

Heterogeneity Effects of Social Media Recruitment on Job Application Intentions

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Abstract: This study investigates the effect of social media recruitment (SMR) on job application intentions (JAI) and whether this relationship is moderated by job seeker personality (JSP), perceived information accuracy and reliability (IAR), and age (Gen Z vs. non-Gen Z). Using a quantitative research design, data were collected through a bilingual online questionnaire from 111 job seekers. SPSS was used to perform descriptive statistics, correlation analysis, and moderated regression. The results indicate that SMR has a significant positive effect on JAI. However, JSP and IAR do not significantly moderate this relationship, while age shows only a marginal moderating effect, indicating a slightly stronger influence among younger job seekers. Overall, the results highlight the important role of social media recruitment in shaping application intentions and suggest that its effectiveness is generally consistent across the sampled job seeker groups. The study contributes to the literature on digital recruitment by clarifying the boundary conditions of SMR and providing practical guidance for organizations to maintain clear and engaging social media recruitment strategies.

Keywords: Social Media Recruitment; Job Application Intentions; Job Seeker Personality; Information Accuracy and Reliability; Generation Z

1. Introduction

Social media has become an important recruitment channel through which organizations communicate job opportunities, employer branding, and organizational culture to potential applicants [1-3]. Previous research suggests that social media recruitment (SMR) can shape job seekers' perceptions of employer attractiveness and influence their willingness to apply for jobs [1]. However, the positive role of SMR has been

increasingly recognized; less is known about whether its influence on job application intentions (JAI) varies across different types of job seekers and informational conditions.

This study examines the effect of SMR on JAI and tests whether this relationship is moderated by job seeker personality (JSP), perceived information accuracy and reliability (IAR), and age. By focusing on these heterogeneity effects, the study aims to clarify the boundary conditions under which SMR is more or less effective. In doing so, it contributes to the literature on digital recruitment by extending existing research beyond the direct effect of SMR, thereby enhancing understanding of how organizations can use social media more effectively to attract potential applicants.

2. Literature Review

2.1 Previous Studies

Previous studies on recruitment and job-seeker behavior have increasingly focused on the role of social media as a strategic tool for attracting potential applicants. Based on the Theory of Planned Behavior (TPB), researchers argue that job application intentions are shaped by attitudes, social influences and perceived control over the job search process [4]. Within this framework, social media recruitment (SMR) can be seen as an important antecedent that shapes attitudes toward employers and, consequently, intentions to apply for a job.

Existing research generally supports the positive role of SMR in applicant attraction. For example, the research [1] confirms that employer branding and recruitment information disseminated through social media can enhance job seekers' perception of employer attractiveness and job fit, thereby increasing their willingness to apply for the positions. Other work on social media recruitment indicates that rich, interactive information about the organization can improve both pre-hire and post-hire outcomes, especially

when the information shared is perceived as credible and relevant [5]. These findings support the idea that SMR plays a meaningful role in shaping job application intentions, providing a solid empirical foundation for the direct relationship examined in this study.

Meanwhile, prior research suggests that the effectiveness of social media recruitment may vary across individuals and contexts. Personality characteristics have been associated with job search behavior and employment outcomes [6], while information accuracy, reliability, and trustworthiness have been identified as important factors shaping users' evaluations of online content and decision-making [7]. In addition, demographic differences-particularly age-appear to influence how individuals engage with and respond to social media, with younger users (Gen Z) reporting higher levels of usage and stronger reliance on these platforms in career-related contexts [8,9]. Research further shows that applicants of different age groups may respond differently to social media-based recruitment and employer branding practices [10]. Together, these literatures suggest that the impact of SMR on job application intentions may depend on both individual characteristics and informational conditions, providing a basis for the moderating variables examined in this study.

2.2 Constructs

2.2.1 Social media recruitment

Social Media Recruitment (SMR) refers to the use of social networking platforms (e.g. LinkedIn, Instagram, Facebook, Xiaohongshu) by organizations to disseminate job-related information, interact with potential candidates and communicate their employer brand [11]. Through features such as posts, stories, videos and comments, organizations can provide timely and engaging content about job opportunities, organizational culture, and working conditions. In this study, SMR is conceptualized as job seekers' overall perception of the extent to which organizations effectively use social media as a recruitment channel.

2.2.2 Job application intentions

Job Application Intentions (JAI) represent the extent to which job seekers are willing and planning to submit an application for a specific job or to pursue employment with a particular organization [4]. In the recruitment field, intention to apply has been widely adopted as a

key outcome variable that reflects the attractiveness and persuasiveness of recruitment messages and employer branding efforts. In this study, JAI captures respondents' self-reported likelihood of applying for positions advertised through social media recruitment.

2.2.3 Job seeker personality

Based on personality-motivation theory [6], Job Seeker Personality (JSP) in this study refers specifically to an individual's tendency toward cautiousness and risk aversion in job search and social media contexts rather than a broad set of personality traits. Job seekers with lower levels of cautiousness may engage more actively with social media recruitment content, whereas more cautious individuals may prefer additional verification before acting, which was proposed as a moderating factor in the relationship between SMR and JAI in this study.

2.2.4 Information accuracy and reliability

Information Accuracy and Reliability (IAR) capture the extent to which job seekers perceive recruitment-related information on social media to be correct, trustworthy and unbiased [7]. In this study, IAR is treated as a moderator that may strengthen or weaken the impact of SMR on JAI, depending on how reliable job seekers perceive the information shared via social media to be.

2.2.5 Age

Age is included in this study as a demographic factor that may shape how job seekers respond to social media recruitment. Prior research suggests that younger individuals tend to be more active users of social media platforms and are generally more familiar with digital communication formats, whereas older individuals may rely relatively more on traditional information and recruitment channels [10].

In the present study, age is operationalized in terms of Generation Z versus non-Generation Z. Generation Z is typically defined as individuals born from the late 1990s onwards and is commonly characterized as "digital natives" who are highly engaged with social media in their daily lives [12]. To capture this distinction in the analysis, age was transformed into a dummy variable (Age^2), where respondents in the youngest age group (classified as Gen Z) were coded as 1, and all other age groups were coded as 0. This operationalization allows age to be incorporated into the regression models as a moderator and enables the study to examine

whether the effect of social media recruitment on job application intentions is stronger for Gen Z job seekers compared to non-Gen Z individuals.

2.3 Research Model and Hypotheses

2.3.1 Research model

Based on prior research on social media recruitment and job application intentions [4,11], this study proposes a model in which social media recruitment influences job application intentions, and this relationship is conditioned by job seeker personality, perceived information accuracy and reliability, and age [5-7,10,12]. Figure 1 presents the proposed research model.

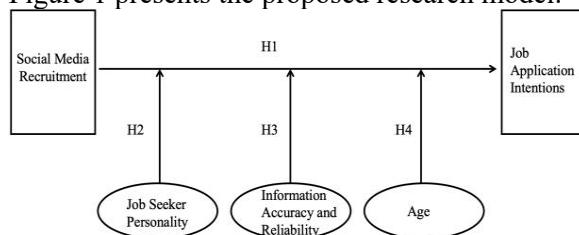


Figure 1. Research Model

2.3.2 Research hypotheses

(1) Direct Effect of SMR on JAI

According to signaling theory, social media recruitment, by providing rich organizational information and interactive communication, can enhance job seekers' perceptions of the employer brand, thereby influencing their job application intentions [13]. Empirical studies have shown that the convenience and accessibility of social media recruitment can significantly increase employer attractiveness and encourage job seekers to consider applying for positions advertised through these channels [14]. Therefore, we propose the following hypothesis: H1: Social media recruitment positively influences job application intentions.

(2) Moderating Role of JSP

Kanfer et al. conducted a meta-analysis of job seekers' personality-motivation and employment outcomes and found that extraversion was significantly correlated with job search success [6]. According to personality-environment fit theory, job seekers with different personalities may exhibit varying responses to social media recruitment information [15]. More extroverted job seekers may be more active in social media, thereby enhancing the impact of recruitment information on job application intentions; whereas more cautious job seekers may place greater emphasis on in-depth verification of information. Hence, we predict the following hypothesis:

H2: Job seeker personality moderates the relationship between social media recruitment and job application intentions. The more conservative a job seeker personality is, the weaker the effect of social media recruitment on individuals' job application intentions.

(3) Moderating Role of IAR

The accuracy and reliability of social media information are key factors in the survival of social media platforms and also influence job seekers' perception of the authenticity and reliability of recruitment information [7]. According to media richness theory, highly credible information can reduce uncertainty and enhance the trust of information recipients, thereby emotionally attracting candidates [5]. Related research further indicates that the credibility of online content and the transparency of social media operations can influence job seekers' judgments of employers and the effectiveness of social media as a recruitment tool [1,16]. Thereby, we have the following hypothesis:

H3: The information accuracy and reliability of social media moderate the relationship between social media recruitment and job application intentions. The lower the perceived accuracy and reliability of social media information, the weaker the effect of social media recruitment on individuals' job application intentions.

(4) Moderating Role of Age

Generational research suggests that younger individuals, particularly Generation Z, are more deeply embedded in social media environments [12]. This cohort tends to rely heavily on social media platforms to search for information about employers, evaluate organizational image, and explore job opportunities, making social media recruitment particularly salient in shaping their job application intentions [14]. In contrast, older job seekers did not grow up with these technologies, are often less fluent in online self-presentation, and may place greater emphasis on traditional recruitment channels or more cautious scrutiny of social media content. Therefore, the following hypothesis is proposed:

H4: Age moderates the relationship between social media recruitment and job application intentions. Specifically, the effect of social media recruitment on job application intentions is stronger among Generation Z individuals compared to non-Generation Z individuals.

3. Research Method

3.1 Measures

In this study, the measurement items were developed with reference to prior literature and adapted to fit the current research context. In particular, the items for IAR were derived from previous research [17]. The questionnaire uses a seven-point Likert scale to assess the first four constructs, with anchor values ranging from “1 = strongly disagree” to “7 = strongly agree”, whereas age was collected as a categorical demographic variable. A bilingual questionnaire (English and Chinese) was developed to accommodate respondents from China. The full list of measurement items is provided in Appendix 1.

3.2 Sampling Method

In this study, a convenience sampling method was employed, which involved selecting participants based on their accessibility. Specifically, the researcher distributed the online questionnaire to their acquaintances via email and instant messaging platforms such as WeChat and WhatsApp. Additionally, the researchers encouraged participants to share the online questionnaire URL with others to expand the participant pool for this research and increase the universality of results.

3.3 Target Participants and Sample Size

The target participants for this study were individuals who were currently seeking employment (internship opportunities) or had recently engaged in job search related activities. To ensure relevance to the research topic, participants were also expected to have recent exposure to employment-related content on social media platforms. Considering time and resource constraints, the study aimed to collect at least 100 valid responses.

3.4 Data Collection Procedures

The final version of the survey questionnaire was developed using the Google Forms platform. The data collection took place over 15 days, from 1 November 2025 to 15 November 2025.

3.5 Participants

The participant profile shown in Table 2 provides a clear overview of the demographic characteristics of the sample. The sample was predominantly female and included respondents

from a range of age groups, with the largest proportion aged 18–25. Most participants had an undergraduate education level, and the majority reported some prior job search experience. Overall, while certain demographic groups are more prominently represented, the sample composition aligns well with the characteristics of the population most actively involved in digital job searching.

Table 2 Demographic Profile of The Participants (N=111)

Variable	Items	Frequency	Percentage (%)
Gender	Female	93	83.8
	Male	18	16.2
Age	18-25 years old	71	64
	26-30 years old	16	14.4
	31-35 years old	17	15.3
	36 years old or above	7	6.3
Education	Secondary School	6	5.4
	Undergraduate	87	78.4
	Postgraduate	18	16.2
Experience	No job search experience	26	23.4
	1 to 3 times	58	52.3
	4 to 6 times	15	13.5
	More than 6 times	12	10.8

3.6 Data Analysis Method

The collected data were analyzed using SPSS version 27. Table 3 summarizes the statistical techniques used to examine the demographic profile, relationships among key constructs, and the proposed direct and moderating effects. Before the regression analysis, age was recoded into a dummy variable (Age²), with respondents aged 18–25 coded as 1 and all other age groups coded as 0.

Table 3. Data Analysis Method Employed

Statistical Techniques	For Analysis
Frequencies	Demographic variables
Descriptive Statistics	Constructs
Independent-sample t-Test	Mean difference between male and female gender respondents
ANOVA	Mean differences in key constructs across education levels and job search experience groups
Correlation	Relationships among key constructs
Regression	For testing the direct effects (H1) and

Analysis	moderating effects (H2–H4) among the constructs, including interaction terms and dummy variables.
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4. Data Analysis and Results

4.1 Calculation of Composite Means

The first step in data analysis was to calculate the composite means for each construct by averaging the scores of the items. The same procedure was conducted for the four constructs: Social Media Recruitment, Job Application Intentions, Job Seeker Personality, Information Accuracy and Reliability.

4.2 Descriptive Statistics

The results of the mean, standard deviation, and range of responses are presented in Table 4. In terms of mean scores, all means are above the

midpoint (4) of the seven-point Likert scale, indicating generally positive perceptions among respondents. SMR recorded the highest mean (Mean = 5.52), whereas IAR recorded the lowest (Mean = 4.85). Regarding standard deviation, values range from 1.05 to 1.23, suggesting moderate variability in responses.

4.3 Independent-Samples t-Test

The independent samples t-test results presented in Table 5 indicate no significant gender differences across the four constructs (all $p > 0.05$), with only male respondents reported slightly higher mean scores than female respondents. These findings suggest that gender does not significantly influence perceptions of the main constructs or the levels of the hypothesized moderators in this sample.

Table 4. Descriptive Statistics of Four Constructs

Construct (n=111)	Mean	Standard Deviation	Minimum	Maximum
Social Media Recruitment (SMR)	5.52	1.05	2.00	7.00
Job Application Intentions (JAI)	4.98	1.23	1.67	7.00
Job Seeker Personality (JSP)	5.28	1.08	1.67	7.00
Information Accuracy & Reliability (IAR)	4.85	1.12	1.67	7.00

Table 5. Results of Independent-samples t-Test

Construct	Male		Female		t	Sig
	Mean	SD	Mean	SD		
Social Media Recruitment (SMR)	5.91	1.12	5.44	1.02	-1.74	0.08
Job Application Intentions (JAI)	5.19	1.42	4.94	1.19	-0.77	0.44
Job Seeker Personality (JSP)	5.41	1.33	5.26	1.03	-0.54	0.59
Information Accuracy & Reliability (IAR)	5.30	1.29	4.76	1.07	-1.88	0.06

Note: SD = Standard Deviation. All tests are based on equal variances assumed (Levene's test $*p > 0.05$).

4.4 ANOVA

As shown in Table 6, education level does not lead to significant differences in SMR, JSP, or IAR (all $p > .05$). However, the analysis reveals a marginally significant difference for JAI ($F = 3.17$, $p = 0.05$), suggesting that education level may be associated with variation in job application intentions.

The ANOVA results presented in Table 7 show that job search experience does not lead to significant differences in SMR, JAI, or IAR, as the corresponding significance values exceed the 0.05 threshold. However, a significant difference

is observed for JSP ($F = 4.23$, $p = 0.01$), with respondents reporting no job search experience showing the highest mean score, indicating that job search experience influences individuals' personality in this domain.

4.5 Correlation Analysis for Constructs

The correlation analysis results presented in Table 8 reveal that all four constructs are positively and significantly correlated with one another at the 0.01 level. SMR was moderately correlated with JAI ($r = 0.47$), JSP ($r = 0.56$), and IAR ($r = 0.44$). Among the observed relationships, the strongest correlation was between SMR and JSP, while the correlation between JAI and IAR was comparatively weaker ($r = .39$).

Table 6. Results of ANOVA for Different Education Groups

Construct	Secondary School		Undergraduate		Postgraduate		F	Sig
	Mean	SD	Mean	SD	Mean	SD		
Social Media Recruitment (SMR)	4.72	1.36	5.57	1.01	5.54	1.10	1.85	0.16
Job Application Intentions (JAI)	3.78	0.75	5.03	1.22	5.11	1.24	3.17	0.05*

Job Seeker Personality (JSP)	4.28	1.24	5.34	1.03	5.31	1.15	2.86	0.06
Information Accuracy & Reliability (IAR)	4.39	0.88	4.80	1.12	5.20	1.13	1.50	0.23

Table 7. Results of ANOVA for Different Job Search Experiences Groups

Construct	No job search experience		1–3 times		4–6 times		More than 6 times		F	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Social Media Recruitment (SMR)	5.36	1.20	5.67	0.96	5.51	1.05	5.14	1.11	1.11	0.35
Job Application Intentions (JAI)	5.29	1.14	5.00	1.23	4.47	1.34	4.83	1.18	1.52	0.21
Job Seeker Personality (JSP)	5.59	0.91	5.43	0.98	4.71	1.37	4.64	1.05	4.23	0.01*
Information Accuracy & Reliability (IAR)	4.92	1.15	4.90	1.10	4.93	1.16	4.31	1.07	1.06	0.37

Table 8. Result of Correlation Analysis

Construct	Mean	SD	SMR	JAI	JSP	IAR
Social Media Recruitment (SMR)	5.52	1.05	1			
Job Application Intentions (JAI)	4.98	1.23	0.47**	1		
Job Seeker Personality (JSP)	5.28	1.08	0.56**	0.48**	1	
Information Accuracy & Reliability (IAR)	4.85	1.12	0.44**	0.39**	0.54**	1

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

relationship between Social Media Recruitment (SMR) and Job Application Intentions (JAI) ($\beta = 0.47, t = 5.56, p < .001$). The model shows an R^2 value of 0.221, indicating that 22.1% of the variance in JAI can be explained by SMR. Therefore, the hypothesis H1, which proposes that SMR has a positive effect on JAI, is supported by the findings.

4.6 Hypothesis Testing

4.6.1 Testing hypothesis H1: Social Media Recruitment → Job Application Intentions

The simple regression analysis results presented in Table 9 demonstrate a significant positive

Table 9. Simple Linear Regression Analysis

Model	Unstandardized B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	1.94	0.56		3.48	0.001
Social Media Recruitment (SMR)	0.55	0.10	0.47	5.56	<0.001

Dependent Variable: Job Application Intentions (JAI)

Model Summary: $R^2 = 0.221$

4.6.2 Testing Hypothesis H2: Job Seeker Personality as a Moderator of the Social Media Recruitment → Job Application Intentions Relationship

The moderation analysis results presented in Table 10 indicate that the interaction term between Social Media Recruitment (SMR) and

Job Seeker Personality (JSP) was not significant ($B = -0.02, t = -0.30, p = .76$). Although the overall regression model is statistically significant ($F = 7.97, p < 0.001$) and explains 35.1% of the variance in JAI ($R^2 = 0.351$), the lack of significance in the interaction term indicates that the strength of the effect of SMR on JAI remains consistent regardless of different levels of JSP. Therefore, H2 is not supported.

Table 10. Simple Moderation Regression Analysis (Job Seeker Personality × Social Media Recruitment)

Model	Unstandardized B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	0.56	2.02		0.28	0.78
Social Media Recruitment (SMR)	0.47	0.10	0.40	1.27	0.21
Job Seeker Personality (JSP)	0.41	0.37	0.36	1.11	0.27
SMR × JSP (Interaction Term)	-0.02	0.07	-0.17	-0.30	0.76

Dependent Variable: Job Application Intentions (JAI)

Model Summary: $R^2 = 0.351$

Overall Model: $F = 7.97, p < 0.001$

4.6.3 Testing Hypothesis H3: Information Accuracy and Reliability as a Moderator of the

Social Media Recruitment → Job Application Intentions Relationship

As shown in Table 11, although the overall model was significant ($F = 7.68, p < 0.001$), the interaction term between Social Media Recruitment (SMR) and Information Accuracy

and Reliability (IAR) was not significant ($B = 0.04$, $t = 0.46$, $p = 0.65$). Therefore, IAR did not significantly moderate the relationship between SMR and JAI, and H3 was not supported.

Table 11. Simple Moderation Regression Analysis (Information Accuracy and Reliability × Social Media Recruitment)

Model	Unstandardized B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	2.52	2.26		1.12	0.27
Social Media Recruitment (SMR)	0.26	0.39	0.22	0.67	0.50
Information Accuracy and Reliability (IAR)	0.01	0.49	0.01	0.03	0.98
SMR × IAR (Interaction Term)	0.04	0.08	0.30	0.46	0.65

Dependent Variable: Job Application Intentions (JAI)

Model Summary: $R^2 = 0.343$

Overall Model: $F = 7.68$, $p < 0.001$

4.6.4 Testing Hypothesis H4: Age as a Moderator of the Social Media Recruitment → Job Application Intentions Relationship

The moderation analysis results presented in Table 12 assess whether Age (Age^2) moderates the effect of Social Media Recruitment (SMR) on Job Application Intentions (JAI). The

interaction term between SMR and Age ($SMR \times Age^2$) does not reach statistical significance under the conventional 0.05 threshold ($B = 0.38$, $t = 1.89$, $p = 0.06$). However, at the 0.10 significance level, the interaction term becomes marginally significant, suggesting a weak moderating effect of Age. The overall regression model is significant ($F = 7.58$, $p < 0.001$) and explains 30.4% of the variance in JAI ($R^2 = 0.304$). Therefore, H4 receives partial support.

Table 12. Simple Moderation Regression Analysis (Age × Social Media Recruitment)

Model	Unstandardized B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	2.06	1.04		1.99	0.05
Social Media Recruitment (SMR)	0.31	0.16	0.26	1.97	0.05
Age (Age^2)	-1.57	1.14	-0.62	-1.38	0.17
SMR × Age^2 (Interaction Term)	0.38	0.20	0.85	1.89	0.06

Dependent Variable: Job Application Intentions (JAI)

Model Summary: $R^2 = 0.304$

Overall Model: $F = 7.58$, $p < 0.001$

change their intention to apply. Age showed only a marginal moderating effect under a relaxed significance criterion may reflect the greater familiarity of younger job seekers with social media-based communication and employer information. However, because this moderating effect was only marginal, it should be interpreted cautiously.

5. Discussion and Conclusion

5.1 Discussion and Implications

The results of this study indicate that social media recruitment (SMR) has a significant positive effect on job application intentions (JAI), supporting Hypothesis H1. This finding aligns with and extends prior research, positing that rich, accessible social media-based organizations can enhance employer attractiveness and motivate application behavior [2,14]. At the same time, the hypothesized moderating effects of JSP and IAR were not supported, while age showed only a marginal moderating effect.

One possible explanation is that, for many respondents, social media has become such a normal and expected recruitment channel that differences in personality and perceived information reliability may not substantially

These findings have several practical implications. First, organizations and recruitment platforms should continue to invest in social media recruitment, as it clearly strengthens job application intentions. Efforts to present clear job information, showcase organizational culture, and maintain an active presence on social media are likely to be beneficial for attracting applicants. Second, because personality and perceived information reliability did not significantly alter the SMR–JAI link, highly complex micro-segmentation based on these factors may be less critical than ensuring a consistently professional and transparent social media presence. Third, the weak age moderation suggests that social media recruitment is

especially relevant for younger job seekers but still useful for older groups; employers may therefore combine SMR with more traditional channels to reach a broader talent pool.

5.2 Limitations and Suggestions for Future Research

This study has some limitations that should be considered when interpreting the results. First, the sample size is relatively small, and the respondents are predominantly young, highly educated, and female from China through convenience sampling and online questionnaires, which may have benefited those already active online and familiar with digital tools. Therefore, the findings may not be fully generalizable to older job seekers, lower-educated groups, male-dominated labor markets, or populations in other cultural and labor market contexts. Future research could use larger and more diverse samples to improve external validity and enable broader cross-cultural comparisons [18].

Secondly, this study employed a cross-sectional self-report design, with all variables measured using the same tool over a relatively short time span. This may have led to common methodological bias and limited the ability to draw definitive conclusions about the direction of causality. Methodologically, longitudinal research designs can be employed to track job seekers, linking changes in their exposure to social media recruitment information to subsequent job-seeking and application behaviors. Field research conducted in collaboration with companies or recruitment platforms can combine survey data with behavioral indicators (such as click-through rates and application submissions) to reduce reliance on self-reported measurements.

Third, some variables were measured in a relatively simplified way. Job seekers' personality traits were captured relatively narrowly, the accuracy and reliability of information were measured using a short scale, and age was transformed into a simple dummy variable to compare the youngest group with all other groups. These choices may have limited the ability to detect more nuanced differences across respondents. Furthermore, future research can refine and expand upon the structures examined in this study, to better understand when and for whom social media recruitment is most effective. A more comprehensive personality framework (such as the "Big Five")

might reveal more subtle trait differences in people's responses to social media recruitment. The accuracy and reliability of information can be broken down into multiple dimensions, such as source credibility, information consistency, and platform trust, to determine which aspects are most important. Age can be modeled more finely or examined alongside other demographic and career stage variables.

5.3 Conclusion

This study confirms that social media recruitment has a significant positive impact on job application intentions, highlighting its value as an effective digital recruitment channel. While the study did not find that job seeker personality, information accuracy and reliability had a significant moderating effect on this relationship, age showed a marginal moderating effect. This indicates that the attractiveness of social media recruitment may be similar among the sampled job seekers with different personality traits and information perceptions, but the effect is slightly more pronounced among younger groups. These findings highlight the powerful direct effect of social media as a recruitment tool, but differences across populations cannot be ruled out completely.

These findings offer both theoretical and practical contributions. The study extends existing research by examining heterogeneity effects in the relationship between social media recruitment and job application intentions, while also showing that the direct effect of social media recruitment is more robust than several proposed boundary conditions. Furthermore, the findings of this study remind recruiting agencies and companies that when leveraging social media to attract talent, they should focus more on content quality, interactive experience, and building a strong employer brand, rather than over-relying on micro-management based on job seekers' personal information. It is recommended that companies integrate social media into the core of their integrated recruitment strategies, continuously optimizing the transparency and interactivity of their digital communications, especially when targeting younger job seekers.

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Appendix 1: Measurements

1. Respondent's Profiles

Your gender

Variable	Code
Male	1
Female	2

Your age group

Variable	Code	Dummy Variables
18 to 25 years old	1	1
26 to 30 years old	2	0
31 to 35 years old	3	0
36 years old or above	4	0

Your highest education

Variable	Code
Secondary School	1
Undergraduate	2
Postgraduate	3

Your job search experience

Variable	Code
No job search experience	1
1-3times	2
4-6 times	3
More than 6 times	4

2. Constructs and Items

Construct	Code	Items	Sources
Social Media Recruitment	SMR1	I often use social media to browse information.	Self-developed
	SMR2	I will follow business/brand accounts on social media.	
	SMR3	I often see job postings from companies on social media.	
Job Application Intention	JAI1	I am currently actively looking for job opportunities.	Self-developed
	JAI2	I will actively apply for job opportunities that match my career plan.	
	JAI3	I often browse various recruitment platforms to look for job opportunities.	
Job Seeker Personality	JSP1	I like to gather a lot of information before making a decision.	Self-developed
	JSP2	I tend to be cautious and avoid risk.	
	JSP3	I rarely change the rules and habits in my life.	
Information Accuracy and Reliability	IAR1	I think the information businesses post on social media is accurate.	Saiful Bahry et al. [17]
	IAR2	I think the information businesses post on social media is reliable.	
	IAR3	I believe that the information posted by companies on social media is factual information.	

Appendix 2: SPSS Output Files

Detailed SPSS output files (including descriptive statistics, correlation analysis, reliability analysis,

and regression analysis) are not included in the manuscript for conciseness, but can be made available upon request.