



# A Study On Challenges Faced By The Recruiters While Recruiting Blue & Grey Collar In Buzzworks, Chennai

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## ABSTRACT

This research investigates the recruitment challenges faced by Buzzworks Pvt. Ltd., Chennai, in hiring blue- and grey-collar workers within the business consulting and services sector. Focusing on issues like skill shortages, high attrition, and shifting workforce expectations, the study evaluates the effectiveness of current hiring practices and the use of digital tools. It also considers external factors such as labor laws and supply-demand gaps, offering practical recommendations for improvement. Data was gathered using a descriptive research design with purposive sampling from 132 recruiters, supported by secondary sources. Key findings reveal the continued reliance on traditional methods like referrals, alongside digital platforms, and stress the need for stronger communication, training partnerships, and improved engagement strategies to bridge the skill gap and enhance retention.

**Keywords:** Recruitment Challenges, Blue-collar Workforce, Grey-collar Employees,

## 1.INTRODUCTION

Recruitment is a vital process through which suitable candidates are selected from a pool of applicants. Human resources are the foundation of any organization, and no company can function effectively without them. Recruitment continues if the organization operates. Hiring for blue- and grey-collar roles spans industries like healthcare, logistics, retail, finance, and manufacturing. In IT, skill certification is key, whereas non-IT sectors prioritize experience, soft skills, and domain knowledge. The increasing workforce complexity in these areas calls for a structured, research-based recruitment approach.

Globalization, tech disruptions, labor shifts, and economic changes further complicate hiring efforts. These external forces make blue- and grey-collar recruitment more challenging. The importance of hiring in these sectors goes beyond filling roles—it directly impacts productivity and long-term business sustainability. Poor hiring practices can lead to high attrition, skill mismatches, and reduced performance. Understanding modern recruitment barriers is essential for effective hiring. Companies must adopt strategic approaches to attract and retain the right talent. This study focuses on the key hurdles faced by recruiters in sourcing blue- and grey-collar workers.

## 2. NEED OF THE STUDY

The increasing demand for skilled blue- and grey-collar professionals highlights the importance of adopting well-structured and enhanced recruitment strategies. As technological advancements continue to evolve, they are reshaping conventional hiring methods, encouraging organizations to explore modern, efficient recruitment approaches. Recruiters are encountering greater difficulties in sourcing qualified candidates due to shifting workforce expectations and a persistent skill shortage in these sectors. To address this, companies must focus on strengthening their employer branding to attract top-tier talent in blue- and grey-collar roles. Additionally, there is a pressing need for policy-level interventions that align organizational demands with relevant training programs, ensuring a better match between job requirements and workforce capabilities.

## 3.OBJECTIVES OF THE STUDY

- To identify the process of recruitment of the blue and grey collar.
- To examine the factors influencing the recruitment of the blue and grey collars.
- To identify the level of satisfaction in recruitment of the blue and grey collars.
- To provide suggestions to overcome the challenges faced by the recruiter during the recruitment process of the blue and grey collars.

## 4.SCOPE OF THE STUDY

This study primarily centers on the recruitment practices adopted for hiring blue- and grey-collar candidates across multiple industries. It delves into current trends and highlights the significant challenges faced by recruiters in sourcing talent for these roles. The research also examines the influence of emerging technologies on the recruitment process, particularly in shaping how candidates are identified and selected. A key area of focus is the ability of organizations to attract top-tier talent effectively in the blue- and grey-collar segment. Additionally, the study explores the integration of AI-driven tools in recruitment, noting the continued reliance on traditional methods like telephonic interviews. It further addresses the critical need for retaining skilled workers, recognizing their role in sustaining organizational performance and long-term success.

## 5. LIMITATION OF THE STUDY

This study is confined to the recruitment practices within the blue- and grey-collar sectors and does not extend to technology-driven industries. One key challenge identified is the issue of labor immobility, which continues to hinder effective hiring in these segments. While the influence of evolving economic trends on recruitment is acknowledged, it has not been explored in depth. Legal aspects related to hiring in these sectors are outside the scope of this research. Due to differences in organizational structures and industry needs, the findings may not be universally applicable. The study maintains a narrow focus on recruitment processes, excluding broader human resource management practices. Additionally, the research relies heavily on secondary data, which may not always capture the dynamic and real-time conditions present in the actual recruitment environment.

## 6. REVIEW OF LITERATURE

**Dr. Priyanka Shrivastav et al. (2025):** The study discusses how e-recruitment via online platforms and social media enhances accessibility, reduces costs, and speeds up hiring, particularly in IT firms like Infosys and Tech Mahindra. It also highlights the need to balance technology with human insight in recruitment.

**Mohit Kumar Tripathi & Santosh Kumar Morya (2024):** This research emphasizes the effectiveness of e-recruitment in India's IT sector, streamlining hiring and expanding reach. However, it points out challenges such as cybersecurity risks, tech upgrades, and bias in automated systems, recommending AI and inclusive strategies to improve recruitment.

**Md Arman (2023):** Arman's study explores how online recruitment improves efficiency and cost-effectiveness, while also addressing challenges like implementation issues and the need for a strategic approach in utilizing digital platforms.

**Syed Rizwan Naqvi et al. (2023):** The authors examine how e-recruitment benefits job seekers by improving access to opportunities, convenience, and showcasing skills through digital portfolios, while also addressing usability and social influence in the hiring process.

## 7. RESEARCH METHODOLOGY

Research methodology refers to the systematic process by which researchers plan, conduct, and Analyse a research study. It is the framework or strategy that guides the entire research process, helping researchers gather and interpret data to answer specific research questions or objectives. Research methodology is a crucial aspect of any research project because it ensures that the research is conducted in a structured and rigorous manner, allowing for valid and reliable results.

## RESEARCH DESIGN

This study adopts a **descriptive research design** to systematically analyze and understand the challenges faced by the recruiters while hiring the blue and the grey collar workers in the business consulting and services industry. The research aims to describe the current recruitment process, factors influencing hiring decision, and the difficulties encountered by the recruiters. This approach enables the collection of quantifiable insights through structured surveys.

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### SAMPLING TECHNIQUE

Probability Sampling (Random Selection), Non-Probability Sampling (Non-Random Selection). In this research, **Judgmental Sampling**, a type of **Purposive Sampling**, is used. This technique involves selecting respondents based on the researcher's judgment, ensuring that only those with relevant knowledge and expertise are included. It helps in obtaining accurate insights from recruiters who face challenges in hiring blue- and grey-collar workers, making the data more meaningful and relevant to the study.

### SAMPLE SIZE

According to the Morgan table the study aims to collect responses from 132 recruiters across various locations in buzzworks business consulting and services sector to ensure comprehensive data collection.

### NON-PARAMETRIC TEST

The Kolmogorov –Smirnov test of normality was conducted and it is found that the data deviates from not normal distribution. So, the non-Parametric tools and tests were used.

- 1.H0: The data follows normal distribution
- 2.H1: The data does not follow normal distribution

## Tests of Normality

### INFERENCE:

Since the **p-values** for both the **Kolmogorov-Smirnov** and **Shapiro-Wilk** tests are **less than 0.05** for all the variables and gender groups, it indicates that the data is **not normally distributed**.

The data collected regarding the **challenges faced while recruiting blue and grey-collar workers** and the **availability of resources and tools** is **not normally distributed** across both male and female respondents. So, I go with non-parametric test.

## SPEARMAN'S RANK CORRELATION

**Null Hypothesis (H0):** There is no significant correlation between the current recruitment process effectiveness and the impact of the demand-supply gap.

**Alternative Hypothesis (H1):** There is a significant correlation between the current recruitment process effectiveness and the impact of the demand-supply gap.

| Tests of Normality                                                                     |        |                                 |    |      |              |    |      |
|----------------------------------------------------------------------------------------|--------|---------------------------------|----|------|--------------|----|------|
|                                                                                        | GEND   | Kolmogorov-Smirnov <sup>a</sup> |    |      | Shapiro-Wilk |    |      |
|                                                                                        | ER     | Statistic                       | df | Sig. | Statistic    | df | Sig. |
| Challenges does your organisation faces when recruiting blue & grey collars            | Male   | .326                            | 72 | .000 | .821         | 72 | .000 |
|                                                                                        | Female | .390                            | 60 | .000 | .740         | 60 | .000 |
| Resources and tools are available for recruiters to recruit blue & grey collar workers | Male   | .494                            | 72 | .000 | .465         | 72 | .000 |
|                                                                                        | Female | .492                            | 60 | .000 | .494         | 60 | .000 |
| a. Lilliefors Significance Correction                                                  |        |                                 |    |      |              |    |      |

| Correlations                                                 |                                                                                                                                                        |                         |                                                                                                                                                                 |                                                                                                                                                       |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                              |                                                                                                                                                        |                         | To what extent do you agree that the current recruitment process strongly ensures the selection of skilled and suitable candidates for blue & grey-collar jobs? | To what extent do you agree that the demand and supply gap in the labor market significantly impacts the recruitment of blue and grey-collar workers? |
| Spearman's rho                                               | To what extent do you 4 that the current recruitment process 4ly ensures the selection of skilled and suitable candidates for blue & grey-collar jobs? | Correlation Coefficient | 1.000                                                                                                                                                           | .260**                                                                                                                                                |
|                                                              |                                                                                                                                                        | Sig. (2-tailed)         | .                                                                                                                                                               | .003                                                                                                                                                  |
|                                                              |                                                                                                                                                        | N                       | 132                                                                                                                                                             | 132                                                                                                                                                   |
|                                                              | To what extent do you 4 that the demand and supply gap in the labor market significantly impacts the recruitment of blue and grey-collar workers?      | Correlation Coefficient | .260**                                                                                                                                                          | 1.000                                                                                                                                                 |
|                                                              |                                                                                                                                                        | Sig. (2-tailed)         | .003                                                                                                                                                            | .                                                                                                                                                     |
|                                                              |                                                                                                                                                        | N                       | 132                                                                                                                                                             | 132                                                                                                                                                   |
| **. Correlation is significant at the 0.01 level (2-tailed). |                                                                                                                                                        |                         |                                                                                                                                                                 |                                                                                                                                                       |

### INFERENCE:

Since the p-value < 0.05, the null hypothesis ( $H_0$ ) is rejected. This indicates that there is a significant positive correlation between the effectiveness of the current recruitment process and the impact of the demand-supply gap.

### 8.SUMMARY OF FINDINGS

The study revealed that the majority of respondents are aged between 25-30 (61.4%) and have 3-5 years of work experience (62.9%). Over half (54.5%) of the respondents are male, with 94.7% employed full-time. Wages and benefits negotiation are a priority for 59.8%, and 82.6% selected "all of the above" as their preference for recruitment factors. Recruitment effectiveness is strongly supported by 57.6%, and 89.4% find the process highly effective. A significant 70.5% prefer access to updated candidate profiles, and 50% are satisfied with the availability of skilled candidates. Salary expectations alignment is strongly agreed upon by 88%, and 68% emphasize job location as an important factor. Government regulations were seen as neutral by 74% of respondents. Despite 45% agreeing that time in the hiring process affects efficiency, 65.2% feel confident in the recruitment process overall. While 53% are satisfied with the time taken to fill vacancies and 69% with interview turnout, 57% are satisfied with the retention rate of newly

hired blue- and grey-collar employees. However, 45% expressed dissatisfaction with the overall recruitment process, and job security concerns cause hesitation for 39.4% of respondents..

## SUGGESTIONS

- Recruiters should undergo specialized training focused on evaluating candidates from diverse backgrounds, enhancing their practical assessment skills.
- Collaborations with local vocational and industrial training centers can help build a steady supply of skilled candidates aligned with organizational needs.
- Exposure to industry practices through workshops and knowledge sessions enables recruiters to stay updated and responsive to market trends.
- Real-time data sharing and internal discussions help recruiters predict hiring demands, while leveraging practical experience can reduce hiring time and boost efficiency.
- Recruitment strategies must be tailored to match candidate demographics, addressing specific expectations such as those related to gender, to create a more inclusive approach.
- Regularly updating recruitment methods using industry feedback and analytics allows organizations to track performance and quickly adapt to changing patterns.
- Outreach in semi-urban and rural areas through digital platforms, job fairs, and local networks expands the talent pool and supports long-term workforce planning

## CONCLUSION

To address the challenges in recruiting blue and grey-collar workers, companies must invest in recruiter training, strategic partnerships, data-driven practices, and inclusive approaches. These recommendations aim to bridge current gaps and build a more effective, adaptable, and responsive recruitment system that supports both organizational and client goals. Fostering collaboration between recruiters and training institutions will ensure a steady flow of skilled talent into the labor market.

Continuous improvement of recruitment strategies will lead to better candidate retention and satisfaction. By aligning efforts with real-time workforce demands, businesses can stay competitive in a dynamic job market. Ultimately, a structured and people-centric recruitment approach will enhance both hiring quality and long-term organizational success.

## BIBLIOGRAPHY

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