

A Study on Jobseeker's Perception Towards E-Recruitment at Bankbazaar.Com in South India

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INTRODUCTION OF THE STUDY

E-recruitment has become an important digital hiring method used by organizations to attract and select candidates efficiently. Online recruitment platforms help organizations reduce hiring time, improve communication, and reach a wider pool of applicants. Factors such as transparency, responsiveness, ease of application, and user experience significantly influence the effectiveness of e-recruitment systems.

This study focuses on identifying the factors influencing e-recruitment and evaluating the effectiveness of communication in online recruitment platforms. The study also examines candidate engagement and satisfaction to provide insights for improving digital recruitment strategies and enhancing candidate experience.

STATEMENT OF THE PROBLEM

E-recruitment is widely used due to its cost-effectiveness, faster hiring process, and wider reach. However, issues such as lack of personal interaction, data privacy concerns, fraudulent job postings, and automated screening affect candidate trust and engagement. This study focuses on identifying the factors influencing e-recruitment and evaluating the effectiveness of communication in online recruitment platforms.

LITERATURE REVIEW

- **Gaurav Baranwal and Anubhav Yadav (2025)**, in the study *"Privacy-preserving Candidate Assessment and Selection Frameworks in E-Recruitment System"*, proposed secure frameworks using encryption techniques to protect candidate assessment data and ensure privacy in e-recruitment systems.
- **Arianna Boldi, Alessandro Silacci, Amon Rapp, and Maurizio Caon (2024)**, in the study *"Designing for Transparency: A Web Job Board for E-Recruitment to Explore Job Seekers' Privacy Behaviours"*, highlighted that transparency and privacy control features improve user trust and safe data sharing in e-recruitment platforms.

RESEARCH GAP

Existing studies focus on individual e-recruitment factors separately, with limited research on their combined impact on candidate engagement and satisfaction. There is also a lack of studies examining how communication effectiveness influences candidate trust and e-recruitment success.

OBJECTIVES OF THE STUDY

1. To study the factors which influence e-recruitment in an organization.
2. To evaluate the effectiveness of communication in e-recruitment.

SCOPE OF THE STUDY

- To identify the factors influencing candidate engagement and satisfaction in e-recruitment platforms.

- To provide insights that help organizations improve digital recruitment strategies and candidate experience.

RESEARCH METHODOLOGY & DESIGN

The present study adopts a descriptive research design to analyze the factors influencing e-recruitment and the effectiveness of communication in digital recruitment platforms. The study is based on both primary and secondary data collected during the financial year 2025–

26. Primary data was collected from job seekers through a structured questionnaire, while secondary data was gathered from journals, websites, and company records. Convenience sampling technique was used, and a sample size of 173 respondents was selected for the study.

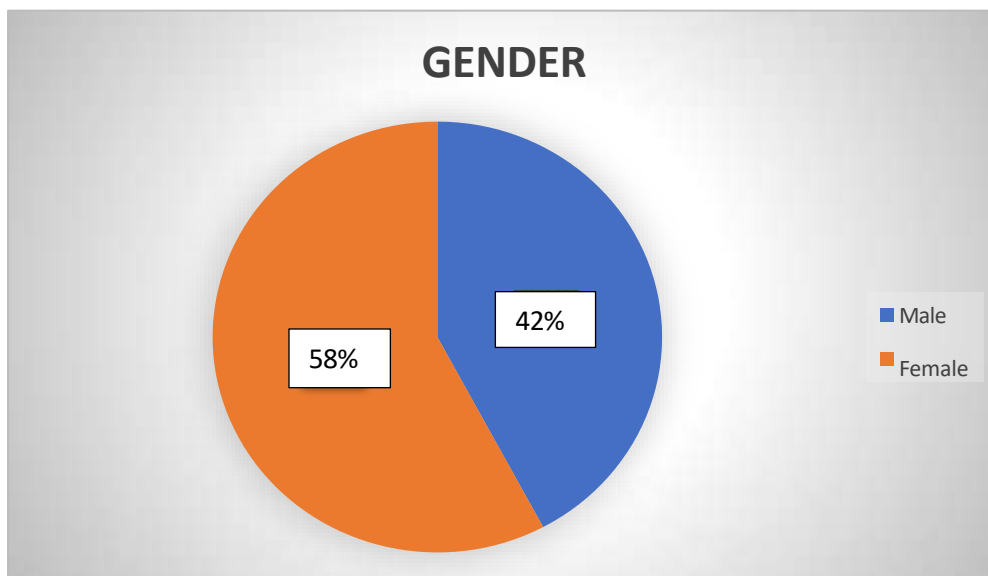
Tools Used for Analysis

The collected data was analyzed using Percentage Analysis and Chi-Square Test along with charts and graphical representations.

ANALYSIS

GENDER-WISE CLASSIFICATION OF RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Male	73	42
Female	100	58
Total	173	100



INTERPRETATION

From the above table and chart, it shows that 57.8% are Female and 42.2% are Male. Hence the majority of the respondents are female.

AGE OF THE RESPONDENTS

Age	No. of Respondents	Percentage
20–25	103	59.5
26–30	34	19.6
31–35	20	11.6
Above 35	16	9.2
Total	173	100

INTERPRETATION

From the above table, it is observed that 59.5% of the respondents belong to the age group of 20–25 years, 19.6% belong to 26–30 years, 11.6% belong to 31–35 years, and 9.2% are above 35 years. Hence, the majority of the respondents are between 20–25 years of age.

CHI-SQUARE ANALYSIS

Null Hypothesis (H_0):

There is no association between age and perceived lack of personal interaction in e-recruitment.

Alternative Hypothesis (H_1):

There is an association between age and perceived lack of personal interaction in e-recruitment.

Chi-Square Test

Particulars	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.995	3	0.573
Likelihood Ratio	1.968	3	0.579
Linear-by-Linear Association	1.373	1	0.241
N of Valid Cases	173		

INTERPRETATION

Since the p-value (0.573) is greater than 0.05, the null hypothesis is accepted. Hence, there is no significant association between age and perceived lack of personal interaction in e-recruitment.

FINDINGS OF THE STUDY

- Majority of the respondents belong to the age group of 20–25 years and female respondents formed the majority among participants.
- Most respondents believe that e-recruitment is more effective than traditional recruitment methods due to convenience and faster application process.
- Technical issues such as slow-loading pages, server errors, and downtime negatively affected candidate experience

and engagement.

- Many respondents felt that job descriptions were incomplete and lacked clear information regarding responsibilities and salary details.
- Majority of candidates reported lack of human interaction in e-recruitment, making the process feel impersonal.
- Timely communication, application status tracking, chatbot support, and automated responses improved candidate engagement and satisfaction.
- Many respondents expressed concerns regarding fake job postings, transparency, and privacy protection in e-recruitment platforms.
- User-friendly interface and strong digital presence of companies positively influenced candidate trust and perception.
- Chi-Square analysis revealed that there is no significant association between age and perceived lack of personal interaction in e-recruitment.
- Independent T-Test showed significant differences in user experience among respondents.

SUGGESTIONS

- Organizations should improve technical performance and reduce system errors in e-recruitment platforms.
- Companies should provide clear and detailed job descriptions to improve transparency.
- Recruitment platforms should implement verification systems to reduce fake job postings.
- Employers should provide timely communication and regular updates regarding application status.
- Organizations should include more human interaction through recruiter support and live chat assistance.
- Data privacy and security measures should be strengthened to improve candidate trust.
- User-friendly interfaces, chatbot support, and application tracking systems should be enhanced to improve candidate engagement.
- Companies should maintain strong digital presence through websites and social media platforms.

CONCLUSION

The study concludes that e-recruitment is an effective and widely used recruitment method that improves accessibility and convenience for candidates. However, factors such as communication effectiveness, transparency, technical performance, privacy protection, and user experience significantly influence candidate engagement and satisfaction. Improving these areas can enhance trust and overall effectiveness of e-recruitment platforms.