

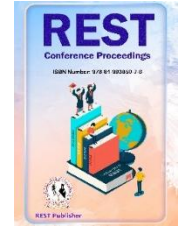


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A Study of Impact of Online Job Portals and Social Media Networks in Recruitment Process with Special Reference to Job Seekers in Amravati City

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Abstract: The digital transformation of recruitment has significantly influenced how job seekers approach employment opportunities. This study investigates the impact of online job portals and social media networks on the recruitment process, specifically focusing on job seekers in Amravati City. The research explores the level of awareness, usage patterns, and perceived effectiveness of platforms such as Naukri.com, Indeed, LinkedIn, Facebook, and WhatsApp in job searching and networking. Data collected through structured surveys highlight how digital platforms are increasingly preferred over traditional job search methods. The findings reveal both opportunities and limitations—while online tools improve accessibility and speed in job searching, challenges remain in areas like candidate visibility, profile optimization, and reliability of job matches. The study concludes with suggestions to enhance the functionality and trustworthiness of online recruitment systems to better serve the needs of urban job seekers.

Keywords: Online Job Portals, Social Media Networks, E-Recruitment, Job Seekers, Amravati City, Digital Hiring, LinkedIn, Job Search Platforms, Candidate Experience, Recruitment Process.

1. INTRODUCTION

In the age of social networking, social media sites are gradually becoming an easier and performable way to connect with people from all across the world. Social media recruiting is the corporate use of social media platforms to identify; engage and vet individuals the organization may want to hire. Social media sites have made it possible for recruiters to target a wide selection of potential employees and post job opportunities without investing a lot of time and money. Social media presence is one of the best options to showcase a company's brand, employment opportunities and highlighting the factors that make it a desirable place for people to work.

According to a 2021 study by Career Arc, 92% of employers said they use social networks to find talent and 86% of job seekers use social media in their job search. For many companies, social media is now the go-to option for finding candidates. It basically ranks ahead of ads, employee referrals and even job boards. In fact, 35% of employers increased their social recruiting efforts in 2020.

2. LITERATURE REVIEW

While social media and online portals have numerous benefits, there are also challenges associated with their use in recruitment. Privacy concerns and the accuracy of information available on social media profiles are significant issues. Employers might encounter difficulties in verifying the authenticity of candidates' information on these platforms, leading to potential biases in hiring decisions (Murire & Chinyamurindi, 2020). Additionally, smaller companies, especially SMEs, often lack the knowledge and resources to utilize social media effectively for recruitment. Many SMEs tend to use these platforms informally without a structured approach, which can limit their ability to attract the right talent (L'ecuyer & Pelletier, 2020). Moreover, legal implications and compliance issues related to using social media data for hiring decisions also present challenges for organizations (Poba-Nzaou et al., 2016). Vidyabharati International Interdisciplinary Research Journal (2022) indicated that online job portals like Naukri.com, MonsterIndia.com, and others are preferred by a significant number of job seekers in India. The study found that these platforms help in preparing active resumes and are considered time- and cost-efficient compared to traditional recruitment methods (Vidyabharati International Interdisciplinary Research Journal, 2022).

Problem Definition: The research problem of this study focuses on examining the impact of online job portals and social media networks on the recruitment process, with a specific focus on job seekers in Amravati City. It aims to understand how these digital platforms influence the job-seeking behavior, preferences, and experiences of individuals in the region. The study will explore the

effectiveness, benefits, and limitations of using these tools compared to traditional recruitment methods, aiming to identify the challenges job seekers face when leveraging these technologies for employment opportunities.

3. RESEARCH OBJECTIVE

1. To analyze the effectiveness of online job portals in the recruitment process for job seekers in Amravati City.
2. To examine the role of social media networks in assisting job seekers in Amravati City in finding suitable job opportunities.
3. To compare the impact of online job portals and traditional recruitment methods on job seekers in Amravati City.
4. To study the preferences of job seekers in Amravati City regarding the use of online job portals versus social media for job searches.
5. To evaluate the relationship between the use of social media networks and the success rate in securing jobs among job seekers in Amravati City

4. RESEARCH METHODOLOGY

- A) Research Design: The study follows a descriptive research design aimed at understanding the awareness, usage patterns, and perceived effectiveness of online job portals and social media networks among job seekers in Amravati City. Descriptive design was chosen to collect quantifiable data and identify key trends and opinions related to digital recruitment tools.
- B) Data Sources and Methods

To ensure comprehensive analysis, both primary and secondary data sources were used:

Primary Data: Collected directly from job seekers in Amravati City using a structured questionnaire. The questionnaire focused on respondents' awareness, preferences, satisfaction levels, and experiences with various online recruitment platforms.

Secondary Data: Gathered from credible sources such as research journals, articles, websites, reports, newspapers, and academic publications related to e-recruitment and social media hiring practices. This helped in building the theoretical foundation of the study and supported comparative analysis.

C. Data Analysis Techniques: Collected data was analyzed using basic descriptive statistical tools such as percentages, frequency distribution, mean, mode, and median. Graphical representations such as bar charts and pie charts were used to visually interpret the results, enhancing clarity and comprehension.

D. Sampling Design: Universe: It includes job seekers in Amravati city.

Population: Job seekers in Amravati city

Sample Unit: Individuals who were the job seekers in Amravati city

Sample Size: The study included a total sample of 100 respondents who were job seekers in Amravati city

Sampling Technique: To collect the data from the respondents the research will use simple random sampling technique.

Data Analysis and Interpretation

TABLE 1. Analysis of awareness about online recruitment portals

Sr. No	Awareness	Respondents	Percentage
1	Yes	96	96%
2	No	4	4%
	Total	100	100%

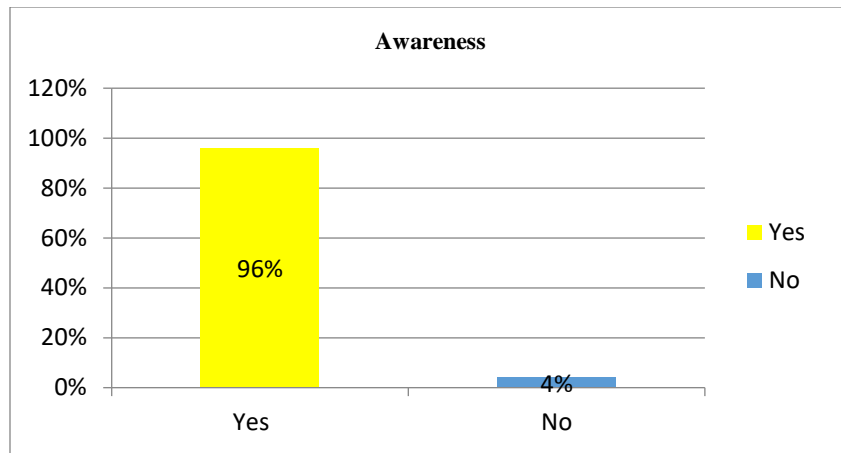


FIGURE 1. Graphical Representation of awareness about online recruitment portals

Interpretation: The analysis reveals that a significant majority of respondents (96%) are aware of online recruitment portals, indicating a high level of digital literacy and familiarity with modern job search methods among the population surveyed. Only 4% reported a lack of awareness, suggesting that e-recruitment has become a widely accepted and known practice in the job market.

TABLE 2. Analysis of e recruitment portals which respondents know

Sr. No	E recruitment portals	Respondent	Percentage
1	Naukari.com	22	22%
2	Shine.com	19	19%
3	Indeed	26	26%
4	Monster	13	13%
5	Times Job.com	19	19%
6	Others	1	1%
	Total	100	100%

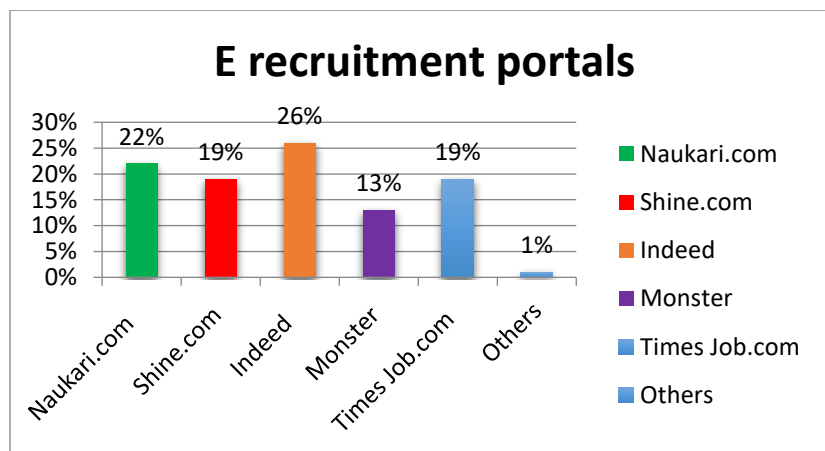


FIGURE 2. Graphical Representation of e-recruitment portals which respondents know

Interpretation: The data shows that indeed is the most recognized e-recruitment portal among respondents, with 26% indicating awareness. Naukari.com follows with 22%, Shine.com and Timesjob.com both at 19%, Monster at 13%, and a small percentage (1%) aware of other platforms. This suggests that global platforms like Indeed are gaining strong traction, while traditional Indian job portals like Naukri.com and Shine.com continue to maintain significant visibility.

TABLE 3. Analysis of E-recruitment helps in improving the efficiency of job search process

Sr.No	E-recruitment improve efficiency	Respondent	Percentage
1	Strongly Agree	38	38%
2	Agree	36	36%
3	Disagree	15	15%
4	Strongly Disagree.	11	11%
	Total	100	100%

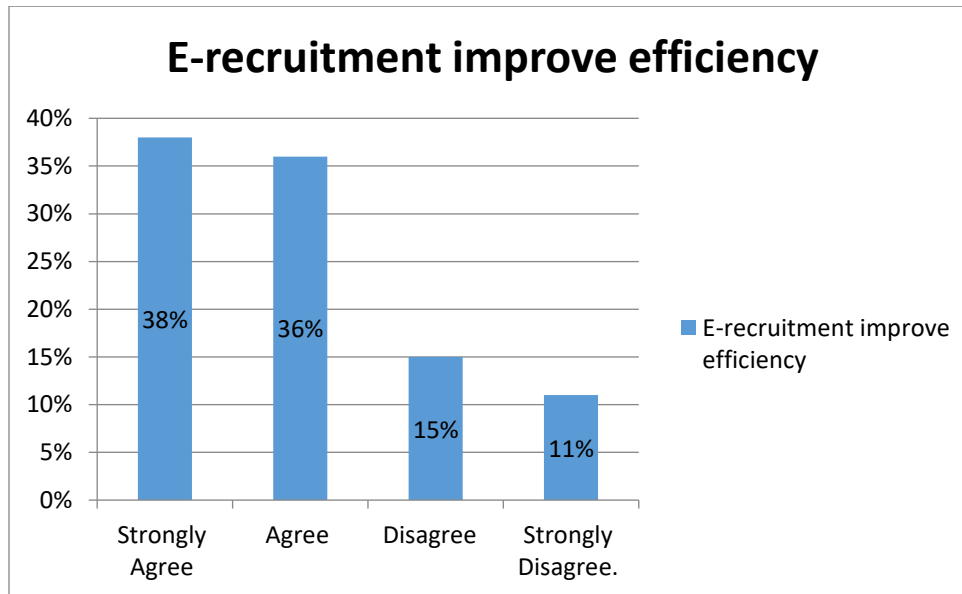


FIGURE 3. Graphical Representation of E-recruitment helps in improving the efficiency of job search process

Interpretation: The responses indicate that a combined 74% (38% Strongly Agree and 36% Agree) of participants believe e-recruitment significantly enhances the efficiency of the job search process. This reflects a generally positive perception of the convenience, speed, and accessibility offered by online platforms. However, a notable minority — 15% Disagree and 11% Strongly Disagree — are not convinced of its effectiveness, possibly due to issues like irrelevant job matches or lack of response from employer

TABLE 4. Analysis of selected job portals provides satisfactory service

Sr.No	Job Portals provides satisfactory service	Respondent	Percentage
1	Strongly Agree	17	17%
2	Agree	20	20%
3	Disagree	40	40%
4	Strongly Disagree.	23	23%
	Total	100	100%

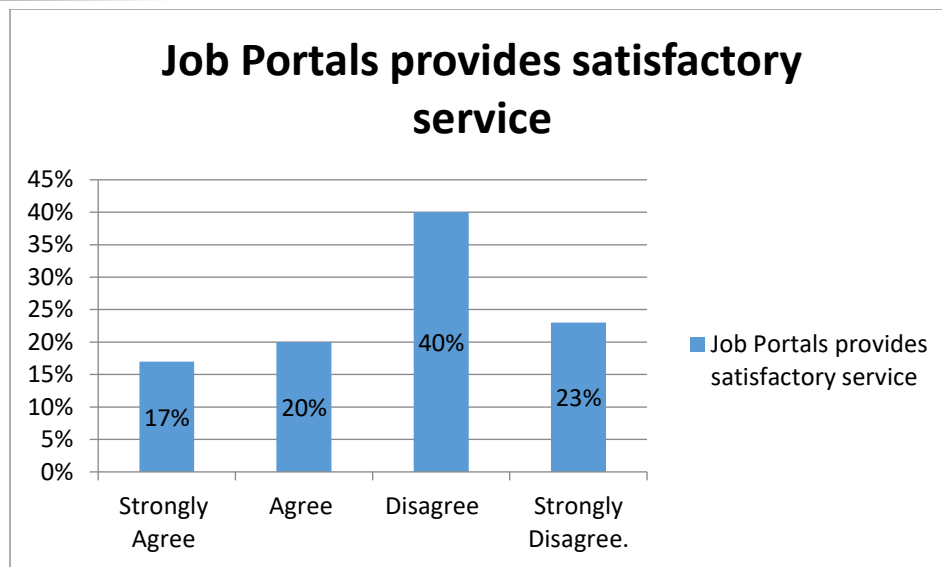


FIGURE 4. Graphical Representation of selected job portals provides satisfactory service

Interpretation: The analysis indicates mixed perceptions regarding the service quality of job portals. Only 37% (17% Strongly Agree and 20% Agree) of respondents are satisfied with the services, while a majority of 63% (40% Disagree and 23% Strongly Disagree) express dissatisfaction. This suggests a significant gap between user expectations and the actual performance of these platforms. Factors such as irrelevant job suggestions, delayed responses, or lack of personalized support may contribute to this dissatisfaction.

5. FINDINGS

The study shows that a vast majority (96%) of respondents are aware of online recruitment portals, indicating widespread use of digital platforms for job searching. Among the popular portals, Indeed (26%) is the most recognized, followed by Naukri.com (22%) and Shine.com (19%), reflecting strong awareness of both international and Indian platforms. Most respondents (74%) believe that e-recruitment improves the efficiency of the job search process, highlighting a positive perception of online job platforms. However, despite high awareness and perceived benefits, user satisfaction remains low. A significant 63% of respondents are dissatisfied with the services provided by these portals, pointing to a gap between expectations and service quality. Lastly, awareness of alternative or niche job portals is minimal (1%), indicating limited reach of newer platforms. Overall, while online recruitment is widely known and appreciated for its efficiency, improvements are needed in service quality and user experience.

6. CONCLUSION

This study highlights the growing importance of online recruitment portals and social media networks among job seekers in Amravati City. A large majority of respondents are aware of these platforms, with Indeed, Naukri.com, and Shine.com being the most well-known. Most participants (74%) believe that e-recruitment improves the efficiency of job searching by offering faster access to opportunities and greater convenience compared to traditional methods. However, the study also reveals a major concern—63% of respondents are not satisfied with the services provided by these platforms. Despite high awareness and usage, many users face challenges such as irrelevant job listings, lack of employer response, and poor user support. This shows a clear gap between what users expect and what they experience. In conclusion, while digital recruitment tools are widely used and valued for their convenience, there is a strong need to enhance service quality, reliability, and user experience to make them more effective and trustworthy for job seekers.

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