Social influence and intention to use AI: the role of personal innovativeness and perceived trust using the parallel mediation model

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Abstract

The crucial role of automation and artificial intelligence (AI) is impacting traditional hiring and recruiting procedures. AI is one of the most notable trends from 2021. The goal of this study was to investigate the effect of social influence on the usage intention of the AI-based job application process using personal innovativeness and perceived trust as mediating variables. A descriptive cross-sectional online survey with 440 students from various South Indian universities revealed that social influence (SI) has a significant direct positive effect on the intention to use the AI-enabled job (IUAI) application process, and social influence has a significant direct positive effect on personal innovativeness (PI). Personal innovativeness has a significant direct positive effect on the intention to use the AI-enabled job application process. Social influence has a significant direct positive effect on perceived trust (PT), and perceived trust has a significant direct positive effect on the intention to use the AI-enabled job application process. The study also disclosed that personal innovativeness and perceived trust partially mediate social influence and the intention to use AI. It is proposed that various recruitment agencies incorporate the job application process using artificial intelligence for a smooth and effective recruitment process for the immense benefit of the stakeholders. Longitudinal research could also provide a more profound and generalised knowledge of using the AI-enabled job application process. The originality of the study opens a new and novel area for researchers, shedding light on job seekers' perceptions of the AI-assisted job application process. It expands knowledge on how social persuasion, perceived trust, and personal innovativeness influence the likelihood of job seekers applying for jobs. The limitations of the study, implications for future research, and recommendations are also discussed.

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AI-enabled job application process, intention to use, perceived trust, personal innovativeness, social influence

Introduction

Talent acquisition in the 21st century took shape through numerous changes that cemented the heart of human resource management. The development of technology, the changing perspectives of employees and employers, and challenging scenarios such as the pandemic have shaped the outlook on traditional views of talent acquisition. Similarly to the boom in information technology that shaped the modern world, the instigation of artificial intelligence (AI) is shaping the current multifaceted world in terms of the recruitment process (Wang et al., 2021). Job application and selection methods have evolved due to technological improvements such as multimedia tools, online applicant tracking systems, and self-aware/self-learning computer systems (Eckhardt et al., 2014; Herbst et al., 2017). On these grounds, e-recruitment has evolved into AI recruiting. With its immense power and potential, the information revolution has emerged as a driving force behind all future changes in various spheres of human existence (Aloqaily and Rawash, 2022). According to conventional talent acquisition methods, it is now widely recognised that Industry 4.0, as part of digital transformation, plays a significant role in the recruiting process. With electronic elements at each level of recruiting, such as online job applications, electronic exams, and online interviews, it also impacts the efficacy of the recruitment process. Recruiting procedures have evolved from analogue to digital, allowing for a greater volume of job applications. As a result of technological advancements in Industry 4.0, artificial intelligence solves all recruitment problems (van Esch et al., 2019). This paper examines the relationship and impact of social influence on intention to use AI with personal innovativeness and perceived trust as mediating variables. The research examined whether the use of AI in the hiring process would increase the likelihood of applicants applying for a position. We begin by reviewing previous literature on social influence, intention to use, perceived trust, and personal innovativeness. Subsequently, we present the theoretical/conceptual framework for the study and develop hypotheses, followed by the data analysis and discussion, the implications of the research, and the conclusion.

Investigating the intention and likelihood of using an AI-enabled job application process from the perspective of a job seeker is vital. The AI-enabled job application process is profoundly inventive and ground-breaking (van Esch et al., 2021). The present recruiting procedure takes a long time for both candidates and recruiters, requiring applicants to go through extensive and intricate processes, meaning that they have to wait a long time to complete the process. However, an automated process minimises errors and ensures proper job acquisition (van Esch et al., 2019). Thus, the use of artificial intelligence (AI) in recruitment could contribute to worthwhile research and practice. As such, a modest study of job seekers' intentions in the job application process could have a wide-ranging impact on the field of recruitment, both for businesses and researchers. HR is the backbone of company innovation, and it must be able to put its strategy and vision into action to hire the cream of the crop. Finding and holding on to the right people is more important than ever in today's fast-paced, highly competitive job market. Innovativeness and the appropriate use of technology will provide the best candidacy, as well (Nawaz, 2019a). It was also reported that

recent developments in information technology systems had targeted highly specialised individuals and professionals (Albert, 2019).

A review of the literature related to AI and job seekers' intention to use AI technologies shows that determinants such as personal innovativeness, perceived trust, and social influence have not been considered in previous studies on the job application process. Given this research gap and the importance of technology, particularly artificial intelligence (AI), in recruitment, the current study was conducted to determine the impact of AI on the job application process. This study intends to fill the literature gap by extending current job seekers' intentions to use the AI-enabled job application process. In light of the literature review, the authors have identified the following research questions:

RQ1: What is the impact of social influence on the intention to use AI?

RQ2: What is the impact of social influence on personal innovativeness?

RQ3: What is the impact of personal innovativeness on the intention to use AI?

RQ4: What is the impact of social influence on perceived trust?

RQ5: What is the impact of perceived trust on the intention to use AI?

RQ6: What is the mediation impact of personal innovativeness and perceived trust between social influence and the intention to use AI?

The purpose of the study is to discern the intention of job seekers to use an AI system for the job application process; that is, how likely they are to be interested in applying to an organisation that uses AI technology for hiring purposes. The originality of the research sheds light on the views of job seekers on AI-induced job application processes. This study offers a new insight to researchers for further exploration in the domain of AI-induced recruiting. Moreover, it extends the knowledge of how their views on Artificial Intelligence (AI) will influence their job application process.

The results of the current study revealed significant associations between social influence, intention to use artificial intelligence, personal innovativeness, and perceived trust. Since all the variables had a positive impact on the dependent variable and the mediating variables partially mediate the independent and dependent variable, it is understandable that job seekers are more interested in the AI-enabled job application process rather than the traditional form of the job application. Despite the growing number of users on the Internet and technology, AI in recruiting is relatively new. It is becoming an exciting topic in human resource management, but little is known about job seekers' intentions to use AI in the job-seeking process. The present study examines the likelihood of job seekers using AI-enabled job applications. This gap in the literature can contribute a novel relationship to the existing studies on AI and job applications and could help future scholars by paving new dimensions in studies related to technology and management.

The paper is organised and divided into two sections: conceptual and analytical. The conceptual section briefly explains the effect of social influence on usage intention in the AI-based job application process with a parallel mediation by personal innovativeness and perceived trust. In contrast to this, the analytical section provides the methodology and quantitative research results, followed by a discussion of said results, the conclusions and limitations of the study, and directions for future research.

1. Literature review and theoretical background

1.1. Social influence (SI)

The degree to which individuals feel their friends or family influence the adoption of a specific technology is known as the social influence on technology usage (Cokins et al., 2020). Social influence has a significant im-

pact on how individuals use technologies (Hsu and Lin, 2008). Individuals with high prestige believe in having a more powerful influence on others (Viswanathan et al., 2017). Those with high status are more likely to be noticed than those with lesser social status. As a result, the actions of the former become more noticeable, and the technology they adopt and use also becomes more apparent (i.e. a more decisive observational influence) (Lampel and Bhalla, 2007).

Regarding communications, customers with high status are more likely to advise others on information and technology innovation (Iyengar et al., 2011). The attitudes and behaviours of users towards using internet technology are influenced by others who are important to them (e.g. their friends, families, and co-workers) (Hua and Haughton, 2009). Also, when behaviour is new and in the early stages of adoption, SI has a higher impact on behavioural intention (Teo and Pok, 2003). According to the Theory of Reasoned Action (TRA), social influence significantly impacts how people accept new technology (Ajzen and Fishbein, 1977). Several surveys have tested a direct association between social influence and intention to use technology. For instance, Sathye et al., (2018) found a significant SI on mobile value-added services. Shen et al., (2011) found that social influence positively influenced instant messaging. User behaviour can be influenced as long as one's intention is socially influenced (Yang et al., 2021). Webster and Trevino (1995) found that the acceptance and use of new media are heavily socially influenced. Another study found that social influence significantly impacts the intention to use collaborative technologies (Huang, 2015).

Social influence regarding innovative e-government technologies is a significant factor in the intention to use these technologies (Mensah, 2019). However, by analysing the literature reviews, it was found that social influence was an essential indicator of intention to use and personal innovativeness (PI). Similarly, social influence impacted online users' preferences for Internet services (Martins et al., 2014). As a result, the study proposes the following hypotheses:

H_T: Social influence (SI) has a significant direct positive impact on intention to use AI (IUAI)

H_1: Social influence (SI) has a significant direct positive impact on personal innovativeness (PI)

1.2. Personal innovativeness (PI)

Technological advancements are reshaping our lives at a breakneck pace, and many people are searching for something new; as a result, highly innovative people show a high level of acceptance of new ideas or technologies. According to Agarwal and Prasad (1998), personal innovation toward technology is a person's readiness to experiment with new technologies (Wijesundara and Xixiang, 2017). Individuals with a high level of PI are more likely to have a strong perspective on technical advancements. They can overcome the risks associated with using new technology (Agarwal and Prasad, 1998). Personal innovativeness is a behavioural attribute that motivates a person's desire to undertake new things (Ciftci et al., 2021). Personal innovativeness as a personality trait shapes people's beliefs about their abilities to acquire and use complex technical information and cope with the unpredictability of new technologies (Lin and Filieri, 2015). Thus, individuals with the personality attribute of innovativeness are more inclined to explore new ideas, are more willing to test new items before their peers, and are more likely to seek information before using technology. Personal innovativeness in new technology has been studied in various technical contexts and countries. Studies by Maddux and Rogers (1983) claim that an individual's willingness to innovate impacts the sources of information they consider when deciding whether to embrace or reject technology. Previous research used innovativeness as an independent variable by which to assess users' intentions (Chao et al., 2013). According

to a study by Jeong et al., (2009), personal innovativeness in information technology moderates and positively affects purchase intention. Another survey by Liébana-Cabanillas et al., (2020) tested the hypothesis that personal innovativeness positively influences mobile payment (m-payment) service technology.

Furthermore, a review of the literature also found a significant relationship between personal innovativeness and behavioural intention (Lu, 2014). The studies included in this literature review have investigated several positive influences of personal innovativeness on the intention to use AI technologies. Since a relationship between personal innovativeness and intention to use AI exists, we propose the following hypothesis:

H_2: Personal innovativeness (PI) has a significant direct positive impact on intention to use AI (IUAI)

1.3. Perceived trust (PT)

Trust has become popular in sociology, social psychology, economics, and marketing. Trust is a mental and intellectual phenomenon in both the physical and virtual worlds. Trust is a mental activity characterised by the intention to accept risk based on clear expectations about someone's intentions or behaviour (Rousseau et al., 1998). Perceived Trust (PT) is a psychological state in which one is encouraged to trust another based on the other's positive behaviours. Perceived trust is an incredible factor in an online environment where the user has no direct influence over any activity (Lee and Turban, 2001). One of the main reasons people do not engage in online activities is a lack of faith in the online system (Roca et al., 2009). As a result, user trust in an e-service is critical in determining their intention to use and usage habits connected to any e-service (Hoffman et al., 1999). Various studies on technology adoption have underlined the importance of trust as a tool for improving user relationships and increasing the permissibility and security of the system (Liébana-Cabanillas et al., 2018). Concerning this context, previous studies have suggested that trust positively influences the intention to use technologies. For instance, Jeng (2019) drew attention to trust influencing the behavioural intention of tourists to use e-booking services. A study by Ramos et al. (2018) found that trust ultimately affects the intention to use m-banking. Another survey by Chemingui and Lallouna (2013) stated that trust positively impacts mobile financial services. Perceived trust has been an unavoidable factor in a technological environment. Many studies reviewed by the author have highlighted the importance of perceived trust and intention to use AI. Thus, the proposed hypotheses are as follows:

H_3: Social influence (SI) has a significant direct positive impact on perceived trust (PT)

H_4: Perceived trust (PT) has a significant direct positive impact on intention to use AI (IUAI)

1.4. Intention to use AI (IUAI)

The Technology Acceptance Model (TAM) developed by Davis (1989) and the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003) is a robust framework for understanding the predictors of human behaviour towards prospective acceptance or rejection of technology (Barrane et al., 2018). It is a supplement to the Theory of Reasoned Action. TAM is a framework created to anticipate and analyse technology adoption. Within TAM, two critical criteria impact technology adoption: perceived ease of use and usefulness, or "the amount to which users assume that utilising a certain technology will be effortless" and "the degree to which individuals believe that adopting a given system will improve their work performance" (Davis, 1989). According to research, people's attitudes and views of technology influence their acceptance or intention to use it (Huang et al., 2020). The immediate determinant of an individual's desire to execute a behaviour

or not is their intention, or the likelihood that an individual will engage in specific behaviour, which is the most important predictor of behaviour itself (Ajzen, 2011). People are supposed to act according to their intentions, barring unforeseen events. Intentions can, of course, change with time; the longer the time interval, the more probable it is that unexpected occurrences will cause changes in intentions (Ajzen, 1985).

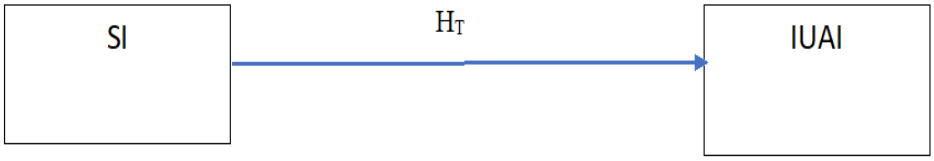
The job application process through AI is promising (Strohmeier, 2020), and the growing demand for these tools with new capabilities makes it even more so. Given the rapid evolution of these cutting-edge technological systems, it is critical to assess the extent to which existing theories can justify or forecast future acceptance. As every mere process of a job application will become digitalised (Nawaz, 2019b), it is now imperative to carry out the study to determine users' intention to use job applications with AI processes in a mediating environment. The study aimed to examine the role of personal innovativeness and perceived trust in mediating the link between social influence and AI intention. As a result, the suggested hypotheses are as follows:

H_5: Personal innovativeness (PI) mediates the association between social influence (SI) and intention to use AI (IUAI)

H_6: Perceived trust (PT) mediates the association between social influence (SI) and intention to use AI (IUAI)

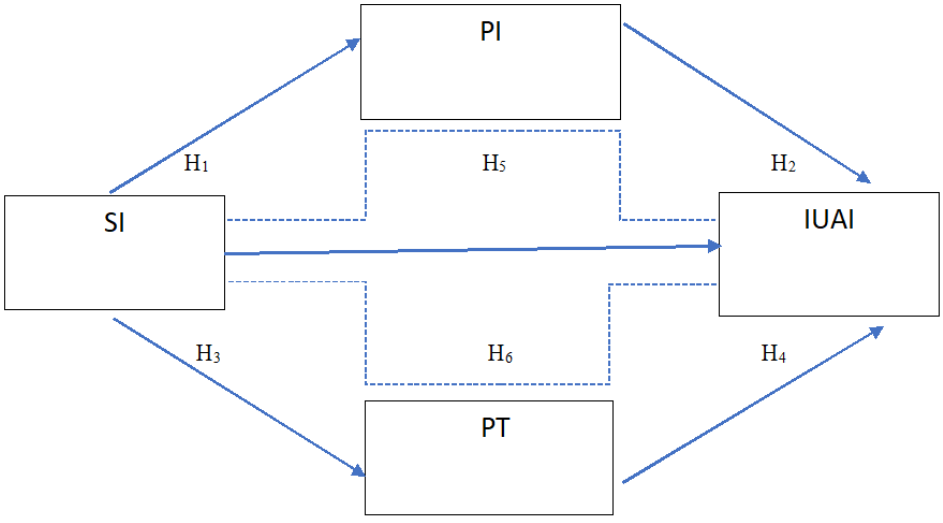
The conceptual models of the study are shown in Figures 1 and 2.

Figure 1. Conceptual model of the study (total effect)



Source: own elaboration

Figure 2. Conceptual model of the study (direct & indirect effects)



Source: own elaboration

2. Methodology

The primary purpose of the study was to examine the effect of social influence on the usage intention of the AI-based job application process. Cross-sectional descriptive research was carried out to ascertain the role of SI on IUAI and the mediation of PI and PT. Prior studies suggested that cross-sectional descriptive research was relatively fast and inexpensive, and data could be collected at once (Olsen and St. George, 2004). Unlike longitudinal studies, cross-sectional descriptive research describes what would happen in the present. As the current study proposed an analysis of the role of SI in enhancing the IUAI of the respondents through PI and PT in India's youth population, students of various undergraduate and postgraduate programmes at various institutes were chosen as the target population of the present study. Responses were collected by means of an online survey due to the risk of physical data collection posed by COVID-19. The survey was administered in English, and anonymity was maintained. The purposive sampling technique was used for the analysis. The data were conducted during the period of January and February 2022. 500 responses were collected, of which 440 were taken after the final filtering of the data, which gives an 88% response rate. Both male and female students of several South Indian institutions comprised the sample for this research. An electronic questionnaire was distributed among 440 students; males comprised 50.7% of the respondents, and females 49.3%. The age range of the respondents was between 20 and 25 years, with a mean age of 23.4 years. For testing the hypotheses, an ideal sample of 300 is recommended (Kline, 2016). The sample size met the condition.

2.1. Measures of the variables

Adapted scale items were used with minor modifications to best fit the context of AI-enabled job applications. The scales are listed in Table 1. Social influence (SI) was measured on a four-item scale developed by Alam et al., (2020). Minor changes were made to the items to ensure they fit the context of the study. For example, the question '*People who are important to me think that I should use AI-based software*' was altered to '*Friends who are important to me think that I should use AI-based recruitment to apply for jobs*'. Personal innovativeness (PI), a four-item scale developed by Lu et al., (2005), was used with a slight modification without changing the essence of the original scale. For example, the question '*If I heard about a new form of Information Technology, I would look for ways to experiment with it*' was altered to '*If I hear about a new AI-based Information Technology in the job application process, I will look for ways to experiment with it*'. Perceived trust (PT) was measured through a five-item scale adapted from Maqableh et al., (2015) with a minor change in the scale without affecting the original scale. For example, 'I *believe that my transactions with an e-commerce site are likely to be safe*' was altered to '*I believe that AI-based recruitment is likely to be safe*'. In terms of intention to use AI (IUAI), a four-item scale developed by Brahmana and Brahmana (2013) was used for the study with a minor modification without affecting the original scale. For example, '*The likelihood that I would use an e-recruitment site for a job search is high*' was altered to '*The likelihood that I would use AI-based recruitment for job applications is high*'.

Table 1. List of measured items

Variables	Definitions	Sources
Social Influence (SI)	The degree to which individuals feel their friends or family influence the adoption of a specific technology is known as the social influence on technology usage (Cokins et al., 2020).	Alam et al., 2020
Personal Innovativeness (PI)	Personal innovativeness is a behavioural attribute that motivates a person's desire to undertake new things (Ciftci et al., 2021)	Lu et al., 2005
Perceived Trust (PI)	Perceived trust (PT) is a psychological state in which one is encouraged to trust another based on the other's positive behaviours. Perceived trust is an incredible factor in an online environment where the user has no direct influence over any activity (Lee and Turban, 2001)	Maqableh et al., 2015
Intention to Use AI	Intention is the likelihood that an individual will engage in specific behaviour, and it is measured to be the most important predictor of behaviour (Ajzen, 2011)	Brahmana and Brahmana, 2013

Source: own elaboration

2.2. Data Analysis

The quantitative data collected from the close-ended questionnaires were analysed using Statistical Package for Social Sciences (SPSS) and SPSS Analysis of Moment Structures (AMOS) Version 21. Structural Equation Modelling (SEM) was performed to ascertain the effect of the four constructs, SI, IUAI, PI, and PT (Figures 1 and 2). A confirmatory factor analysis was initially conducted to confirm the measures. A bootstrapping procedure (Preacher and Hayes, 2008) using 5000 samples (95% confidence interval) was performed to estimate the indirect effect of PT and PI. The goodness of fit of the model was compared to the recommended criteria (Hu and Bentler, 1999). The measurement model was also tested for its reliability and validity. Compositive reliability (CR), average factor loading (AFL), Cronbach's α, average variance extracted (AVE), and discriminant validity (DV) were also tested. The findings were reported using standardised regression weights.

3. Results

The descriptive statistics (Table 2) represent the total mean scores of each factor, namely SI, PI, IUAI, and PT. As the total mean scores of each variable ranged from the minimum to the maximum, the assumption was that there were no outliers in the data of the four variables. Further, the standard deviations of SI, PI, IUAI, and PT also fell within the acceptable range. Hence it is assumed that there was not a great deal of variation in the data, and the adequacy of the data was confirmed.

Table 2. Descriptive statistics (N=420)

Factors	N	Minimum	Maximum	Mean	Std. Deviation
SI	440	7.00	20.00	16.9500	3.27303
PI	440	8.00	20.00	15.5341	2.72569
IUAI	440	3.00	15.00	12.9273	2.28976
PT	440	5.00	25.00	21.2000	3.96235

Source: own elaboration

Reliability and validity analysis

To check the reliability of the scales, the value of Cronbach's α was initially computed (SI= 0.912, IUAI= 0.866, PI= 0.751, PT= 0.920). Further CR, AVE, and DV were also examined. The results showed that the scales used for the study had good reliability and validity scores. The Cronbach's α and CR values (Table: 3) were above 0.7 for all four constructs, confirming good reliability (Bacon et al., 1995; Bhattacharyya et al., 2017; Ziegel et al., 1999). Furthermore, the AVE for the four constructs was >0.5 (Table 3). This indicated good convergent validity (Srinivasan et al., 2002) as well.

The off-diagonal values (Table 4), which indicated the correlation among the constructs, were less than the diagonal elements. These values confirmed the DV as well (Henseler et al., 2015).

Table 3. Validity & Reliability

Factors	Cronbach's α	AVE	AFL	CR
1. Social Influence (SI)	0.912	0.778	0.844	0.714
2. Intention to Use AI (IUAI)	0.866	0.876	0.823	0.881
3. Personal Innovativeness (PI)	0.751	0.764	0.726	0.792
3. Perceived Trust (PT)	0.920	0.675	0.836	0.764

AVE: Average Variance Extract, AFL: Average Factor Loadings, CR: Composite Reliability
Source: own elaboration

Table 4. Discriminant Validity

Factors	SI	IUAI	PI	PT
1. Social Influence (SI)	**0.717**			
2. Intention to Use AI (IUAI)	0.603	**0.823**		
3. Personal Innovativeness (PI)	0.612	0.618	**0.861**	
3. Perceived Trust (PT)	0.598	0.723	0.713	**0.798**

The off-diagonal elements represent the correlation among the constructs
Source: own elaboration

Full structural model

A full structural model indicated a good fit for the model. All fit indices (χ^2/df = 2.14, GFI = .935, TLI = 0.989, CFI = 0.961, RMSEA = 0.034) were at an acceptable level as recommended by Hu and Bentler (1999). The full structural model was therefore used to test the hypotheses.

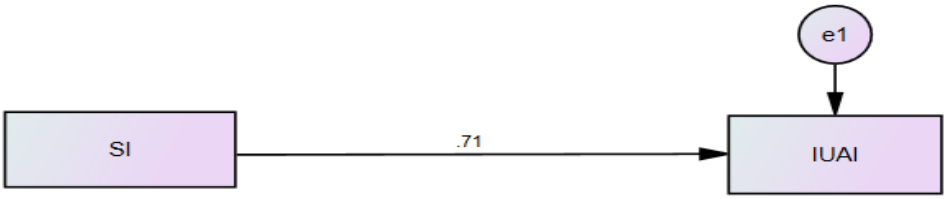
The results revealed that SI had a direct significant positive effect (β = 0.71, p <.01) on IUAI (Figure 3 and Table 5). H_T was thus accepted. SI had a direct significant positive effect (β = 0.598, p <.01) on PI (Figure 4 and Table 5). H_1 was also accepted. Further, PI has a direct significant positive effect (β = 0.135, p <.01) on IUAI. H_2 was also accepted (Figure 4 and Table 5).

It was observed that SI had a direct significant positive effect (β = 0.714, p <.01) on PT. H_4 (Figure 4 and Table 5) and H_3 (Figure 4 and Table 5) were accepted. PT has a direct significant positive effect (β = 0.518, p <.01) on IUAI.

Mediation analysis was conducted to test the mediating paths (H_5 And H_6), i.e. to find the indirect effects of PI and PT on the relationship between SI & IUAI for each mediating path using process macro model 4. The results of the parallel mediation (Table 6) indicated that the indirect effect through

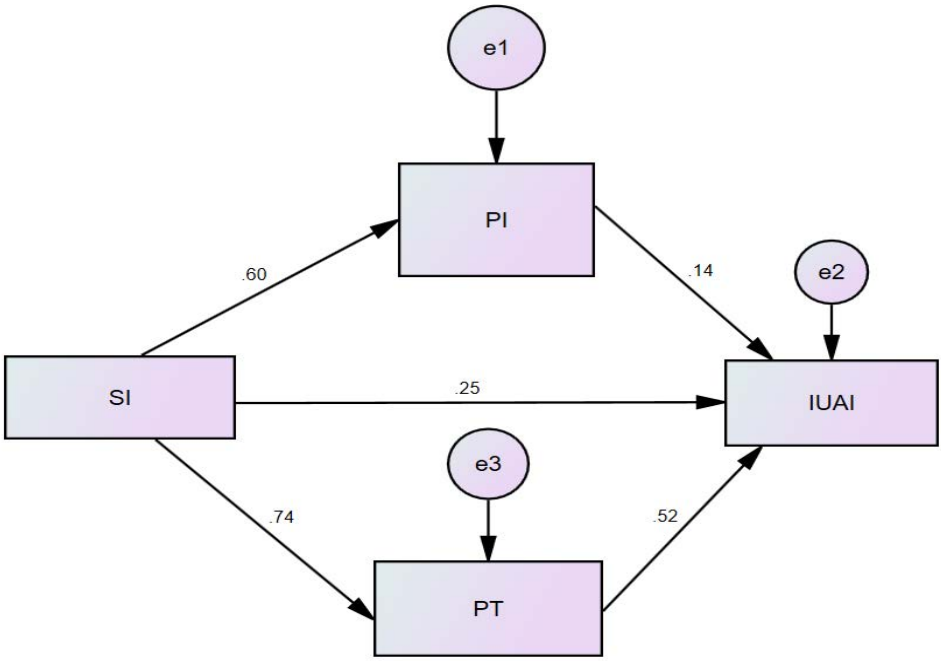
PI (β = 0.0797), holding all other mediators constant, was entirely above zero (0.0277 to 0.1313). Likewise, the indirect effect through PT (β = 0.3777) significantly differed from zero (0.2644 to 0.4815). H_5 and H_6 were accepted. Scrutiny of Table 6 also indicated that the effect size of PT was more compared to PI on the relationship between SI and IUAI. It thus alludes to the fact that PI and PT partially mediated the relationship between SI and IUAI.

Figure 3. Total Effect Model (β = 0.707, p <.01)



Source: own elaboration

Figure 4. Complete Structural Modelling (direct and indirect effects)



Source: own elaboration

Table 5. Direct effects & total effect

Path	Standardised estimates	*P*	Result
Direct Effects			
Social Influence (SI) --> Intention to Use AI (IUAI)	0.254	0.001	Significant*
Social Influence (SI) --> Personal Innovativeness (PI)	0.598	0.001	Significant*
Social Influence (SI) --> Perceived Trust (PT)			
Personal Innovativeness (PI) --> Intention to Use AI (IUAI)	0.740	0.001	Significant*
Perceived Trust (PT) --> Intention to Use AI (IUAI)	0.135	0.004	Significant*
Total Effect			
Social Influence (SI) --> Intention to Use AI (IUAI)	0.518	0.001	Significant*
	0.718	0.001	Significant*

* $p < 0.01$

Source: Own elaboration

Table 6. Standardised indirect effects of Social Influence (SI) on Intention to Use AI (IUAI)

	Effect	Boot SE	Boot LLCI	Boot ULCI
Total	0.4573	0.0548	0.3483	0.5601
Personal Innovativeness (PI)	0.0797	0.0269	0.0277	0.1313
Perceived Trust (PT)	0.3777	0.0562	0.2644	0.4815

*Bootstrap sample size = 5000; Performance bootstrap and bias-corrected confident interval (95%) were selected to assess the level of significance

Source: own elaboration

4. Discussion

This study analysed the impact of social influence on the usage intention of the AI-enabled job application process using a parallel mediation mechanism with personal innovativeness and perceived trust. The findings of the present study revealed significant associations among SI, IUAI, PI, and PT, while PI and PT partially mediated SI and IUAI.

The study makes two significant contributions. Firstly, it examines the theoretical frameworks that have primarily driven empirical research on users' intention to use AI-enabled job application processes. Secondly, it incorporates SI, PI, and PT into theoretical guidance on user preferences for AI technology and job application tools. Overall, we believe this is a valuable contribution, as minimal research on the AI-enabled technology recruitment process exists. The use of this innovation in the job application process may rise significantly in future years.

First, we looked at the link between social influence and the desire to employ an AI-assisted job application procedure. Our findings revealed that social influence had

a direct and considerable beneficial impact on using an AI-assisted job application procedure, personal innovativeness, and perceived trust. From the study, it is understood that social influence positively affects intention to use. Social persuasion and communication from friends influence the acceptance or use of technology. The greater the influence of one's friends or social circle, the greater the probability (Talukder and Quazi, 2011) that potential users will use the AI-enabled job application process. Our observations align with the findings of Koenig-Lewis et al. (2015), who described the substantial impact of social influence on the intention to use mobile payment technology, another AI tool. Previous studies (Kulviwat et al., 2009; Gursoy et al., 2019) have confirmed the positive impact of SI on, and its relationship with, the intention to use AI technologies. User behaviour can be influenced as long as one's intention is socially influenced (Yang et al., 2021). Our studies are also in line with those of Flavián et al. (2022), Gursoy et al. (2019), Micheal et al. (2020), and Nasirian et al. (2017), which show the significant impact of personal innovativeness on the intention to use technology. Previous studies by Agarwal and Prasad (1998) highlighted that individuals with a great deal of personal innovativeness are likelier to have a strong perspective on technical advancements. Perceived trust was found to be a positive influencing factor in many studies on the intention to use. Studies by Bitkina et al., (2020), Jung and Heo (2021), and Youn and Jin (2021) examined perceived trust, finding it to be a positive factor that influences the intention to use.

Students tend to rely heavily on their social circle for a new technology such as AI. Thus, social influence can be an essential motivation for students to use the AI-enabled job application process and a necessary precursor to adopting an innovative technology (Dickinger et al., 2008). The intention to utilise various technologies continues to be influenced by social influence and personal innovativeness (Lu, 2014). Personal innovativeness is a risk-taking predisposition that occurs in certain people but not others. It is also understood that individuals with greater PI levels are predicted to have more favourable attitudes toward innovation and have more positive intentions toward technology use (Thakur and Srivastava, 2014). Some previous studies were in line with the present research (Arruda Filho et al., 2021; Khazaei and Tareq, 2021). We also examined the relationship between SI and PT. Individuals who believe AI is trustworthy are more likely to feel comfortable that it is safe, secure, and reliable, and expected to maintain these attitudes in the future (Bashir and Madhavaiah, 2015). Highly influenced individuals have an increased level of trust. Candidates' perceived trust is the dependability and potency of the outcomes of technological artifacts executing a task (Launer et al., 2022). Marketing researchers have experimentally investigated the connection between trust and behavioural intention. As a result, trust is an essential component in adopting new technologies. Using strategies based on artificial intelligence (AI), interdependencies, and digitisation in HR processes such as recruitment has been observed and is constantly evolving. While AI in HR management reflects radical shifts from traditional HRM methods, and despite extensive literature on AI integration, adoption is limited and tends to lag behind other disciplines (Hmoud, 2021).

The AI-enabled job application process is a form of technology that helps the job application process go smoothly and positively for job seekers. When firms reject candidates, most are more likely to be receptive to another chance if they have had a pleasant experience, even when unsuccessful. AI-based recruitment will also reduce their anxiety and motivate them to look for more suitable opportunities. Having an AI-enabled system can benefit both recruiters and job applicants. Recruiters can focus more on creative and strategic matters, team building, and leadership roles in their daily routines. AI-based technologies can even be a cost-effective re-

placement for companies that hire a large number of applicants in the traditional format. For job applicants, an AI system may offer a sense of achievement, flexibility, confidence, and a sense of being creative. The study results show that individuals have positive attitudes toward new technologies such as AI, reinforcing their intention to use the technology over time. The AI-enabled job application process is beneficial for candidates to engage before or even after applying for vacancies stated by the company. Companies operating in the digital economy may blend tools such as chatbots and various AI-based recruitment tools for optimum recruitment. A chatbot assists the candidate by answering questions, while an AI tool solicits comments and information about the candidate (Nawaz and Gomes, 2019).

Researchers suggest that the application of AI will benefit the majority of people in the near future, but most are genuinely worried about how advances in automation will affect the job application process. Rather than focusing solely on technological characteristics when integrating innovation into the organisation, management teams must also evaluate the human aspects of change (Župerkienė et al., 2019). Recruitment is one of the areas where artificial intelligence may make a significant difference in efficiency and productivity. We can expect that, within a few years, every major organisation will have artificial intelligence recruiting apps on board to assist human recruiters in discovering the most promising prospective candidates, from resumes and applicant selection to facial recognition. Thus, enterprises that employ digital technology tools in the recruiting process are considered more appealing.

Conclusions

The purpose of the study is to discern the intention of job seekers to use an AI system in the job application process. The study indicated that constructs such as social influence, personal innovativeness, and perceived trust significantly impact the intention to use the job application process involving artificial intelligence. Perceived trust was found to be highly mediating in this study. The impact of social influence on the usage intention of an AI-enabled job application process was also investigated using a parallel mediation mechanism with personal innovativeness and perceived trust. Wide-scale research on job seekers' perspectives on AI technology is essential. The perception of trust in users' intentions to use any technology is critical. The findings of the current study revealed significant associations between social influence, the intention to use artificial intelligence, personal innovativeness, and perceived trust, with personal innovativeness and perceived trust partially mediating social influence and the intention to use artificial intelligence for the job application process.

This research contributed to the relevant literature from different perspectives. First, this research examines the effects of social influence, personal innovativeness, and perceived trust on intention to use. Second, it examines the parallel mediation effect of personal innovativeness and perceived trust on intention to use. Thus, the findings of the study confirm that all the variables are strong indicators in the context of the intention to use a technology. Since there have been limited or no studies on this topic to date, the researchers underline the need for and importance of further research in this area.

The AI-enabled job application process is beneficial to both recruiters and job seekers. Traditional recruiters will be able to make the transition to tackling significantly greater tasks due to AI recruiting technology. Ground force recruiters understand that recruitment must be real-time and unbiased rather than intuition-based. As a result, they value the ability of AI recruiting technology to screen a large pool of applicants quickly and accurately to determine their initial

suitability. They also understand that effective initial screening improves hiring quality, affecting the potential and effectiveness of their organisation (Lee, 2018). AI in recruitment helps to improve the hiring experience by eliminating long waits and making it easier and more effective for prospective candidates (job seekers) to explore a new position with the firm.

There are specific drawbacks to this research that should be emphasised. Firstly, the data was collected from South Indian institutions only. Thus, the findings are confined and cannot be reproduced on a larger scale. Additional research in diverse global areas may enhance the generalisability of findings in varied circumstances. Therefore, future studies should involve a more varied sample for a more comprehensive understanding. Secondly, the research model could add more potential constructs to measure its effect on the usage intention of AI. As a developing area, the AI and AI-enabled job application process offer numerous opportunities. Also, the findings of the study may serve as a framework for additional research on the topic. More research on AI-based recruiting from the perspective of applicants is needed, as most studies are from the organisational perspective. Future research that remodels these findings could offer potential benefits to applicants and recruiters alike.

As the use of technology will rise dramatically in future recruiting, it is critical to study the area in depth. Over the previous decade, technology breakthroughs such as algorithms, applications, and digital automation have evolved from future concepts to present-day realities. The crucial role of automation and artificial intelligence (AI) is impacting traditional employment, and recruitment procedures are among the most notable trends for the coming years.

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Appendix

Questionnaire

I. Social influence:

1. Friends who are important to me think I should use AI-based recruitment to apply for jobs.
2. Friends who affect or influence my behaviour think I should use AI-based recruitment to apply for jobs.
3. Friends whose opinions that I value recommend that I use AI-based recruitment to apply for jobs.
4. My institution or organisation has generally supported using AI-based recruitment to apply for jobs.

II. Personal Innovativeness:

1. If I hear about new AI-based recruitment in the job application process, I would look for ways to experiment with it.
2. Among my friends, I am usually the first to explore new AI-based recruitment in the job application process.
3. I like to experiment with new AI-based recruitment in the job application process.
4. I am generally hesitant to try new AI-based recruitment in the job application process.

III. Intention to use:

1. I am willing to use AI-based recruitment for job applications.
2. The likelihood that I would use AI-based recruitment for job applications is high.
3. Soon, I intend to use AI-based recruitment for job applications.

IV. Perceived trust:

1. I believe that AI-based recruitment is likely to be safe.
2. AI-based recruitment is likely to be reliable.
3. Things may not go wrong with AI-based recruitment.
4. AI-based recruitment will promptly inform me if any errors occur during the job application process.
5. I am confident that AI-based recruitment will be transparent.