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A Study on Employees Perception Towards Online Job Portals with Reference to SRM Group

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Abstract: ***This Abstract discusses the importance of employees' perceptions towards online job portals, shedding light on their preferences, usage patterns, and suggestions for improvement. Throughan analysis of 180 respondents, it is revealed that online job portals play a crucial role in the job search process, with platforms like LinkedIn and Naukri being favored for their reliabilityand relevance. Despite a high usage rate and overall positive attitudes, concerns regarding security and privacy remain significant. Additionally, the study identifies gender-based differences in perceived career opportunities and highlights the importance of continuous improvement in user interface, search functionality, and security measures to meet evolving user needs. Ultimately, this research underscores the importance of understanding employee perceptions to optimize online job portals and enhance their efficacy in facilitating successful job searches. Furthermore, the study sheds light on the prevalent usage patterns among employees, highlighting the pivotal role of online job portals in facilitating job searches and career advancement. Specific platforms like LinkedIn and Naukri emerge as preferred choices due to their reliability and relevance, while also serving as valuable resources for career development. Interestingly, gender-based differences in perceptions of career opportunities areidentified, suggesting nuanced considerations in platform design and functionality. Despite overall satisfaction, the study underscores the continuous need for improvement, particularly in user interface, search functionality, and security measures, to align with evolving employeeneeds and preferences in the dynamic job market landscape.***

I. INTRODUCTION

A job portal is a website where people who need jobs can find jobs and companies looking for job seekers can find the perfect employees. It serves as a medium where job seekers can create profiles, upload resumes, and search for job openings across various industries and locations. Employers, on the other hand, can post job vacancies, review applicant profiles, andconduct the initial stages of thehiring process through the portal.

Elon Musk, renowned entrepreneur and founder of Tesla and Space X, once described online job portals as powerful tools for connecting talented individuals with innovativeorganizations:

“With the rise of online job portals, finding exceptional talent has never been easier. These platformsenable companies to tap into global pools of expertise, fostering collaboration and driving progress towards a sustainable future."

The evolution of online job portals has been shaped by advancements in technology, changesin recruitment practices, and shifts in user preferences. Here's a brief overview of the key stages in the irevolution:

In the early days of the internet, job seekers relied on traditional methods like newspaper classifieds and networking to find employment opportunities. However, the advent ofthe internet enabled the creation of online job boards, marking the beginning of a new era in job searching and recruitment.

The first generation of online jobportalsemerged in the late 1990s and early 2000s. These platforms mainly served as digital versions of traditional job boards, allowing employers to post job listings and job seekers to browse and apply for positions online. Examples include Monster.com and CareerBuilder.

The second generation of online job portals introduced features such as resume databases, candidate matching algorithms, and advanced search filters. These platforms focused on enhancing the user experience and providing more personalized job recommendations. LinkedIn emerged as a dominant player in this era, combining professional networking with job searching.

With the rise of social media platforms, online job portalsbegan integrating social features into their platforms. This integration allowed job seekers to leverage their social networks for job referrals, networking, and professional branding. Similarly, employers could use social media to promote job listings and attract candidates.

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As mobile usage surged, online job portals prioritizedmobile optimization to cater to users accessing their platforms via smartphones andtablets. Mobile apps were developed, offering users the convenience of searching for jobs onthe go, receiving notifications, and applying for positions directly from their mobile devices.

In recent years, online job portals have increasingly incorporated artificial intelligence (AI) and data analytics into their platforms. These technologies power features such as predictive analytics for matching candidates withjob openings, chatbots for automated candidate screening, and insights for employers to optimize their recruitment strategies.

Overall, the evolution of online job portals reflects the ongoing transformation of therecruitment industry, driven by technological innovation and changing user expectations. As technology continuesto advance, online job portals will likely evolve further, adopting new features and functionalities toenhance the efficiency and effectiveness of the job searching and hiring process.

II. REVIEW OF LITERATURE

1) *Erin M. Kelley etal "A study that used a randomized control trial to evaluate whether digital platforms improved employment outcomes among vocational training graduatesin India",(2023).*

The study provided a random subset of graduate‟s access to a digital platform and assigned some to receive many text messages about job opportunities. The findings mainly involved how graduates responded to platform access by increasing their reservation wages and working significantly less.

As good job offers failed to materialize on the platform, some graduates adjusted their expectations downwards and resumed working. These findings suggested that youths' beliefs about the effectiveness of matching interventions might reducetheir potential impacts on employment.

2) *Lakshija Navaratnam "A study that examined Job Seekers' Perceptions of the Job Portals in Sri Lanka: With Special Reference to "Millennials" and Generation "Z",(2023).*

The study used aquantitative research approach, and data was collected through a survey questionnaire from a sampleof 250 young job seekers. The findings of the study revealed that information quality, perceived easeof use, perceived usefulness, perceived trustworthiness, and extended services had a significant influence on young job seekers' perceptions of job portals. Extended services, perceived usefulness, perceived ease of use, and information quality seemed to be the strongest predictors out of the five variables. This led to the conclusion that job portal providers had to pay close attention to their online recruiting simplicity, quality of information, and extended services if they wanted to attract additional clients.

3) *Jostna Kumar "Factors influencing job seekers' intention to use socialnetworking sites as a job searching tool",(2022).*

The objectives of the study included ranking the most used websites for job search, finding the perceptual differences in SNS (Social networking sites), and alsofinding its influential elements. The study used a structured questionnaire to collect data from the respondents. Thestudy provided the most used website for job search and the level at which the job search wasmajor. The study also provided the time of growth of such online job portals for the job seekers.

4) *Bundhe "Social networking websites and mobile applications for professionalnetworking job opportunities and experts input a study of job seekers from Jalgaon district of Maharashtra state",(2022).*

The study helped to find out the needs of various online job portals, their utilities,the most used online job portals among them for the various features provided by them, and also the satisfaction from each website. The researchers used a questionnaire as an instrument to collect data.The study had majorly been done by Anova statistical methods to derive the findings. The study further provided the benefits of online job portals to job seekers, HR Managers. The study also provided its application and the further scope of the study.

5) *Reshma Vijay "A study on the impact of online recruitment techniques on recruitmenteffectiveness from the perspective of job seekers across Bangalore city",(2021).*

The study involved analyzing the impact of perception and preference of online recruitment techniques on the recruitment effectiveness of job seekers in particular. The result of the study stated that traditional methods were too time-consuming and complex, whereas growing online job portals were less time-consuming and more cost-effective.

6) *Benitha S. Monica and Thoshini Priyusha "A study that mainly projected the perception of job seekers towards innovative e-recruitment", (2020)*

The objective of the study was to give the perception of job seekers regarding the usefulness of E-recruitment. Descriptive research was used in the study, and the sampling method used was convenience sampling. The sample size of the study was 100, and data were collected through a structured questionnaire. The results proved that factors under the perception of E-recruitment were information, effectiveness and efficiency, usage of the site, social media, job availability, decision making, internet information, and service.

III. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. It is a design or plan as a guide for conducting research and to systematically solve the research problem. It includes research design, sampling procedures, data collection method and analysis procedure.

A. Definition

"Research is defined as a process of enquiry and investigation" (Jill Collis and Roger Hussey)

B. Research Design

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is concerned with decision regarding what, were, when, how much, by what means covering and inquiring for a research study constitutes a research Descriptive.Research design is needed because it facilitates the smooth sailing of research operation, there by making research as efficient as possible, yielding and most information with minimal expenditure of effort, time and money. I have used descriptive research design which is descriptive research studies are those studies which are concerned with delivery the characteristics of a particular individual group. A descriptive design studies is concerned with specific prediction with narration of facts and characteristics concerning individuals group or situations.

C. Data Collection

The task of data collection begins after a research problem has been defined and research design chalked out. While deciding about the method of data collection to be used for the study two types of data namely, primary data and secondary data.

1) *Primary Data:* Primary data was collected from respondents in the organisation through a well structured questionnaire.
2) *Secondary Data:* Secondary data was used in the introduction part of the company profile and was collected from the website.

D. Pilot Study

Study to test research protocols, data collection instruments, sample recruitment strategies and other research techniques in preparation for a longer study. For sample determination we use the formula

$$N=\frac{z^2\times p\times q}{E^2}$$

N= sample size
Z=Z score (for 95% CI is 1.96)
P= number of positive occurrence
q= 1-p
E= margin of error (CI 95% is 0.05)
APPOX-185

E. Sampling Techniques

The process of drawing a sample from a larger population is called sampling. The sampling technique used is convenience sampling.

F. Sample Size

The sample area selected for the study on SRM Group. The study was carried out with a sample size of 180 respondents. The sample size was selected based on the pilot study method of sampling for unknown sampling.

G. Statistical Tools Used For the Study

1) Percentage analysis
2) Mann-Whitney test
3) Kruskal-Wallis
4) Corrrelations

IV. NON-PARAMATRIC

A. Mann Whitnyy-U Test

Ranks

	Gender	N	MeanRank	Sum ofRanks
Easy of use	1	103	94.50	9733.50
	2	77	85.15	6556.50
	Total	180		
Online information	1	103	88.27	9091.50
	2	77	93.49	7198.50
	Total	180		
Security &privacy	1	103	88.41	9106.50
	2	77	93.29	7183.50
	Total	180		
carrer opportunity	1	103	88.15	9079.50
	2	77	93.64	7210.50
	Total	180		
Feedback	1	103	90.13	9283.00
	2	77	91.00	7007.00
	Total	180		

Test Statistics[a]

	Easy ofuse	Online information	Security & privacy	carrer opportunity	Feedback
Mann-Whitney U	3553.500	3735.500	3750.500	3723.500	3927.000
Wilcoxon W	6556.500	9091.500	9106.500	9079.500	9283.000
Z	-1.202	-.670	-.625	-.707	-.112
Asymp. Sig. (2-tailed)	.229	.503	.532	.480	.910

Grouping Variable: Gender
Null Hypothesis (H0): There is no significant difference between the mean rank of men and women with respect to the variable
Alternate Hypothesis(H1): There is significant difference between the mean rank of men and women with respect to the variable

Interpretation

- P-values are greater than 0, indicating that there is no significant difference between the ranks of the two groups for these attributes. Therefore, we fail to reject the null hypothesis.
- P-value is much higher (0.910), indicating an even stronger lack of evidence for a difference betweenthe two groups.
- There is no statistically significant difference in how the two gender groups perceive these attributes.

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B. Non-Paramatric Correlation

Correlation

			Easy ofuse	Online information	Security& privacy	carrer opportunity	Feedb ack
Spearman's rho	Easy ofuse	Correlation Coefficient	1.000	.526**	.439**	.543**	.454**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	180	180	180	180	180
	Online information	Correlation Coefficient	.526**	1.000	.613**	.522**	.429**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	180	180	180	180	180
	Security &privacy	Correlation Coefficient	.439**	.613**	1.000	.599**	.537**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	180	180	180	180	180
	carrer opportunity	Correlation Coefficient	.543**	.522**	.599**	1.000	.589**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	180	180	180	180	180
	Feedback	Correlation Coefficient	.454**	.429**	.537**	.589**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	180	180	180	180	180

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

Interpretation

- There are significant positive correlations ($p < 0.01$) between all attribute pairs: Ease of Use, Online Information, Security & Privacy, Career Opportunity, and Feedback.
- The strength of the correlations varies, but they are all statistically significant at the 0.01 level(2-tailed).
- Specifically, the strongest correlations are observed between Career Opportunity and Ease of Use, Career Opportunity and Security & Privacy, and Career Opportunity and Feedback.
- These significant correlations suggest that individuals who rate one attribute highly are likelyto rate other attributes highly as well.

V. SUGGESION

1) The online job portal Implement features that allow users to personalize their job search experience based on their preferences, such as job types, industries, and locations.

2) The online job portals are fully optimized for mobile devices, as many users prefer to searchfor jobs on their smartphones or tablets.

3) The online job portal simplify the application process to reduce friction and make it easier forcandidates to apply for jobs with just a few clicks.

4) The online job portal include comprehensive job descriptions that provide clear information about job responsibilities, qualifications, and benefits.

5) The online job portal allow users to easily share job listings on social media platforms to expand the reach of job postings and attract more candidates.
6) Keeping a feedback form system where users can provide their thoughts and suggestions on the online job portal's features and functionality.
7) Provide resources such as resume writing tips, interview preparation guides, and career advice articles to help users advance in their careers.
8) Facilitate networking by offering features such as online forums, discussion boards, and networking events where users can connect with industry professionals.
9) Showcase success stories of individuals who have found jobs through the online job portal to inspire and motivate other users.

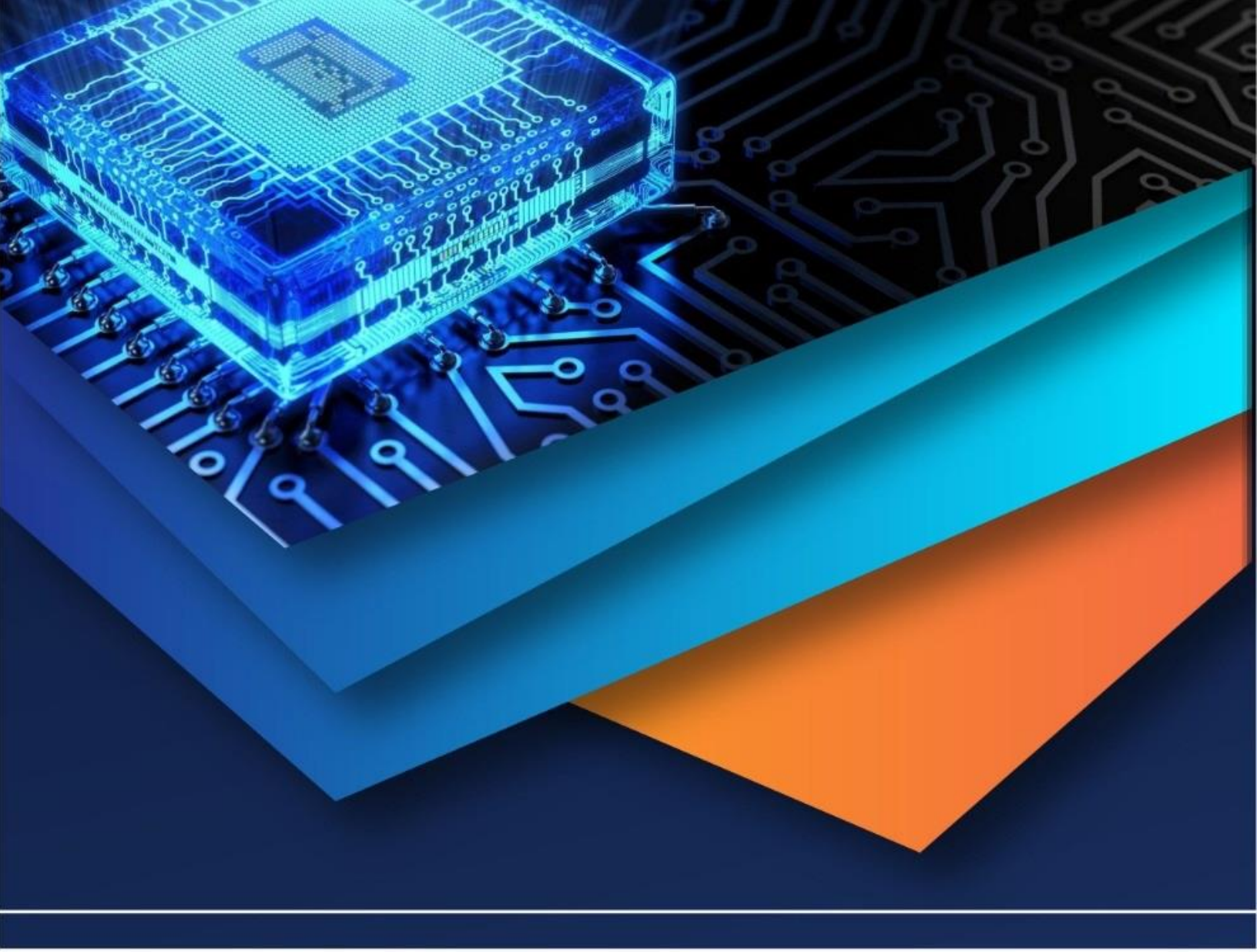
VI. CONCLUSION

After conducting a comprehensive study on employees' perception towards online job portals, several key conclusions have emerged. Firstly, it is evident that online job portals play a crucial role in the job search process for employees, with a majority expressing positive attitudes towards these platforms. The high usage rate indicates a strong reliance on online job portals for accessing job opportunities and advancing careers. Factors such as user-friendliness, customization options, and the availability of career opportunities significantly influence employees' perceptions of these portals. Security and privacy concerns are paramount, highlighting the importance of robust data protection measures to ensure user trust and confidence. Specific platforms like LinkedIn and Naukri are preferred by employees due to their reputation for reliability and relevance. Additionally, online job portals are perceived not only as job search platforms but also as sources of valuable career development resources. The ease of use and accessibility of online job portals are key drivers of positive perception and frequent usage among employees. Interestingly, there is a notable correlation between gender and the perception of career opportunities provided by these portals, suggesting potential gender-based differences in perceived opportunities. Despite some concerns, the overall satisfaction with online job portals, particularly platforms like LinkedIn, is apparent among employees. However, there is a clear need for continuous improvement in areas such as user interface, search functionality, and security measures to better meet the evolving needs of employees in the dynamic job market landscape. In conclusion, online job portals are integral to the modern job search process, and understanding employees' perceptions provides valuable insights for optimizing these platforms to better serve their needs and enhance overall satisfaction and effectiveness.

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