Impact Of Digital Recruitment Process Over Human Resource In Amazon – Employee's Perspective In Chettipalayam Warehouse, Coimbatore

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Abstract: The evolution of digital recruitment has significantly transformed the landscape of human resource management, particularly in large multinational corporations like Amazon. This study investigates the impact of digital recruitment processes on employees at Amazon's Chettipalayam warehouse in Coimbatore. With the widespread use of AI-based screening, online assessments, and automated on boarding systems, recruitment has become more efficient but not without challenges. The research aims to understand employee perspectives regarding digital hiring, the difficulties they face, and its effect on job satisfaction and organizational inclusion. The study is based on primary data collected from 80 employees using structured questionnaires and analyzed using statistical tools like percentage analysis, Likert scale, rank correlation, chi-square test, and t-test. Findings show that although digital recruitment improves hiring speed and accessibility, it can lead to digital exclusion, lack of personalized communication, and increased pressure due to algorithm-based evaluations. The study recommends integrating human interaction with digital tools to enhance inclusivity and employee satisfaction.

Keywords: Digital Recruitment Process, Human Resource Management, Employees.

I INTRODUCTION

The digital age has brought dramatic changes to the way organizations recruit talent. Companies now rely on digital platforms such as online job portals, AI-based applicant tracking systems, and virtual interviews to identify, screen, and hire employees. Amazon, being at the forefront of technological innovation, has embraced digital recruitment as a core component of its hiring strategy. While these systems offer numerous benefits, including faster processing times and broader candidate reach, they also present unique challenges, particularly for warehouse-level employees who may lack digital fluency or access. This study is focused on understanding how digital recruitment impacts the workforce at Amazon's Chettipalayam warehouse. It examines employee satisfaction, perceived fairness, ease of access, and the overall effectiveness of the recruitment process. The study further aims to explore whether digital recruitment methods align with the skills and expectations of blue-collar workers, and how these tools can be optimized for better human resource outcomes.

Objectives:

- To analyze how digital recruitment affects job satisfaction and employee morale.
- To identify challenges experienced by warehouse employees during digital recruitment.

II STATEMENT OF THE PROBLEM

The transition from traditional recruitment to digital hiring practices has revolutionized HR functions but also created unforeseen barriers for certain groups of workers. Many warehouse employees of amazon, especially those with limited exposure to technology, may find it challenging to navigate online application forms, virtual interviews, or AI-driven assessments. Additionally, the lack of human contact in digital processes can reduce trust and personalization in hiring decisions. This disconnect between technological advancement and employee readiness poses a significant concern for HR professionals. As Amazon continues to scale its digital systems, understanding the ground realities of employee experiences becomes critical to ensuring equity and effectiveness in recruitment. This study aims to bridge this gap by exploring employee perceptions of digital hiring at the warehouse level, identifying pain points, and recommending balanced solutions.

III RESEARCH METHODOLOGY

TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Chi-Square Test
- T-Test

CHI-SQUARE ANALYSIS

Chi-square analysis is a statistical technique used to test the independence or association between two categorical variables. It also tests how well an observed distribution fits an expected distribution. The formulas used are:

CHI-SQUARE = (Observed Value – Expected Value)² / Expected Value

EXPECTED VALUE = (Row Total × Column Total) / Grand Total

Hypotheses:

H_0 (Null Hypothesis): There is no significant relationship between the dependent and independent variables.

H_1 (Alternative Hypothesis): There is a significant relationship between the dependent and independent variables.

The significance level is set at 0.05. If the calculated value is less than the critical (table) value, the null hypothesis is accepted; otherwise, it is rejected.

T-TEST ANALYSIS

The T-test is a statistical method used to compare the means of two groups to determine whether the difference between them is statistically significant. It is especially useful when dealing with small sample sizes and when the population standard deviation is unknown. This test is commonly applied in hypothesis testing.

LIMITATIONS OF THE STUDY

The present study is limited to employees working at Amazon's Chettipalayam warehouse in Coimbatore, which restricts the generalizability of findings to other regions or corporate settings. As the sample size is confined to 80 respondents, the diversity of opinions may be limited. The study predominantly focuses on non-managerial roles, leaving out perspectives from higher-level positions.

IV ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

THE RELATIONSHIP BETWEEN AGE AND DIFFICULTIES FACED DURING AMAZON'S DIGITAL HIRING PROCESS [TECHNICAL ISSUES]

Table 1

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.586 a	12	.479
Likelihood Ratio	13.216	12	.354
Linear-by-Linear Association	.133	1	.715
N of Valid Cases	80		

INFERENCE:

In the above table, the hypothesis (Ho) is accepted as the calculated value is less than the table value and there is a significant relationship between the age and difficulties faced during amazon's digital hiring process [technical issues].

T-TEST ANALYSIS

Relationship between respondents' agreement with the statement Ensures fair selection in the Digital Recruitment Process

Table 2

One-Sample Test					
	Test Value = 3				
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
How much do you 4 with these statements about the benefits of Digital recruitment Process? [Ensures fair selection]	-.199	79	.843	-.025	-.28

INFERENCE:

The T-test results indicate that there is no significant difference between respondents' agreement with the statement "Ensures fair selection" in the Digital Recruitment Process and the neutral test value (3). The high p-value (0.843) confirms that the observed mean difference (-0.025) is not statistically significant.

This suggests that respondents neither strongly agree nor disagree on whether the digital recruitment process ensures fair selection.

V FINDINGS

- The study explored the relationship between age and the technical difficulties faced during Amazon's digital recruitment process. Among the 80 respondents, individuals from different age groups reported varying levels of technical challenges. However, a **Chi-Square test** was conducted to determine if there was a statistically significant association between age and the experience of technical issues. The result showed a Pearson Chi-Square value of 11.586 with a significance level of 0.479, which is greater than the standard threshold of 0.05. This indicates that there is no statistically significant relationship between age and the difficulties faced, suggesting that technical issues during the digital hiring process are not influenced by age.

- The study also assessed respondents' perceptions of fairness in the digital recruitment process using a **T-Test analysis**. With a sample mean of 2.98 compared to the neutral value of 3, the test produced a t-value of -0.199 and a significance level (p-value) of 0.843. Since the p-value is much higher than 0.05, the result indicates no significant difference from neutrality. This suggests that respondents did not strongly agree or disagree with the statement that the digital recruitment process ensures fair selection. Therefore, it can be concluded that the general perception of fairness in the recruitment process remains neutral across the sample.

VI SUGGESTIONS

To improve the digital recruitment experience, it is essential to enhance the digital infrastructure by addressing technical issues that may hinder a smooth application process. Improving response time to job applications can significantly boost user satisfaction by making candidates feel acknowledged and valued. Increasing transparency throughout the recruitment journey such as offering detailed feedback at every stage can foster greater trust between the employer and potential employees. Additionally, developing a user-friendly interface ensures the recruitment platform is accessible and easy to navigate for all applicants, regardless of their technical proficiency.

VII CONCLUSION

This study examines the impact of Amazon's digital recruitment process on employees at the Chettipalayam warehouse, focusing on how digital methods influence job satisfaction and morale. Findings reveal that while the recruitment process is generally perceived as efficient, improvements are needed in response time and technical stability. Employees reported higher satisfaction levels when the recruitment process was smooth and transparent. The adoption of digital recruitment at Amazon has

improved the speed and efficiency of hiring but also introduced new challenges for employees, particularly those in operational roles. While technological advancements are necessary for scaling operations, the human dimension of recruitment should not be lost. Employees value transparency, fairness, and personalized communication.

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