



## **ONLINE JOB PORTALS- JOB SEEKER'S PERCEPTION**

**SWAPNA N<sup>1</sup>, Dr. S. Seethalakshmi<sup>2</sup>,  
Research Scholar<sup>1</sup>, Associate Professor<sup>2</sup>  
Srimathi Devkunvar Nanalal Bhatt Vaishnav College for Women**

### **ABSTRACT**

*The paper attempts to study the Job seekers perception about Online job portals. The study aims to identify the utility of job portals to the job seekers. Based on an empirical study conducted among young graduates in Chennai, data was collected from 105 job seekers. Data was collected through structured questionnaires. Statistical tools like T test, ANOVA were used. The findings revealed that online portals are beneficial to the seekers in terms of time saved and easy mode of application.*

**Keywords:** *Online job portals, Placement, Awareness, Modes of Placement, Paid and free sites.*

### **INTRODUCTION**

A job portal refers to a website used in the process of recruitment, which links an employer and aspiring candidates (Karthik R.,2019). Before introduction of internet, Advertising in Newspapers and Journals was the main mode of recruitment. Today, advertising in Job portal forms an integral part of every hiring process.

It's also appertained as a career gate. It's a refined term for an online job site which facilitates aspirants to locate job vacancies and helps employers in their search to detect the suitable candidates. Placement sites such as Glass Door, Indeed, Shine, Career jet, Naukri comprises of job portals that provide a wide variety of jobs in various career sectors. Certain Educational Institutions, government agencies, Organizations, Private businesses possess their own websites which can used by job seekers. Career portals contains direct conjurations for placement. These portals provide guidance to apply for a job with wide choice of jobs. Utmost job doors allow campaigners to apply for jobs online incontinently by furnishing links. Occasionally fresh information, like a firm's job site, contact details of HR personnel etc are furnished.

The candidates are allowed to construct their profile by sending a soft copy of their resume to the portal through job portal websites. As and when a vacancy arises, the employer would be able to view the candidate's profile. Hence the process of job hunting becomes easier. Times.com is one of the leading job portals today.



Majority of career websites provide a log in facility, through which candidates can access by signing in. Hence job vacancies posted by companies can be found easily. Job aspirants can post their resumes and apply for vacancies matching their job profile.

## REVIEW OF LITERATURE

*Seema Wadhawan, Smrita Sinha (September 2018)* in their study “**Factors Influencing Young Job Seekers Perception towards Job Portals**”, identified factors affecting online job search. The respondents comprised of Delhi State and Private University students. Factor Analysis, one way ANOVA and Posthoc tools were used for analysis. The factors identified help to determine the job seekers perception regarding job portals in the process of job search. Especially with reference to naukri.com. The vital factors identified are Usefulness, Ease of use, Trustworthiness, Prospective career opportunities, System quality and Extended Services.

*Anagha Prakash, Rajiv Nair December (2019)* in their study “**Perception of Fresh Graduates towards Job Portal Sites**”, aimed at determining various factors influencing the opinion of fresh graduates about job portal websites. The respondents comprised of fresh graduates in Kerala. The analysis was made using Factor analysis. The findings consist of factors such as productivity, extended services, efficiency, user friendliness information provision influence the fresh graduates. The study concluded that majority of fresh graduates prefer free websites and Naukri.com seems to be most preferred site for applying for jobs. The results indicate that fresh graduates are familiar with the services offered by the job portals.

*Tania Roy Chowdhury M. Srimannarayana (2013)* in their study “**Applicants’ Perceptions on Online Recruitment Procedures**”, focuses on the several modes of online recruitment and career aspects of corporate websites. The applicant’s perception was measured based on factors such as user-friendly, information provision, fairness, perceived efficiency and internet selection logo of the company. Factor analysis, KMO Barlett’s test and one-way ANOVA were used for analysis. The findings interpret a significant difference between career section of a corporate portals and employment portals. Exceptional factors are user friendliness and fairness.

## OBJECTIVE OF THE STUDY

- To identify the utility of job portals to young job seekers
- To determine the reasons for using job portals
- To find the level of awareness about online job portals
- To identify perceived benefits of using job portals



## DATA COLLECTION & SAMPLE

This study is an empirical study conducted on a sample of 105 job seekers (majority are young graduates) in Chennai, to know the utility of the job portals in placement.

The primary data was collected through structured questionnaires from 105 respondents. Secondary data was collected through various websites and journals for the purpose of collecting reviews.

### ANALYSIS AND INTERPRETATION OF DATA

#### PERCENTAGE ANALYSIS- DEMOGRAPHIC PROFILE

**TABLE 1 – QUALIFICATION**

Qualification	Frequency	Percent
Under graduate	70	66.7
Post graduate	23	21.9
Professional	5	4.8
Others	7	6.7
<b>Total</b>	<b>105</b>	<b>100</b>

**DIAGRAM 1**

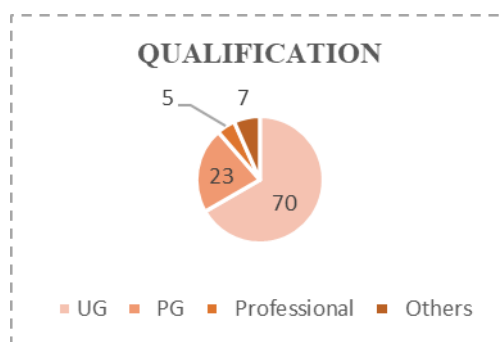


Table 1 and Diagram 1 indicates that from 105 respondents, 66.7% are under graduates.

**TABLE 2 -AWARENESS OF JOB PORTALS**

Awareness	Frequency	Percent
Yes	89	84.8



No	16	15.2
<b>Total</b>	<b>105</b>	<b>100</b>

Table 2 indicates that 84.8% of respondents are aware of online job portals.

**TABLE 3 – LIST OF SITES**

Sites	Frequency	Percent
Glass door	2	1.9
Indeed	2	1.9
Career jet	2	1.9
LinkedIn	32	30.5
Job.com	8	7.6
Naukri	56	53.3
Shine	3	2.9
<b>Total</b>	<b>105</b>	<b>100</b>

**DIAGRAM 3**

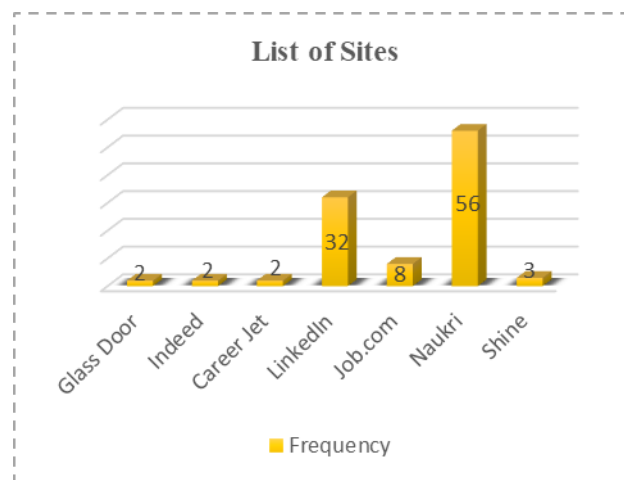


Table 3 and Diagram 3 shows that Naukri.com is used by 53.3% and LinkedIn is used by 30.5% of respondents.

**TABLE 4 – PAID / UNPAID**

Paid sites Usage	Frequency	Percent
Yes	12	11.4
No	93	88.6
<b>Total</b>	<b>105</b>	<b>100</b>

Table 4 indicates that 88.6% of respondents are using unpaid sites.

Field	Frequency	Percent
It	25	23.8
Manufacturing	5	4.8



Banking	29	27.6
Education	12	11.4
Other services	34	32.4
<b>Total</b>	<b>105</b>	<b>100</b>

**TABLE 5 - FIELD OF EMPLOYMENT  
DIAGRAM 5**

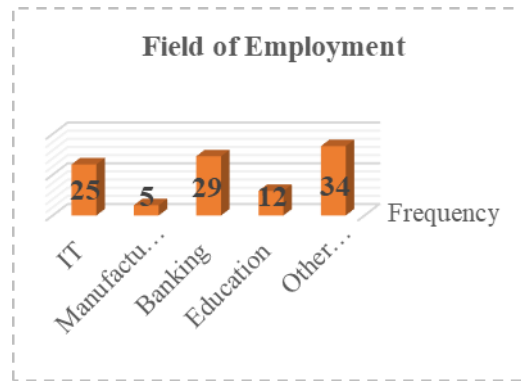


Table 5 and Diagram 5 shows that 27.6% looks for opportunities in Banking Sector and 23.8% in IT sector.

**TABLE 6 – BENEFITS FROM JOB PORTALS**

Benefits	Frequency	Percent
Yes	64	61
No	41	39
<b>TOTAL</b>	<b>105</b>	<b>100</b>

Table 6 indicates that 61% of respondents are benefited from Job portals.

**TABLE 7 – PLACEMENT CHANCES**

Chances	Frequency	Percent
Yes	29	27.6
No	76	72.4
<b>TOTAL</b>	<b>105</b>	<b>100</b>

Table 7 shows that 72.4% of respondents agrees that placement chances are less on job portals.

**TABLE 8 – FACTORS CONCERNED**

Factors Concerned	Frequency	Percent
Security of Information	26	24.8
Charges for Registration	8	7.6
Charges for placement	15	14.3
Too many Alerts	20	19



Irrelevant Alerts	22	21
Poor response from employers	14	13.3
<b>Total</b>	<b>105</b>	<b>100</b>

Table 8 shows that 24.8% of respondents are more concerned about security of information.

#### FRIEDMAN RANKING TEST

Friedman ranking test is used to rank the Modes of placement which are most useful for job seekers.

**TABLE 10: MOST USED MODE OF PLACEMENT - FRIEDMAN RANKING**

Factors	N	Mean Rank	Std. Deviation	Ranks
Advertisement in Newspaper	105	3.34	2.065	I
Reference through Friends & Relatives	105	3.40	1.904	II
Competitive exams	105	3.49	1.338	III
Casual applications	105	3.57	1.640	IV
Campus placement	105	3.59	1.639	V
Online job portals	105	3.60	1.590	VI

Table 10 shows that the factor most useful to job seekers is Advertisement in Newspaper and next Reference through friends and Relatives. Hence ranked I and II respectively.

#### t-Test



T- Test One sample statistics is used to identify the reasons for using job portals and ranking them by the means

**TABLE 11: T-TEST RANKING WITH MEAN VALUES**

Factors	N	Std. Deviation	Mean Rank	Ranks
Easy to apply	105	1.491	2.60	I
Saves time	105	1.332	2.89	II
Convenient to search jobs	105	1.414	3.00	III
Getting Job alerts	105	1.289	3.03	IV
Offers wide choice of jobs	105	1.281	3.07	V

Table 11 shows that most important reason for using job portal is Easy to apply; Job portals Save time, third reason being Convenient to search jobs and finally getting job alerts and wide choice of jobs available.

### ONEWAY ANOVA

#### 1.DEMOGRAPHIC FACTOR GENDER- INFLUENCE ON PREFERRED MODE OF PLACEMENT- ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Competitive exam	Between Groups	8.360	1	8.360	4.841	.030
	Within Groups	177.888	103	1.727		
	Total	186.248	104			

#### DESCRIPTIVE STATISTICS USING ANOVA

			Mean	Std. dev.	Std. Err
Competitive exams	1 Male	25	4.00	1.658	.332
	2 Female	80	3.34	1.190	.133

Gender has a strong influence on the preferred mode of placement among Job seekers- Competitive exams (level of significance = 0.03), Male candidates (mean score of 4.00) find competitive exams most useful in finding jobs.

#### 2.DEMOGRAPHIC FACTOR -QUALIFICATION- INFLUENCE ON PREFERRED MODE OF PLACEMENT - ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Online job portals	Between Groups	39.858	3	13.286	6.014	.001
	Within Groups	223.133	101	2.209		
	Total	262.990	104			
Casual applications	Between Groups	19.831	3	6.610	2.569	.050



Within Groups	259.883	101	2.573		
Total	279.714	104			

#### DESCRIPTIVE STATISTICS USING ANOVA

Factors useful for job seekers		N	MEAN	STD. DEVIATION	STD. ERROR
Online job portals	1 UG	70	3.80	1.557	.186
	2 PG	23	3.17	1.527	.318
	3 Professional	5	1.40	.548	.245
Casual applications	1 UG	70	3.43	1.656	.198
	2 PG	23	4.09	1.621	.338
	3 Professional	5	4.60	.548	.245

- Under graduates strongly agree that online job portals are most useful mode for job seekers.
- Postgraduates and professionally qualified agree that Casual applications is the most useful mode.

#### MAJOR FINDINGS

This survey was useful in identifying utility of job portals to the Graduates. Majority of the respondents has completed Under graduation and are in search of a job. Some of the important findings are

1. Majority of respondents are *aware of online job portals and their benefits*.
2. **Naukri.com** is the most used job portal followed by **Linked-in**.
3. Respondents *prefer to use free portals*.
4. The benefited group are *ready to recommend online job portals to others*.
5. *Banking and IT jobs in are most sought after* by the respondents through online portals
6. Online job portals are *preferred for placement in Private ltd. Companies*.
7. *Advertisement in Newspapers & Reference* continue to be the most preferred modes.
8. Majority believe that *placement chances are less on Online portals than other modes*.
9. **Under graduates** find Online job portals more useful in fetching jobs.
10. The important reasons for using job portal - *process of applying made easy, it saves time and gives wide options*
11. *Important concerns in using Job Portals are Security of information* and receiving Irrelevant and frequent alerts.





12. **Gender & Qualification has an influence** on preference among placement modes.
13. **Male candidates prefer Competitive exams for Placement.**
14. Undergraduates use online modes; Post graduates & Professionals feel Casual applications are more effective while seeking placements.

## CONCLUSION

The focus of this research in this article to identify the utility of job portals, determine the reasons for using job portals, find the level of awareness, identify the perceived benefits of job portals. It can be concluded that job portals are useful for students who have completed Under graduation, as they find it easy to apply in less time and get wide opportunities. They are aware of existence of different Job portals. But they prefer only free job portals.

All though the awareness and usage of online job portals, it is observed that responding to News Paper Advertisements, References by friends / relatives are believed to have higher chances of placement than online portals. The job opportunities and placement through portals are much lesser compared to the very high enrolments. The applicants feel that the mode is not very effective in securing placement as the others.

To conclude, the customised services of the job portals have enhanced the placement chances to a great extent and also provide wide range of opportunities. The Younger generations are versatile and exploit the usage of free on-line portals to their benefit. However, since the placements through online portals are lesser compared to other modes, online job portals remain an alternate mode of placement. With advancements in Data science, Machine learning and other data analytic techniques, Online job portals will improve their placement services and rate of placements in near future. There is still great scope for online portals in filling the gaps in HR recruitment and in securing best placement to the seekers.

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