



**ORIGINAL RESEARCH PAPER**

**Management**

**OVERCOMING HIRING HURDLES: A STUDY OF RECRUITING CHALLENGES IN THE AUTOMOBILE SERVICE INDUSTRY**

**KEY WORDS:** Recruiting and Retaining, Automobile Service Industry, Overcoming Hiring Hurdles and Recruitment Challenges Ki Mobility.

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**ABSTRACT**

Recruiting and retaining skilled personnel poses significant challenges for the automobile service industry. This study explores the primary hurdles encountered in hiring through qualitative interviews and surveys with industry professionals. Key challenges identified include the shortage of specialized skills, competition from other sectors for talent, and the impact of advancing technology on job requirements. The study also examines effective strategies adopted by successful firms, such as targeted training programs, competitive compensation packages, and initiatives to enhance workplace culture. By understanding these challenges and implementing proactive solutions, automotive service businesses can better navigate the complexities of talent acquisition and retention in a competitive market environment. The objective of the study is to identify and analyze the primary challenges faced by the automobile service industry in recruiting skilled personnel. To measure the various challenges and problems faced by firms in recruitment process. To study the employee satisfactory level with the existing recruitment policy in automobile service industry. To Provide recommendations and insights for automotive service businesses to enhance their recruitment and retention practices based on study findings. This study is a descriptive one. Primary data collected with the help of structured questionnaire administrated to employees and few management personnel of Ki Mobility Solutions, Medavakkam. One hundred and four samples were collected based on simple random sampling. The statistical tools used for analysis percentage analysis, correlation, chi-squared analysis and one-way ANOVA. This study reveals, many people working in automobile service sectors are quite happy with the recruitment process by the organization.

**INTRODUCTION**

Recruitment is a critical process within organizations that involves attracting, screening, and selecting suitable candidates to fill job vacancies. It plays a crucial role in ensuring the growth, success, and sustainability of an organization. The ability to identify and hire the right individuals who possess the necessary skills, qualifications, and cultural fit is essential for maintaining a competitive edge in today's dynamic business environment. Effective recruitment practices contribute to building a talented and diverse workforce, fostering innovation, and enhancing overall organizational performance. However, recruitment is a complex and challenging task that requires careful planning, strategic decision-making, and a deep understanding of the organization's needs and goals.

**History of Automobile Service Industry**

The automobile service industry encompasses a wide range of activities involved in the maintenance, repair, and enhancement of vehicles, spanning from cars and trucks to motorcycles and commercial vehicles. It plays a pivotal role in ensuring the safety, reliability, and performance of vehicles throughout their lifecycle. The automobile service industry emerged shortly after the invention of the automobile in the late 19th century. Early services primarily focused on basic repairs and maintenance, often provided by blacksmiths, carriage makers, and mechanical shops that adapted their skills to work on automobiles.

**Research Objectives**

- To identify and analyze the primary challenges faced by the automobile service industry in recruiting skilled personnel.
- To measure the various challenges and problems faced by firms in recruitment process.
- To study the employee satisfactory level with the existing recruitment policy in automobile service industry.
- To Provide recommendations and insights for automotive service businesses to enhance their recruitment and retention practices based on study findings.

**Research Design**

This study "Overcoming Hiring Hurdles: A Study of Recruiting Challenges in the Automobile Service Industry" is considered as descriptive research. Descriptive research design is a type of research design that aims to systematically obtain information to describe a phenomenon, situation, or population. More specifically, it helps answer the what, when, where, and how questions regarding the research problem rather than the why.

The data were collected from both primary and secondary sources. Secondary data were collected through comprehensive literature review, internet, magazines, newspapers, factory annual reports and brochures. Primary data were collected from the employees of the service organization by questionnaire method. It's a first-hand data and fresh, for collecting the data 104 employees are chosen as a sample. Survey is conducted while working hours of the employees. The data gathered is analyzed using percentage analysis, correlation, Chi-Square test and one-way ANOVA.

**Age of the Respondents**

**Table showing the age of the respondents**

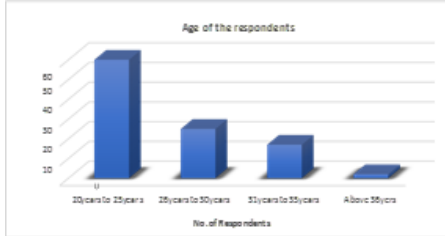
Sl. No.	Age	No. of Respondents	Percentage
1	20 - 25 years	60	58
2	26 - 30 years	25	24
3	31 - 35 years	17	16
4	Above 36 years	2	2
	Total	104	100

**Source:** Primary Data

**Interpretation:**

From the above table it is clear that out of 104 respondents the majority of 58% of the respondents are in the age group of 20years to 25 years, and 24% of the respondents are in the age group of 26-30 years, and 16% of the respondents are in the age group of 31-35 years and the 2% of the respondents are in the age group of Above 35 years.

**Figure showing age of the respondents**



**Most Used Portal in the Recruitment Process**  
**Table showing the most used portal in the recruitment process**

Sl. No.	Particulars	No. of Respondents	Percentage
1	Naukri	17	16
2	LinkedIn	35	34
3	Instahyre	32	31
4	Monster	20	19
5	Total	104	100

Source: Primary Data

**Interpretation:**

From the above table it is clear that out of 104 respondents the majority 34% of the respondents are mostly using LinkedIn in the recruitment process and followed by 31% of respondents are mostly using Instahyre in the recruitment process and 19% of the respondents are mostly using Monster portal and 16% of the respondents are using Naukri.

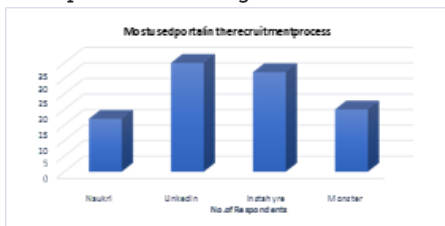


Figure showing most used portal in the recruitment process

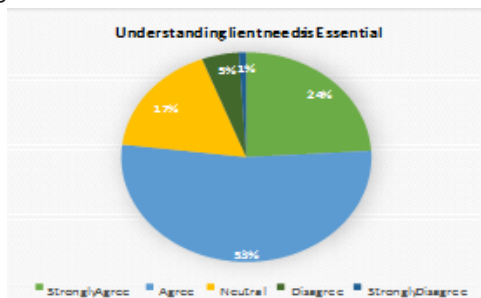
**Understanding Client Needs is very much Essential**  
**Table showing understanding client needs is very much Essential**

Sl. No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	25	24
2	Agree	55	53
3	Neutral	18	17
4	Disagree	5	5
5	Strongly Disagree	1	1
	Total	104	100

Source: Primary Data

**Interpretation:**

From the above table it is clear that out of 104 respondents the majority 53% of the respondents are agreed and 24% of the respondents are strongly agreed that understanding client needs is very much essential, 17% of the respondents are neutral with this statement and 5% of the respondents are disagreed and 1% of the respondents are also strongly disagreed with that statement.



**Figure showing understanding client needs is very much Essential.**

**Weighted Average Analysis**

**Correlation:**

**Aim:** To measure the relationship between age and income level satisfaction towards recruiters demands

Null Hypothesis, H0: There is no significant relationship between age and income level satisfaction towards recruiters demands.

Alternative Hypothesis, H1: There is significant relationship between age and income level satisfaction towards recruiters demands

**Table showing correlations analysis**

		Age	Income
Age	Pearson Correlation	1	.294**
	Sig. (2-tailed)		.002
	N	104	104
Income	Pearson Correlation	.294**	1
	Sig. (2-tailed)	.002	
	N	104	104

\*\* .Correlation is significant at the 0.01 level (2-tailed).

**Interpretation:**

By using the correlation for finding the relationship between, age and income Level of Recruiters demands that there is a positive correlation underlies between both the factors with the value of 0.294 at 0.01 Level of significance. Hence Ho is accepted. There is no significant relationship between age and income level satisfaction towards recruiters demands.

**Chi-Square Analysis**

**Aim:** To measure the significant relationship between passive recruitment with candidate engagement and to find all the information regarding the candidates easily

Null Hypothesis Ho: There is no significant relationship between passive recruitment with candidate engagement and to find all the information regarding the candidates easily

Alternative Hypothesis H1: There is significant relationship between passive recruitment with candidate engagement and to find all the information regarding the candidates easily

**Table showing chi-square tests**

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	91.100a	16	.000
Likelihood Ratio	79.345	16	.000
Linear-by-Linear Association	24.713	1	.000
N of Valid Cases	104		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .62.

**Interpretation**

From the above analysis, we find that calculated value 0.000 less than <0.05, so H0 is rejected. There is significant relationship between passive recruitment with candidate engagement and to find all the information regarding the candidates easily.

**Findings**

- 58% of the respondents are in the age group of 20 years to 25 years.
- 65% of the respondents are Male Recruiters.

- 61% of respondents are studied up to Postgraduate.
- 42% of the respondents are getting salary of Rs. 10001/- to 18000/- 38% of the respondents are having Below two years of work experience.
- 34% of the respondents are mostly using LinkedIn in the recruitment process.
- 64% of the respondents are agreed that their management comes forward while they are facing any critical situation.
- 37% of the respondents are agreed with the statement of working overtime.
- 47% of the respondents are agreed that the industry changes and advancements are creating impacts on sourcing methodology.
- 43% of the respondents are agreed that Passive recruitment and candidate engagement is difficult.
- 53% of the respondents are agreed that understanding client needs is very much essential.
- 53% of the respondents are agreed that Follow-up candidates are very tedious work.
- 48% of the respondents are agreed that their organization conducting training program often.
- 54% of the respondents are agreed that the recruitment is done for the jobs which helps the candidates for their career advancement.

### Suggestions

In the organization many of the respondents are not satisfied with the training program conducted by the organization. To motivate and to improve the skills of recruiter the company wants to conduct more training program.

The best way to improve recruitment operations in the organization is to gather feedback from those who interact with the hiring process the most candidates and hiring managers.

Ask candidates to share their thoughts on hiring process length, communication methods and overall experience. Gather hiring manager feedback after every recruiting cycle to determine satisfaction with hiring practices, candidate quality and recruiter-hiring manager relationships. Use this feedback to refine the hiring process and eliminate recurring issues.

Today's candidates have increased expectations for how short the hiring process should be. A disjointed candidate experience can make it difficult to implement a consistent interview process and may lead to applicant drop-off.

To overcome this common challenge, they can develop a standardized interview and evaluation process that offers the same experience for every prospect. Train all members of the hiring team on interview best practices and ensure every candidate is evaluated across the same criteria.

### CONCLUSION

The present study reveals the challenges faced by the recruiters on sourcing the right candidates in the ki Mobility Solutions. Most of the recruiters in this organization are freshers and less experienced and they are not satisfied with the training program conducted by the organization So that the organization wants to conduct more training program that will help the recruiter and it will also motivate the recruiter. Above study, says many people working in company are quite happy with the recruitment process by the organization.

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