
Impact of Social Media on Millennials Behaviour Towards Job Hopping

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Abstract

Social media has been crucial in changing how millennials navigate career changes. Social media significantly affects millennials' job-switching behavior by offering networking possibilities, information access, and influencing corporate branding, resulting in a more dynamic and interconnected professional environment. The objective of the study is to study the impact of social media on Millennials behavior towards job hopping. Primary data has been collected using structured questionnaire from 240 respondents from various industries in Karnataka. Statistically significant factors connected to Social Media's impact on job satisfaction, organizational culture, and professional growth in the context of job or profession change were observed in multiple regression analyses using ANOVA. Social Media has a substantial impact on job satisfaction (75%), corporate culture (67%), and professional development (63%), as demonstrated by R values and ANOVA results. The B-coefficients confirm the positive and significant effects, highlighting the substantial influence of social media in these areas. Social media significantly influences millennials' employment decisions by providing abundant information, networking chances, and options for personal branding. Despite fostering diversified exploration and worldwide connections, it also presents issues such as information overload and unrealistic goals.

Key-words: Social Media, job satisfaction, Organization Culture, Professional Development, Employee.

Introduction

Social media and the millennial generation are transforming the workplace. Generation after generation, a society's past, present, and future undergo changes in culture, technology, economics, and history. As a result of these changes, people's behavior, thoughts, and relationships have changed significantly. The distinctive perspective of the millennial generation has just recently begun to alter certain elements of our culture. The world has never seen things through the eyes of millennials before. As of the end of the first quarter of 2015, the millennial generation is numerically larger than generation X. This is why the millennial generation has surpassed all others in terms of employment size in the US (Stewart, 2017). Among the many characteristics that shape this generation's work ethic are an abundance of trust, optimism, self-confidence, strong team instincts, advanced degrees, and an immense sense of pressure to succeed. This

generation's traits, along with the rise of social media, have given its members unprecedented power to shape public opinion. No one can deny that millennials, influenced by social media, have changed the world. The ease with which members of the millennial age may obtain information through social media and other forms of instantaneous technology has caused a cultural shift in institutions of higher learning and businesses, giving rise to the gig economy. This emerging field that includes social media includes digital marketing, blogging, influence, and self-branding (Feldman, 1999).

Social media has accelerated the growth of on-demand work and other types of freelance and temporary gig labor by implying that the conventional 9-to-5 job is being replaced by a more fluid and uncertain gig economy. Most of the credit for these shifts in the workplace should go to the millennial generation. (Pryor, 2018). Social media influences people's day-to-day lives are the ease and

speed with which information is shared and the possibility of two-way conversation. The applications are even easier to use now that the Internet is so widely available. It appears that employees' use of social media is becoming increasingly prevalent in the workplace. Email, social networking, and text messaging are among the many technologies that companies are using to enhance customer interactions, grow their brands, recruit new employees, raise morale, and much more besides (Johnson, 2016). Businesses enjoy these social media sites because they let people communicate and create content from anywhere. An employee's performance on the job was determined by how successfully they did their job. Workplace effectiveness is correlated with individuals' skill sets, their familiarity with and dedication to company objectives, and their track records of satisfying both internal and external benchmarks. If you do a good job, the organization will be able to use you to pinpoint where they can make improvements (Noor & Shahrom, 2021). A social network's purported benefits include facilitating the growth of markets, bringing people together, strengthening employee loyalty, fostering collaboration, and facilitating the sharing of information between employees and customers. Online learning and information sharing have become more accessible due to the proliferation of social media. Businesses in this sector can't afford to depend on one-way social media interactions anymore; instead, they may adopt multidisciplinary messaging strategies to attract and retain clients. With the advent and widespread usage of social media, people are now able to communicate more effectively and make more informed decisions in their daily lives. Through the use of social media, firms may forge connections with their customers, vendors, and partners in business. This facilitates casual social contact that transcends geographical, temporal, and organizational boundaries (Lake, 2017). Millennials are more likely to have solid career pillars and to reinvent jobs more often than non-Millennial workers, according to a survey. Additionally, by zeroing down on job-related career anchors, role innovation may be boosted. Plus, being a Millennial makes it such that some career anchors don't matter as much when it comes to establishing new positions (Gong & Ramkissoon, 2018).

Role of social media in job hopping:

The rise of social media has changed people's lives in many ways, both at work and at home. It has changed the way individuals communicate online and create connections, both within and outside of traditional institutions. Weblogs, wikis, broadcasts, photos, and videos have all proliferated, allowing people from all over the globe to collaborate and communicate online through social media. Because social media platforms allow users to engage in two-way conversations, they have rendered one-way communication obsolete. The topic of social media uses at work piqued the curiosity of many. However, most research just examined one facet of social media use, such as how often it happened, how intensely it was used, or if it was done at work use at work mainly on the "relationship management, information search and sharing, job satisfaction, and job performance" (Jong et al., 2021).

Social networking is becoming essential for job hunting and serves as a valuable tool for maintaining connections with loved ones. In 2020, individuals between the ages of 16 and 64 will dedicate a combined 2 hours and 24 minutes per day to social media use on various platforms. A social media monitoring firm, show that over 90% of HR professionals have utilized social media to learn more about a hopeful employee. These days, it's just as important for a candidate to have solid technical skills as it is for them to "fit" in with the company's culture. This covers applicants' attitude, charm, ability, and honesty. Reading through a candidate's social media postings and profiles is one approach to get a feel for their online communication skills and presence. SMPs (Social Media Platforms) are among the largest content libraries ever, in addition to being a place where people can connect and share personal experiences. Among the 541 human resource managers and specialists questioned for the 2018 Society of Human Resource Management Survey, an astounding 95% said they used LinkedIn to research possible candidates. On top of that, 42% used Twitter and 58% Facebook for recruiting. As a result, it is quite useful for those looking for work, as most organizations now have a profile on an SMP. One long-term tactic for attracting and

maintaining great talent has been to post job openings on social media. (Gasparénienè et al., 2021)

Literature of Review

(Wester, 2015) Social media has quickly surpassed all other websites in terms of traffic, and is now the most popular method of finding a job. The major focuses of this research are the changes that have occurred in the labor market and people's methods of seeking employment as a consequence of the expansion of the Internet into Web 2.0, which is defined by social networking platforms. The perceived benefits are easier and more effective networking in general, greater opportunities for personal exposure, and access to social media platforms specialized for certain occupations.

(Rivers, 2018) Businesses are having a hard time finding and retaining the most skilled and intelligent Millennials.. The Millennial generation's decision-making process whether it comes to staying or leaving an employer is the primary emphasis of the research. Millennials listed seven factors that influence their job-hopping behavior: competitive income, job happiness, outstanding benefits, a nice work environment, suitable vacation/flex time, professional progression chances, and identifying one's specialization.

(Zhou et al., 2022) discussed the pros and cons of social media usage in the workplace, including how it affects employees' demeanor, behavior, and productivity, and why some workers are more receptive to utilizing these sites than others.

(Ahmad et al., 2022) India has 560 million Internet users, making it the second largest online market behind China, according to data from Internet World Stats. Approximately 75% of India's 560 million internet users are engaged in social media. These statistics should be sufficient to illustrate the prevalence of the Internet and social media in Indian society. During the COVID-19 era, the already substantial usage of social media by Indian employees has only increased. Workers have complete freedom to use their personal phones and

social media accounts for personal purposes while they are not in the office.

(Chaudhuri, 2018) studied the efficacy of social media recruitment strategies employed by IT firms in India. The study examines the viewpoints of both recruiting managers and job seekers. Everyone benefits when recruiters and job-seekers can communicate more easily through social media. This research looks at the subject of social media and how it is helping recruiters locate people with certain abilities. Recruiters are effectively use social media to contact potential candidates in an effort to shorten the recruiting process. (Kalpanee et al., 2023) Students in colleges and universities make up a sizable portion of the online population. Mainly, we want to talk about how social media influences people's decisions about jobs, how important it is for students to have their own enterprises, and how they may influence their own success.

Design of the study

The objective of the study is to study the impact of social media on Millennials behavior towards job hopping

Primary data has been collected through structured questionnaire from 240 respondents across Karnataka using convenience sampling method.

Data analysis and findings

The demographic profile of the respondents are as follows. 18-24 years Age group, Frequency is 27 and percentage is 22.5%. In 25-34 years Age group, Frequency is 32 and parentage is 6.7%. In 35-44 years Age group, Frequency is 35 and percentage is 29.2%. In above 45 years age group, Frequency is 26 and percentage is 21.7%.” In male Group, frequency is 82 and percentage is 68.3%. In Female group, frequency is 38 and percentage is 37.7%. Education of the respondents is as follows in High school, Frequency is 24 and percentage is 20.0%. In Bachelor’s Degree, frequency is 19 and percentage is 15.8%. In Master’s degree, frequency is 27 and percentage is 22.5%. In Doctorate, Frequency is 26 and percentage is 21.7%. In other,

Frequency is 24 and percentage is 20.0%.”60 % of the respondents are married and rest are unmarried.

H₀: “There is no significant impact of social media on job satisfaction with regards to job hopping.

The following hypothesis are tested

H₁: There is a significant impact of social media on job satisfaction with regards to job hopping.

Table:1 Regression Test

Model Summary						
Model		R	R Square	“Adjusted R Square”	“Std. Error of the Estimate”	
1		.755 ^a	.570	.567	6.77532	
a. Predictors: (Constant), Job Satisfaction with regards to job hopping.						
ANOVA ^a						
Model		“Sum of Squares”	df	“Mean Square”	F	Sig.
1	Regression	7190.207	1	7190.207	156.632	.000 ^b
	Residual	5416.785	238	45.905		
	Total	12606.992	239			
a. Dependent Variable: Social Media						
b. Predictors: (Constant), Job Satisfaction with regards to job hopping.						
Coefficients ^a						
Model		“Unstandardized Coefficients”		“Standardized Coefficients”	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.161	1.953		5.203	.000
	Job Satisfaction	2.045	.163	.755	12.515	.000
a. Dependent Variable: Social Media						

“ANOVA is used in multiple regression analysis to evaluate the variability levels within the model and set the groundwork for a significance test. The table clearly shows the statistical significance of elements in the investigation. Social Media has a 75% influence on job satisfaction in the context of a regression study focusing on career or profession transitions, with the remaining variance

unexplained. The R value of 0.56 highlights the significant influence of Social Media on job satisfaction in relation to job or profession transitions. The ANOVA table shows a significant F-value of 156.63 with a p-value of 0.00, indicating that social media has a significant impact on job satisfaction related to job or profession transitions. The B-coefficients in the table are consistently

positive and have statistical significance. Translating the B-coefficients is considered more suitable than the beta coefficients due to the equal dimensions of all indicators. The significant value highlights the considerable influence of Social Media on job satisfaction in relation to employment or profession transitions.”

H₀: There is no significant impact of social media on Organizational culture with regards to job hopping.

H₁: There is a significant impact of social media on Organizational culture with regards to job hopping.

Table: 2 Regression Test

Model Summary						
Model		R	Adjusted R Square	“Std. Error of the Estimate”		
1		.676 ^a	.457			7.61873
a. Predictors: (Constant), Organizational culture with regards to job hopping.						
ANOVA ^a						
Model		“Sum of Squares”	df	“Mean Square”	F	Sig.
1	Regression	5757.685	1	5757.685	99.194	.000 ^b
	Residual	6849.307	118	58.045		
	Total	12606.992	119			
a. Dependent Variable: Social Media						
b. Predictors: (Constant), Organizational culture with Regards to job hopping.						
Coefficients ^a						
Model		“Unstandardized Coefficients”		“Standardized Coefficients”	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.183	1.858		8.710	.000
	Organizational culture	1.586	.159	.676	9.960	.000
a. Dependent Variable: Social Media						

“Multiple regression analysis employs ANOVA to assess variability levels within a regression model and establish the basis for a significance test. The table provided indicates that the variables in the study are statistically significant. A regression analysis was conducted on the relationship between social media, organizational culture, and job or

profession switching. Social media has a 67% influence on organizational culture on job or profession changes, with the rest of the variance unaccounted for. The R value of 0.45 suggests a considerable influence of Social Media on Organizational culture in relation to job or profession changes, as revealed by the Anova table

($F = 99.19$, sign. value = 0.00). The data suggests that social media has a notable impact on organizational culture about job or profession changes. Variable listed in the coefficient table above. B-coefficients are commonly positive and statistically significant. Because all indicators have the same dimensions, it is better to translate the B-coefficients rather than the beta coefficients. The significance value suggests that social media has a notable impact on organizational culture in relation to job hopping.

H_0 : There is no significant impact of Social media on Professional development with regards to job hopping.

H_1 : There is a significant impact of Social media on Professional development with regards to job hopping.”

Table: 3 Regression test

Model Summary				
Model	R	R Square	“Adjusted R Square”	“Std. Error of the Estimate”
1	.630 ^a	.397	.392	8.02764
a. Predictors: (Constant), Professional Development with regards to job hopping.				

ANOVA ^a						
Model		“Sum of Squares”	df	“Mean Square”	F	Sig.
1	Regression	5002.717	1	5002.717	77.630	.000 ^b
	Residual	7604.274	238	64.443		
	Total	12606.992	239			
a. Dependent Variable: Social Media						
b. Predictors: (Constant), Professional Development with regards to job hopping.						

Coefficients ^a						
Model		“Unstandardized Coefficients”		“Standardized Coefficients”	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.550	2.148		7.238	.000
	Professional Development	1.614	.183	.630	8.811	.000
a. Dependent Variable: Social Media						

The table highlights the statistical significance of factors. Social Media has a 63% impact on Professional Development related to employment changes, with a R value of 0.39 signifying significance. The ANOVA table indicates that Social Media has a significant influence, with an F-value of 77.63 and a significance value of 0.00. Positive and large B-coefficients highlight its influence, with consistent indicator dimensions supporting translation over beta coefficients. The importance value strengthens the substantial impact of Social Media on Professional Development during job transitions.

Conclusion

The influence of social media on millennials in terms of changing careers or professions is unquestionable and complex. Social media platforms have revolutionized how people make professional choices by providing unparalleled access to information, networking possibilities, and a platform for personal branding. Although digital tools have enabled millennials to explore various career options, connect with professionals worldwide, and stay updated on industry trends, they have also brought about challenges like information overload, unrealistic career aspirations, and the need to present a flawless online image. Study frequently showed positive and significant coefficients, highlighting the strong association between social media and career-related characteristics (George, 2017). The significance values confirmed that social media had a considerable impact on job satisfaction, organizational culture, and professional growth in relation to job or career changes.

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