authentic platforms to build trust and boost adoption. This study extends technology adoption theories to Sri Lanka's e-recruitment context, offering practical guidance for improving online recruitment systems and advancing understanding of behavioural intention in technology-driven HR practices.

Keywords: electronic trust, e-recruitment, perceived internet stress, performance expectation, vividness