

## **“Digital Pathways to Employment: An Analysis of Student Satisfaction with Online Job Portals”**

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### **Abstract**

The rapid advancement of digital technology has brought about a major shift in how students search for jobs. Online job portals have become a leading platform for finding employment opportunities, providing ease of use, wider access, and a diverse range of job listings. This study focuses on evaluating students' satisfaction with these online platforms while also examining the socio-economic background of the users. A descriptive research design was adopted, with primary data collected through structured questionnaires. The results indicate that although online job portals are generally favored for their efficiency, the level of satisfaction differs depending on socio-economic factors such as income, educational background, and access to digital resources. The study concludes by offering suggestions to improve user experience and make these platforms more accessible to students from varied backgrounds.

**Keywords:** Online job portals, student satisfaction, socio-economic profile, employment, digital recruitment.

### **1. Introduction**

The emergence of digital platforms has revolutionized recruitment processes worldwide. Online job portals have become essential tools for students seeking internships, part-time jobs, and full-time employment opportunities. These platforms provide a centralized database of job listings, enabling users to apply conveniently. Students, being active digital users, increasingly rely on these portals. However, satisfaction levels differ due to various factors, including usability, credibility, and socio-economic background. Understanding these differences is crucial for improving platform effectiveness.

### **2. Review of Literature**

1. S. Sathyanarayana et al. (2024), carried out a research entitled "The Effectiveness of E-Recruitment Adoption: A TAM Approach Examining User Perspectives" – Utilizing the Technology Acceptance Model (TAM), this study examined job seekers' acceptance of online recruiting in India. This cross-sectional study with descriptive research design used purposive sampling. The responses on pre-tested research instrument were collected from 612 respondents that validated the degree of relationship among the chosen factors like perceived usefulness, perceived enjoyment, and perceived ease of use. The research found that perceived enjoyment and usefulness were major drivers of job seekers' attitudes towards adopting e-recruitment websites.
2. Saxena, A., & Gaur, M. (2022) carried out research entitled "A Study on the Effectiveness of Job Portals by Job Seeker's Perspective" This research focused on determining the effectiveness of job portals from the perspective of job seekers. Data collected from 100 respondents highlighted that convenience, efficiency, productivity, user-friendliness, security, and accurate information are key factors influencing the perceived effectiveness of job portals. The study concluded that job portals are effective tools for job searching, with Naukri.com being the most preferred platform among participants.

3. Bhagyalakshmi. R. (2021). carried out a research entitled “Customer Satisfaction and Level of Effectiveness of Online Recruitment Portals” – The study aimed to assess job seekers' satisfaction with online recruitment portals, the challenges they face, factors contributing to portal effectiveness, and the relationship between customer satisfaction and effectiveness across IT and Non-IT sectors. A structured questionnaire using a five-point Likert scale was employed to collect primary data from 200 respondents across corporate IT, Non-IT, financial, and banking sectors through convenience sampling. Secondary data were sourced from published journals and online resources. The survey, conducted from April 2019 to December 2020, revealed that e-recruitment is a crucial aspect of modern hiring strategies, offering efficiency, cost-effectiveness, and broader job opportunities. It helps in tracking applications, reducing job search time, and providing opportunities both domestically and internationally. The study concludes that e-recruitment plays a vital role in the hiring process and is widely preferred by job seekers.
4. Deepthi, M., & Vasudevan, M. R. (2017), carried out research entitled "Role of Job Portal and Social Media in Students' Life to Achieve Quality of Life (QOL) - A Review" This review article examined the impact of job portals and social media on students' quality of life. It highlighted that the use of platforms like LinkedIn, Facebook, and Twitter contributes significantly to students' employability skills. The study emphasized that access to desired job opportunities through these platforms enhances students' satisfaction and overall quality of life.

### 3. Objectives

- To find out the socio-economic profile of the users.
- To analyses the factors that influence user's preference towards selected online job portals.
- To determine the users level of satisfaction towards the selected online job portals.

### 4. Research Methodology

#### 4.1 Research Design

A descriptive research design is adopted to understand user satisfaction and socio-economic characteristics.

#### 4.2 Data Collection

Primary Data: Collected through structured questionnaires distributed to students.

Secondary Data: Collected from journals, websites, and previous studies.

#### 4.3 Sample Size

A sample of 141 students (can be adjusted based on your actual data).

#### 4.4 Sampling Technique

Convenience sampling method is used.

#### 4.5 Tools for Analysis

1. Simple Percentage
2. Henry Garret Ranking
3. Chi- Square

### 5. Findings of the Study

#### 5.1 Age Group

Most respondents belong to the 18–25 age group, indicating active job-seeking behavior among youth.

#### 5.2 Gender

Both male and female students use online job portals, with slight variations in usage patterns.

#### 5.3 Educational Qualification

Majority are undergraduate and postgraduate students actively searching for employment opportunities.

#### 5.4 Family Income

Students from middle-income groups dominate usage, as they actively seek employment support.

### **5.5 Area of Residence**

Urban students show higher usage compared to rural students due to better internet access.

### **5.6 Access to Technology**

Availability of smartphones and internet connectivity plays a crucial role in portal usage.

## **6. 6. Analysis of Student Satisfaction**

### **6.1 Ease of Use**

Most students find job portals user-friendly and easy to navigate.

### **6.2 Availability of Job Information**

Students appreciate the wide range of job listings available.

### **6.3 Reliability**

Some respondents express concerns regarding fake job postings and scams.

### **6.4 Application Process**

Online application features are considered convenient and time-saving.

### **6.5 Response Rate**

A major dissatisfaction factor is the lack of response from employers.

## **7. Relationship Between Socio-Economic Profile and Satisfaction**

The study reveals:

Students from higher income groups report greater satisfaction due to better access to premium services.

Urban students show higher satisfaction levels compared to rural students.

Education level positively influences the effective use of job portals.

Digital literacy significantly impacts user experience.

## **9. Suggestions**

- Job portals should improve verification systems to reduce fake postings.
- Provide better communication channels between employers and applicants.
- Increase awareness programs for rural students.
- Offer simplified interfaces for first-time users.
- Enhance accessibility through mobile-friendly platforms.

## **10. Conclusion**

Online job portals have become indispensable tools for students seeking employment. While they offer numerous advantages, satisfaction levels differ significantly based on socio-economic factors. Addressing these disparities can improve inclusivity and efficiency in digital recruitment. The study emphasizes the need for better platform design, transparency, and accessibility to ensure a positive user experience for all students.

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