

A Job Seeker's Perception towards Online Job Portals

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Abstract: Numerous processes have changed as a result of the technology's rapid expansion and acceptance by enterprises. Traditional recruitment practices have been replaced as a result of the usage of Internet services in the hiring process. There are several businesses that offer human resource consulting services. These serve as a link between job seekers and employers and account for the mainstream employment actions, which are typically initiated and accepted with the help of job portals. Aspirants have benefited significantly from the introduction of job portals as they can gather the necessary data to submit an application for employment with a business that matches their qualifications.

The goal of the article is to investigate how job seeker's view internet job boards. The study's goal is to determine how useful job portals are to job seekers. Based on a graduate-level empirical study, information from 117 job applicants was gathered using standardized questionnaires. This study discusses aspirants' attitudes and perceptions about electronic hiring via job portals.

Keywords: Job seeker, Job portal, recruitment, technology, employment

Introduction

“Our assets walk out of the door each evening. We have to make sure that they come back the next morning. -Narayan Murthy, Founder – Infosys”

The recruitment industry is undergoing a revolution. New methods and tools for managing and acquiring talent are being adopted across all sectors. The millennial generation finds it impossible to imagine life without smartphones, tablets, or computers. Recruiters are aware of the need to be millennial-friendly because this generation has new talent. For the same reason, an increasing number of businesses are shifting their focus from traditional to digital recruitment strategies.

Every new and progressive organisation has a basic need for recruitment. However, it can be difficult, expensive, and painful to hire new employees. It can be difficult for a recruiting manager to find qualified aspirants to fill important positions and to keep best talent. In addition to these issues, recruiters frequently report difficulties with a lack of available candidates and a dearth of industry-specific skills in potential hires. They are unable to create a talent pool that meets their needs as a result.

Recruitment has been a practice for ages. It began even earlier than industrialization, most likely with the advent of agriculture. Online or e-recruitment has been around for the past 20 years due to the widespread acceptance of the internet and online tools, but it has not yet reached its full potential. The concept of traditional and e-recruitment is examined by the researchers in this paper in an effort to comprehend it and discover solutions to this pressing issue because, despite the use of this fantastic tool, the problem of unemployment or the discrepancy between the demand for skilled workers and the supply of those workers still exists in India.

Jobs can be found on career websites like Glass door, indeed, Naukri, LinkedIn, and Shine, which are job portals with a wide selection of positions in numerous industries. On the website of the organization, applicants can access the job portals of some public and private organizations, academic institutions, and businesses. Direct job offers can be found on a job portal. These are websites that highlight career options or provide advice on how to find work. Most job portals provide links that enable applicants to submit their applications instantly online. Candidates can also create a profile on job portals by uploading their resumes. When a position becomes available, the employer may view the profile. The job search process has been streamlined.

Most job portals allow users to register for a free account, which enables them to browse job listings posted by employers and submit their resumes for review by employers. Through the job portal, job seekers can search job openings posted by employers and submit applications for positions.

The gradual advancement of technology has had an impact on human resources' recruitment practices, where electronic platforms are used to post open positions and draw in applicants. However, the effectiveness of the same can only be assessed by looking at how many candidates consider it to be the best source for job searching in terms of accessibility, suitability, relevance, cost, etc. As a result, the study makes an effort to comprehend how convenient online recruitment is from the perspective of job seekers. Finding the benefits of online recruitment over traditional recruitment is also helpful.

Market Scenario:

Top Online Job Portals operating in Indian e-recruitment market

- Naukri.com
- Indeed
- LinkedIn
- Shine
- Glass Door
- Monster
- InstaHyre
- Internshala
- Freshers World

In 2021, the global online recruitment market was valued at USD 2.90 billion, and by 2028, it is predicted to grow to USD 4.69 billion.

Some of the top online job portals in India include Naukri.com, Indeed, LinkedIn, Shine, and Glass Door. With a 62% market share, Naukri.com is ranked first in the Indian job market. Naukri is listed as "the most popular job search destination in India" by Google Trends. Employers prefer to post job openings on LinkedIn. Employers and candidates alike favour Internshala for internships. Freshers have a high chance of being hired if they search for job.

Recruiters have many benefits of posting vacancy on this portal as Reduced Hiring Time, Reduced Hiring Cost, and Broader Reach for Candidates on the other hand candidates get benefits like Broader Reach for Employers, easy reach to vacancy.

Job seekers discernment diverges from person to person about online recruitment portal and behavioral intention deviates. In the current scenario all types of work is carried out in the online mode. In this manner job application is also done through online portals.

Literature Review

Hema M has stated that traditional recruitment practices have been replaced as a result of the adoption of Internet services in the hiring process. Aspirants have benefited greatly from the emergence of job portals as they can now gather the necessary data to submit an application for employment with an organisation that matches their qualifications. The author researched and discussed aspirants' attitudes and perceptions of e-recruitment via

job portals. The study's conclusions show that there is no correlation between applicants' employment status and how they view e-recruitment. The applicants' employment status has no discernible relationship to the difficulties encountered during the e-recruitment process. The applicants' perception of e-recruitment is not significantly correlated with their gender. The gender of the applicants does not significantly affect the difficulties encountered during the e-recruitment process.

Anagha P, Rajiv N has stated that this study sought to identify the elements influencing how recent graduates view job portal websites. This study has allowed us to understand why recent graduates favour single job portal sites. Job search assistance is provided by job portal websites. By mailing out questionnaires, data was gathered. Job portal websites are viewed favorably by college graduates as a convenient way to apply for jobs. Job portal websites notify users of new job openings after they upload their resume and indicate their preferences. They also assumed that the use of job portals would be facilitated by the quality of the information provided. It is also noted that job seekers frequently use job portals. They were also able to identify a problem with the use of job portals, namely that job seekers frequently receive spam emails.

Erin M. K., Christopher K. and Jeremy M has mentioned that young job seekers have become a policy priority for many governments - global youth unemployment is currently at 13% and rising. Job seekers prefer to wait for good jobs rather than accept something that is irrelevant. Overall, their findings suggest that job placement platforms raise job seekers' expectations in ways that may not be rational; and these expectation effects can only be overcome if job seekers have sufficient information about the types of jobs the portal offers.

Naveed R. K., Marinah A., Arsalan M.G. has highlighted the importance of electronic recruitment in companies. They also assumed that the use of job portals would be facilitated by the quality of the information provided. It is also noted that job seekers use job portals frequently. They were also able to identify a problem with the use of job portals, namely that job seekers often receive spam emails.

Venkata S. has mentioned that the topic of e-recruiting, which acts as a link between job boards and applicants, is considered the trunk of a tree that includes so many other aspects that can be called its branches, including online job portals. Based on this research, it was found that the perception of job portals and their usefulness is different for job seekers with and without a college degree.

Seema W, Smrita S. has investigated the variables influencing online job search among Delhi students from State and Private universities. University. Factor analysis, one-way ANOVA, and Posthoc were the statistical procedures employed. Seven crucial elements

were found that, with particular reference to the job search process, determine the job seekers' perceptions of job portals visit naukri.com. The perceived usefulness, perceived ease of use, and extended use are the factors that have an impact on perception. Services, future job prospects, system quality, and perceived reliability.

Objective of the Study

- To determine the level of awareness of online job portals.
- To investigate the aspects that significantly influence the choice of a job portal for job search
- To propose actions based on respondents' preferred factors that can be taken to improve job portals as a platform for ideal recruitment.

Research Methodology

Type of Research

A questionnaire was used to collect the main data. The questionnaire includes elements that help identify and confirm gender disparity in the office's backroom. Finding the effects and results of gender inequality is the study's primary goal. One variable, gender disparity, is included in the questionnaire's nominal and interval scales.

Research Design

The methodology and procedure used to conduct scientific research are all included in a research design. The researcher's overall strategy serves as the blueprint for integrating the various study components in a logical and cogent manner, thereby ensuring the successful resolution of the research problem. This study falls under the category of a descriptive study because it discusses the effects of inequality and discrimination on the employees as well as the variable used in the study. It is the setting up of parameters for data collection and analysis.

Hypothesis

A hypothesis is an assertion, a notion put forth for the purpose of debating whether it might be true. It may or may not be correct. A hypothesis is an assertion or recommendation made in relation to the study's goal. It could be alternate or null. The following is the study's hypothesis:

- H0: Visit of job portal is independent of age
- H1: Visit of job portal is dependent of age

Sampling Method

It would be practically challenging or occasionally impossible to collect data, analyse, and examine every element in research studies involving a few thousand or more of those elements. Therefore, sampling is used. Drawing a sample from a larger population is the act of sampling. By measuring the sample statistics, sampling's primary goal is to draw conclusions about an unknown population parameter and to test a population-related statistical hypothesis. The time, money, and labour required for data collection are all reduced by sampling. Results are frequently more accurate than those from a census method. Sampling design includes elements like population definition, sampling frame, application of the proper sampling technique, choice of sample size, and sampling procedure. A standard was created;

- Women and Men both were selected
- Individuals having work experience
- Should be an individual seeking job
- No specific Function or Industry criteria were applied

Sample Size

117 employees were selected as a sample from various companies. The gathering of first-hand information or data pertaining to the study units is necessary for empirical field studies. The primary data was gathered using the survey method. It was given to each employee separately in order to gather initial data. The questionnaire was used as a rating method to assess the gender disparity while seeking job on online job portals.

Type of Data

In social science research, the information gathered may be about people. Demographic information about people includes things like age, gender, marital status, job title, etc., as well as behavioural information like attitudes, intentions, opinions, and awareness. The information in the current study is human-related. The right data collection techniques are used to measure both demographic and behavioural variables.

Sources of Data Collection

● Primary Data

By way of interviews, surveys, experiments, etc., primary data is gathered directly from primary sources. Data was gathered using a questionnaire and at the respondents' convenience without interfering with their work in order to determine a sample perception of gender disparity at the back-end office. The variable was scored on a two-point scale

with a five-point scale, with one representing strongly agreement, two representing agreement, three representing neither agreement nor disagreement, and five representing strongly disagreement. Yes/No. Also gathered were open-ended questions with multiple choice options.

Email, telephone, and face-to-face meetings were all used to get in touch with the sample population. To complete the survey, the respondents were given comprehensive instructions.

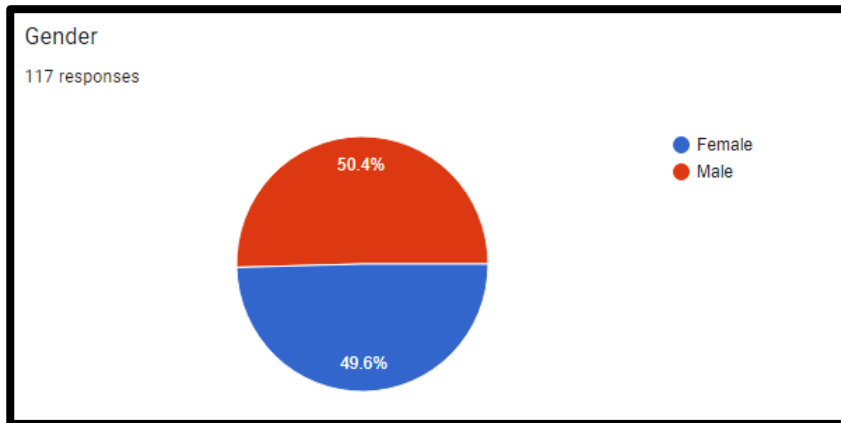
- **Secondary Data**

The study's secondary data comes from a variety of journals, articles, previous theses, reputable websites, and textbooks. This made the study's fundamentals and various components easier to comprehend.

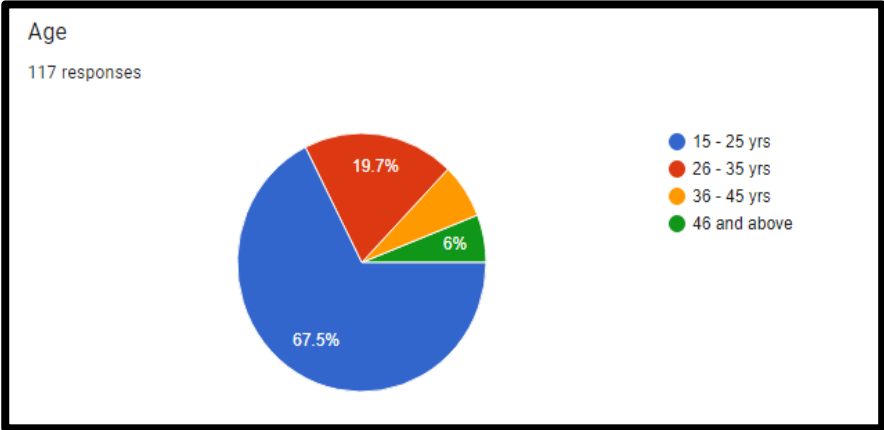
Tool for Data collection

Questionnaire: A questionnaire is a pre-written set of questions that respondents fill out and record their responses to, usually within a narrow range of options. The distribution of questionnaires can be done electronically, by mail to the respondents, or in person. In the current study, the sample population was contacted with a questionnaire via email, phone, and in-person meetings. The respondents received thorough instructions on how to complete the survey

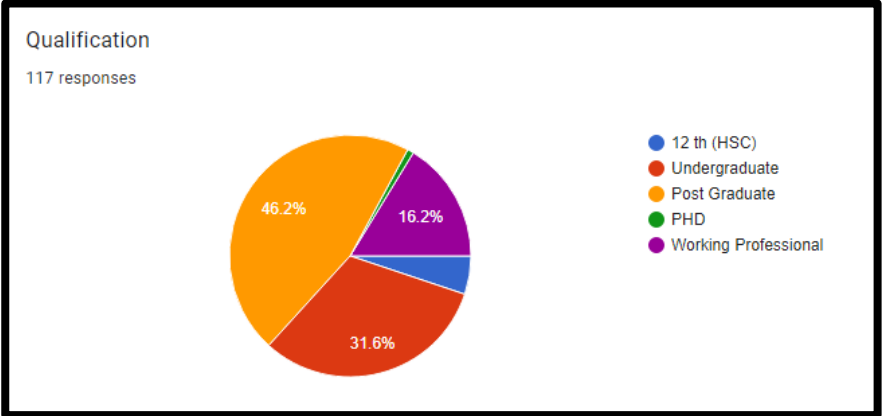
Analysis



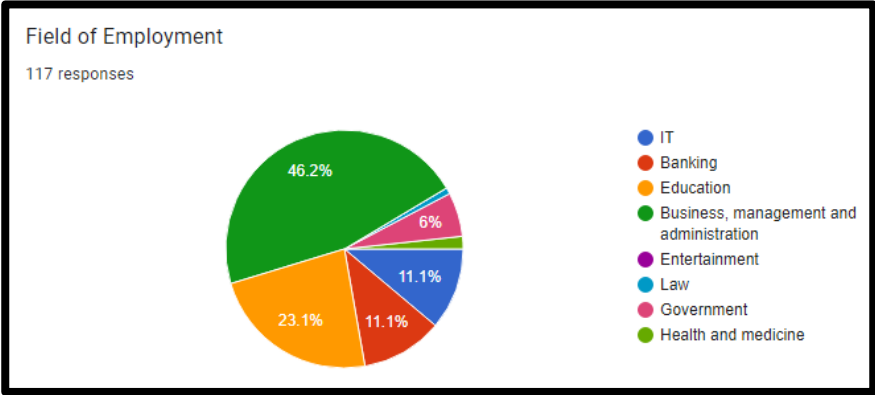
Interpretation: 50.4 % of females, 49.60 % of males out of 117 respondents



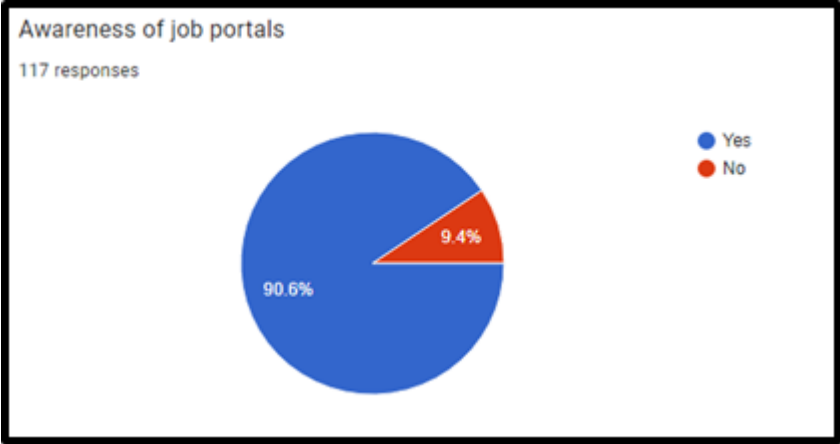
Interpretation: 67.5 % respondents are in the age group of 15-25 years, 19.7 % respondents are in the age group of 26-35 years, 6.8 % respondents are in the age group of 36-45 years, 6 % respondents are in the age group of 46 and above.



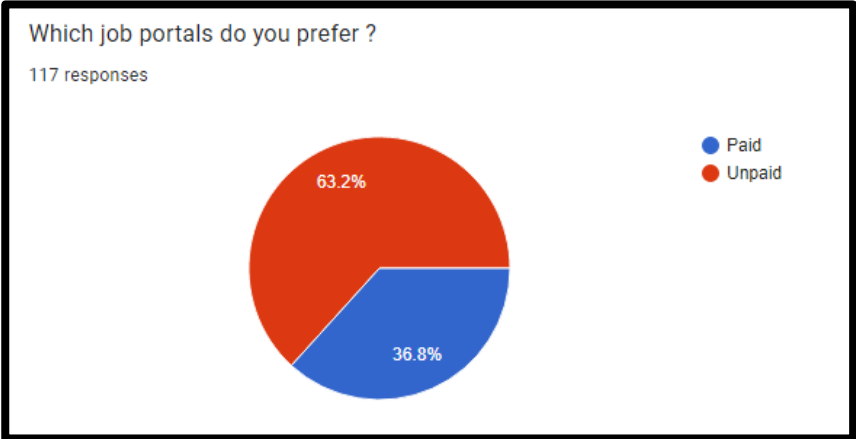
Interpretation: 46.20 % are those respondents who are postgraduate, 31.60 % are those respondents who are undergraduate, 16.20 % are those respondents who are working professional, 5.10 % are those respondents who are 12th(HSC) passed, 0.90% are those respondents who are PHD.



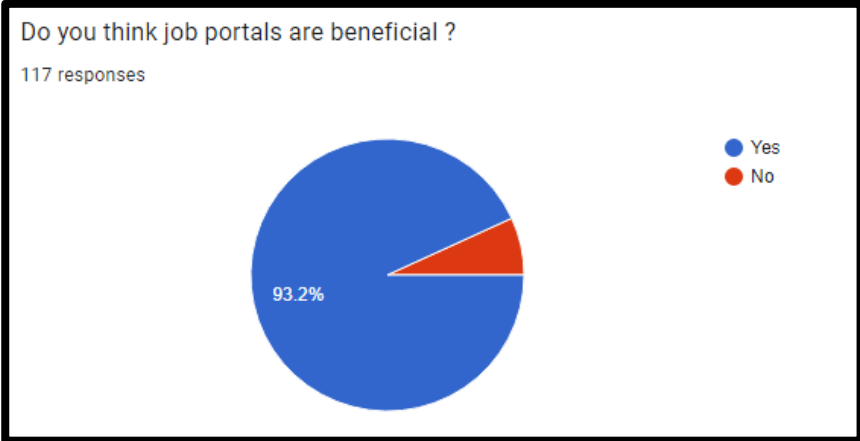
Interpretation: 46.20% respondents are from the business, management and management sector, 23.10% respondents are from the education sector, 11.10% respondents are from the Banking Sector, 11.10% respondents are from the IT sector, 6% respondents are from the Government sector, 1.7% respondents are from the health and medicine, 0.9% respondents are from the law sector.



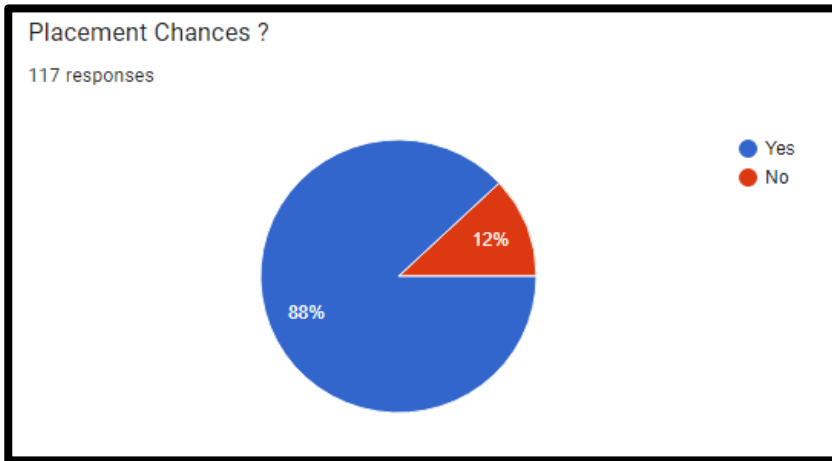
Interpretation: 90.60% are aware of job portals.



Interpretation: 63.20 % respondents prefer unpaid job portals while 36.80 % respondents prefer paid job portals.

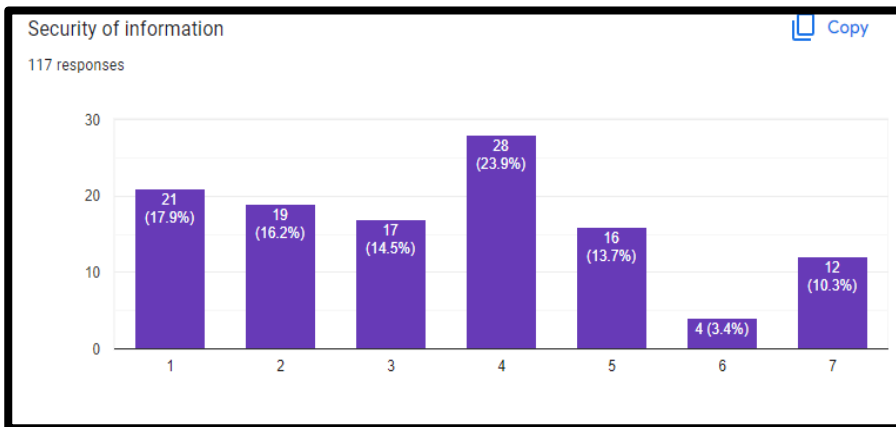


Interpretation: 93.20 % of respondents say that job portal are beneficial while 6.90%of respondents say it's not beneficial.

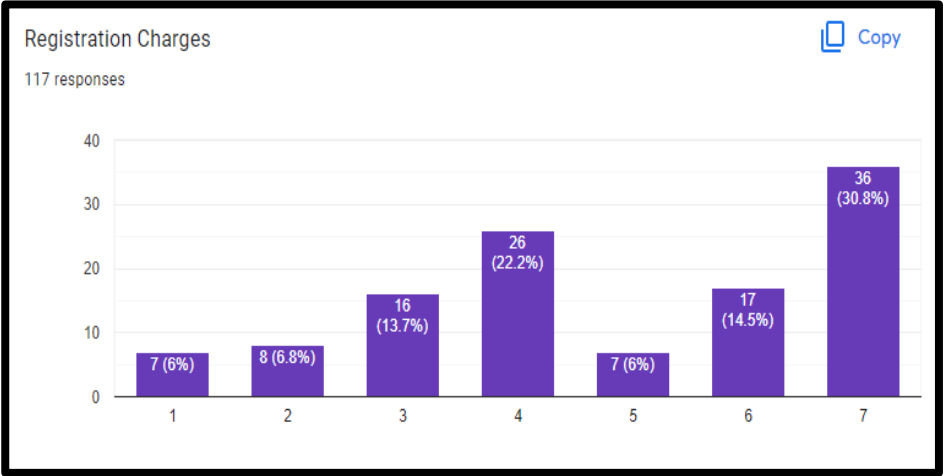


Interpretation: 88% of respondents say that job portal have placement chances while the remaining 12% say that there are no chances for placement.

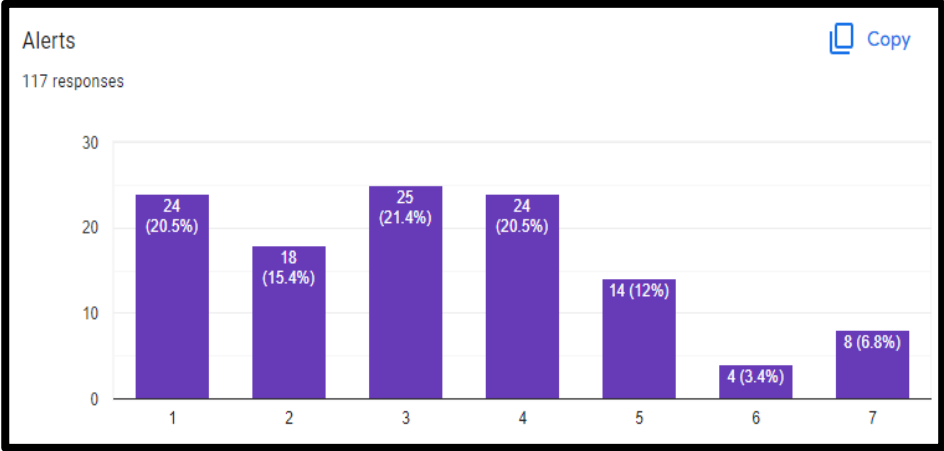
Below mentioned is the analysis of question- factors concerned while using job portals



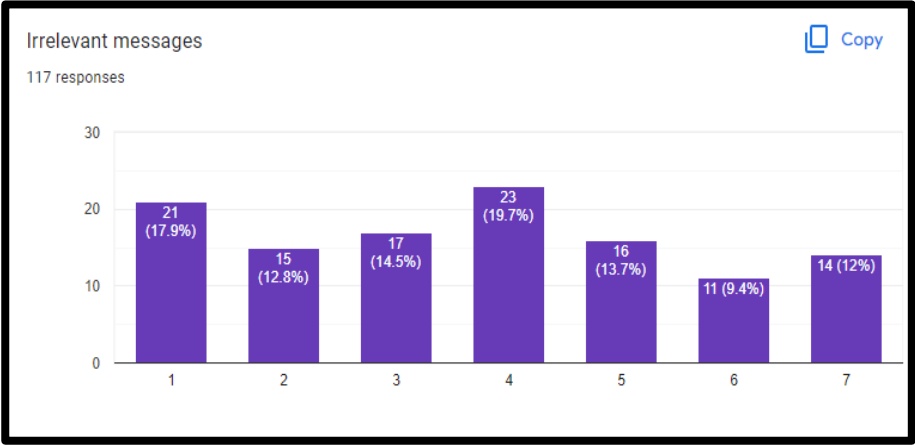
Out of 117 respondents, 23.9% respondents are neutral about security of information on job portals.



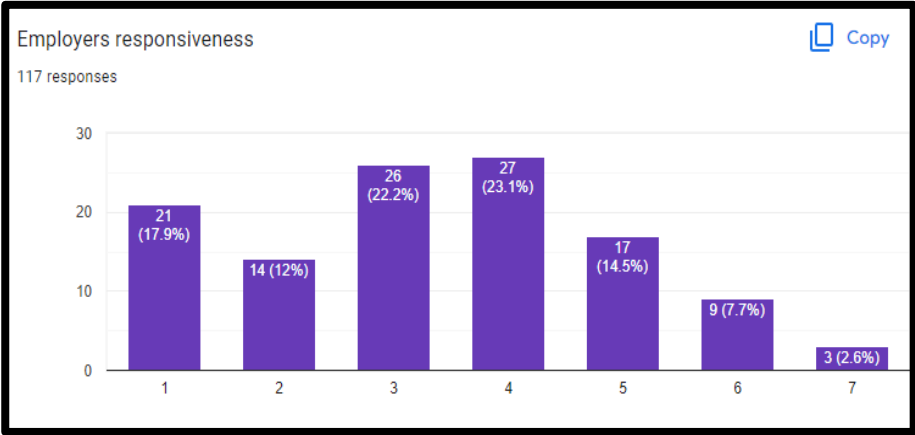
Out of 117 respondents, 30.8% respondents are inclined towards no charges for registration on job portals



Out of 117 respondents, 21.4% respondents' rate 3 on scale of 7 that job portals send alerts.



Out of 117 respondents, 19.7% respondents are neutral about irrelevant messages sent by the job portals.



Out of 117 respondents, 23.1% are neutral about the factor employer’s responsiveness.

Hypothesis Testing

Job Portals

1. Glassdoor

H0: Visit of job portals is independent of age.

H1: Visit of job portals is dependent of age.

Observed Value

Visit of job portal	5	4	3	2	1	
Age	Always visited	Often visited	Sometimes visited	Rarely visited	Never visited	Total
15-25	29	6	17	13	5	70
26-35	6	5	8	3	0	22
36-45	1	0	0	0	0	1
45 and above	3	0	0	0	0	3
Total	39	11	25	16	5	96

Expected Value

Visit of job portal	5	4	3	2	1	
Age	Always visited	Often visited	Sometimes visited	Rarely visited	Never visited	Total
15-25	28.44	8.02	18.23	11.67	3.65	70
26-35	8.94	2.52	5.73	3.67	1.15	22
36-45	0.41	0.11	0.26	0.17	0.05	1
45 and above	1.22	0.34	0.78	0.50	0.16	3
Total	39	11	25	16	5	96

Chi-square testing – 0.39

Therefore, since we can see that p - value from chi-square testing is more than 0.05

H0: Visit of job portals is Independent of Age is accepted.

2. LinkedIn

H0: Visit of job portals is independent of age.

H1: Visit of job portals is dependent of age.

Observed Value

Visit of job portals	1	2	3	4	5	Total
Age	Always visited	Often visited	Sometimes visited	Rarely visited	Never visited	
15-25	3	2	7	6	11	29
26-35	3	1	0	1	2	7
36-45	1	0	0	0	0	1
45 and above	0	2	0	1	0	3
Total	7	5	7	8	13	40

Expected Value

Visit of job portals	1	2	3	4	5	Total
Age	Always visited	Often visited	Sometimes visited	Rarely visited	Never visited	
15-25	5.08	3.63	5.08	5.80	9.43	29
26-35	1.23	0.88	1.23	1.40	2.28	7
36-45	0.18	0.13	0.18	0.20	0.33	1
45 and above	0.53	0.38	0.53	0.60	0.98	3
Total	7	5	7	8	13	40

Chi-square testing – 0.057

Therefore, since we can see that p - value from chi-square testing is more than 0.05.

H0: Visit of job portals is Independent of Age is accepted.

3. Indeed

H0: Visit of job portals is independent of age.

H1: Visit of job portals is dependent of age.

Observed Value

Visit of job portals	1	2	3	4	5	Total
Age	Always visited	Often visited	Sometimes visited	Rarely visited	Never visited	
15-25	16	5	4	4	3	32
26-35	4	2	0	1	0	7
36-45	1	0	0	0	0	1
45 and above	2	0	0	1	0	3
Total	23	7	4	6	3	43

Expected Value

Visit of job portals	1	2	3	4	5	Total
Age	Always visited	Often visited	Sometimes visited	Rarely visited	Never visited	
15-25	17.12	5.21	2.98	4.47	2.23	32
26-35	3.74	1.14	0.65	0.98	0.49	7
36-45	0.53	0.16	0.09	0.14	0.07	1
45 and above	1.60	0.49	0.28	0.42	0.21	3
Total	23	7	4	6	3	43

Chi-square testing – 0.95

Therefore, since we can see that p - value from chi-square testing is more than 0.05.

H0: Visit of job portals is Independent of Age is accepted.

Findings

This survey was useful in identifying utility of job portals to the Job seekers. 46.2% of the respondents have completed post-graduation and are in search of job. This study is an empirical study conducted on a sample of 117 job seekers (majority are young graduates), to know the utility of the job portals in placement. Further analysis was done with the help of Chi-square. Hence, it was proved that:

H1: Visiting job portals is independent of age.

Some of the important findings are:

1. 90.6% of respondents are aware of online job portals and their benefits.
2. Linked-in is the most used job portal followed by Naukri.com.
3. 63.2% respondents prefer to use free job portals.
4. 93.2% respondents believe that placement chances are more on online portals than other modes.
5. The important reasons for using job portal –
 - a) 88% think that there are high placement chances
 - b) Security of information is neutral with 23.9%
 - c) Employer's responsiveness is neutral with 23.1%
6. Visiting job portals independent of age.

Conclusion

This research focuses on identifying the utility of job portals, figuring out why people use them, how much people are aware of them, and identifying the benefits that people believe they offer. One can draw the conclusion that job portals are beneficial for students who have completed their post-graduate degrees because they find it simple to apply in less time and receive a variety of opportunities. They are aware that various job portals exist. But they only favor free job search engines. Another finding is that the use of online job portal is independent of age.

To sum up, the job portals' customised services have greatly improved placement prospects and also present a wide range of opportunities. The younger generations are adaptable and make use of free online portals for their advantage. Online job portals will enhance their placement services and rate of placements through the use of analytical techniques. There is still plenty of room for online job boards to fill in the gaps in HR hiring and provide candidates with the best placements.

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