

Online Job Search Success Among Employees: Examining Job Search Engagement, Self-Efficacy and Perceived Platform Quality

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Abstract

This study focuses on online job search success among employees and examines the role of job search engagement, job search self-efficacy and perceived platform quality. The study aims to understand how self-efficacy and platform quality influence online job search success, as well as the relationships among the study variables. It also examines whether job search engagement differs according to educational qualification. Data were collected from 163 respondents through a structured questionnaire and analysed using descriptive statistics, correlation, regression, one way ANOVA and Kruskal-Wallis test results show that respondents have positive relationship was found between job search engagement, self-efficacy, perceived platform quality and online job search success. The results show that job search self-efficacy and perceived platform quality have a significant positive influence on online job search success. In addition, job search engagement differs significantly among respondents with different education qualification. Overall, the study shows that confidence in job searching, active involvement and the quality of online job platforms are important factors in achieving better online job search outcomes.

Keywords: Online Job Search Success, Job Search Engagement, Job Search Self Efficacy, Perceived platform Quality, Educational Qualification, Employees.

1. INTRODUCTION:

The increasing digitalization of recruitment has transformed the way employees search for new employment opportunities. Rather than relying only on personal contacts, newspaper advertisements, or placement agencies, employees now use search engines and online job platforms to identify vacancies, compare employers, upload resumes, receive job alerts and apply directly to recruiters. In India the online such engine platforms take a special role in job search process. Naukri.com, LinkedIn jobs, Indeed India, Apna, Found it and etc are commonly used for different employment needs, including professional, entry level and specialized roles.



Source: Compiled by the researcher based on major online job search platforms.

However, simply having access to online platforms does not always ensure successful job search outcomes. Success may depend on how actively employees engage in searching and applying, how confident they use. Job

seekers often use more than one platform because each has different strengths: LinkedIn supports professional networking and recruiter visibility, while Naukri and Indeed offer a large volume of job listings, apps such as Apna may support faster applications and local employment opportunities.

In this context, job search engagement refers to the extent to which employees regularly search for vacancies, update their profiles, set alerts, network, submit applications and follow up on opportunities. Job searches self-efficacy refers to an employee's belief in their ability to conduct an effective online job search, prepare suitable applications, use digital platforms and communicate with employers. Employees with stronger self-efficacy may be more likely to persist despite rejection, their resumes and make strategic use of platform features.

A perceived platform quality is an important factor in online job search behaviour. It includes users' perceptions of a platforms ease of use quality and relevance of job listings search filters trustworthiness, privacy, application convenience and recruiter responsiveness. Platforms with updated listed listings, clear job information, reliable alerts and user-friendly interfaces may help employees find more relevant opportunities and reduce the time and effort involved in searching. Digital job portals are widely used in India but most of the suitable platform can vary according to occupation, experience level, location and job search objectives.

2. CONCEPTUAL FRAMEWOREK:

 **Job Search Engagement:** The active effort and consistency an employee invest in using online job platforms, regularly searching, tailoring applications, updating profiles, setting alerts. Higher engagement increases exposure to vacancies and recruiter contacts, so it is expected to boost online job search success.

 **Job Search-Efficacy:** the employee confidence in performing job search tasks finding openings, crafting profiles, applying, interviewing. Greater self-efficacy leads to better quality and persistence in search behaviour and is expected to raise online job search success.

 **Perceived Platform Quality:** The user's evaluation of a platform's usefulness and reliability ease of use relevant up to date safety. Higher perceived quality encourages more frequent, effective use and should positively affect search success.

 **Online Job Search Success:** positive outcomes from online job search, ranging from relevant recommendations a recruitment contacts to interview calls shortlisting and job offers also includes satisfaction with the search process. Success is expected to increase with higher engagement, self-efficacy and perceived platform quality.

3. REVIEW OF LITRATURE:

Dana Kusnirova et al., (2026) In this study a author says that digital technologies are becoming important in students for job searching, especially job portals, social media and LinkedIn. Previous literature suggests that professional networking platforms can improve employability and connections with employers. However, there is still a gap between students knowing about LinkedIn, having a profile and actually using it to find jobs. The study therefore examines which channels students' profile and actually using it to find job. the study examines which channels students prefer and what factors influence their use of digital platforms. Overall, the literature highlights the need to understand actual student behaviour not just awareness of digital job search tools.

Manoj kumar et al., (2026) The study proposes an AI powered job search platform to simplify and improve the online job search process. AI has provided ATS-based resume evaluation and personalized job recommendations based on user skills and experience. Overall, the study shows that the online catbird and the digital technologies can make job searching more efficient, personalized and user-friendly.

Idriz Sopjai et al., (2026) the study found that self-efficacy is an important factor influencing active job search behaviour among newly graduated nurse in Kosovo. Higher job search activity was associated with more CV submissions and more job interviews. The social network resources did not significantly influence job search behaviour, possible due to the limited employees job opportunities. Employs graduates showed stronger job search behaviours than unemployed graduates. Overall, the study highlights the importance of self-regulatory skills and strategic job search behaviour in improving graduate employment.

Carlos Ochoa et al., (2025) The study that digital trace or metered data can effectively measure online job search behaviour such as job search effort and platform use. It reduces recall bias commonly found in traditional survey

method. A factor such as job search anxiety. The findings also show that results depend on the devices tracked and the length of the data collection period overall the study highlights that the potential of digital data to provide more precise and details insights into online job search behaviour.

Solomia Fedushko et al., (2025) The research aims to build a better online job search engine that reduces inefficiency. It uses modern tool to collect and organize job listings from many sources. The system helps users filter jobs by locations, salary or skill. Overall, the study focuses on improving job search speed and user experience.

Chynar Amanova et al., (2021) The study says job search engines become more important after COVID-19 because of remote work it also found that many users still struggle with poor usability and under features. The research used surveys, interviews and observation to study user behaviour. Overall, it shows a need to make job search engines easier and more effective.

Rohit Muthyala et al., (2021) The article examines whether search engine page ranks are biased by user profile data. It finds that google shows some gender related differences in job and political search results, while DuckDuckGo shows no significant gender-based page rank difference. Overall, the authors conclude that page rank bias is likely caused by factors beyond profiling and propose ten possible bias factors.

James et al., (2000) Studied the relationship between career exploration, job search intensity and job search effectiveness among 219 graduating students. The finding's showed that job search intensity plays a key role in improving job search outcomes and influences the relationship between career exploration and employment success.

Yeoloib Kim (2013) The study looked at how job seekers use the indeed search engine and analysed query logs from 10 participants. It found that people usually search by job j=title, enter about 1.66 queries on average and mostly focus on the first results page. When results are not useful, they tend to refine the search terms instead of checking later pages. The research shows clear patterns in job- search behaviour but the author say more studies are needed.

4. OBJECTIVE:

- To analyse the extent to which job search engagement, job search self-efficacy and perceived platform quality significantly influence online job search success.
- To determine the significant relationships among job search engagement, job search self-efficacy, perceived platform quality and online job search success among the respondents.
- To assess the variation in job search engagement based on different educational qualifications.
- To identify the sector in which individuals show greater engagement and success in online job searching.

5. HYPOTHESIS:

- H₁: There is a significant impact between job search self-efficacy, perceived platform quality job, job search engagement and online job search success.
- H₂: This is a significant positive relationship between job search engagement, job search self-efficacy, perceived platform quality and online job search success.
- H₃: there is a significant difference in job search engagement among with different education qualification
- H₄: There is a significant difference in online job search engagement and success among individuals across different occupational sectors

6. RESEARCH METHODOLOGY:

The study used a quantitative research method to examine online job search success among employees. It mainly focused on job search engagement, job search self-efficacy, perceived platform quality and online job search engagement, job search self- efficacy, perceived platform quality and online job search success. Primary data were collected from 163 respondents through a structured questionnaire using a linker scale. The respondents were selected based on their experience with online job searching. Descriptive statistics were used to summarize the responses, while correlation analysis was used to identify the relationship between the variables. Regression

analysis was carried out to examine the effect of job search self-efficacy and perceived platform quality on online job search success. The Kruskal Wallis test was used to find out whether job search engagement differed based on educational qualification.

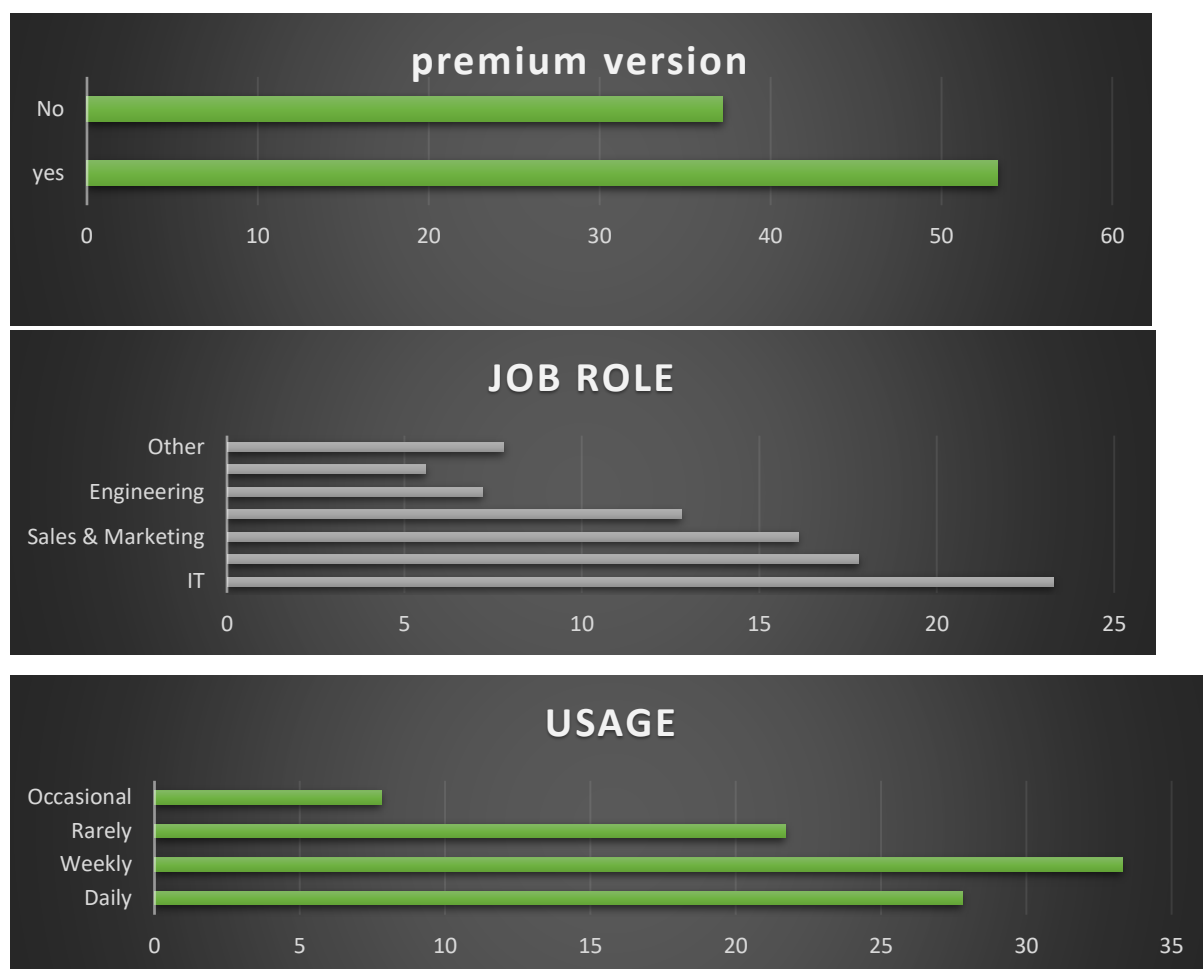
7. TECHNIQUES OF DATA ANALYSIS:

- ❖ Percentage analysis
- ❖ Descriptive Statistics
- ❖ Regression
- ❖ Correlation
- ❖ Kruskal Wallis Test
- ❖ One-Way ANOVA

8. DATA ANALYSIS AND INTERPRETATION:

8.1 Demographic Profile:





Source: Primary Data

→ The demographic profile indicates that the majority of respondents belong to the 20–30 age group, showing a strong representation of young participants. Male respondents slightly outnumber females, suggesting a moderately male-dominated sample. In terms of experience, most participants are freshers or early-career individuals, with fewer highly experienced respondents. Educationally, the sample is largely composed of postgraduate and undergraduate respondents, indicating a relatively well-qualified group.

8.2 RELIABILITY ANALYSIS:

Cronbach's Alpha	No of Items
0.982	28

Source: Primary Data

→ The above value indicates the high level of internal consistency, confirming reliability of the scale.

8.3 DESCRIPTIVE STATISTICS:

Job Search Engagement			job search Self-Efficacy			Perceived Platform Quality			Online Success	Job	Search
	MEAN	STD		MEAN	STD		MEAN	STD		MEAN	STD
JS1	4.31	0.92	SE1	4.35	0.79	PQ1	4.36	0.76	OJ1	4.22	0.95

JS2	4.11	0.91	SE2	4.29	0.76	PQ2	4.16	0.80	OJ2	4.13	0.88
JS3	4.06	0.98	SE3	4.27	0.86	PQ3	4.23	0.85	OJ3	4.16	0.42
JS4	4.11	0.97	SE4	4.27	0.83	PQ4	4.14	0.92	OJ4	4.17	0.29
JS5	4.16	0.95	SE5	4.25	0.91	PQ5	4.13	0.96	OJ5	4.11	0.01
JS6	4.16	0.94	SE6	4.21	0.91	PQ6	4.16	0.88	OJ6	4.14	0.95
JS7	4.08	0.94	SE7	4.26	0.79	PQ7	4.22	0.89	OJ7	4.12	0.97

Source: Primary Data

→ The results indicate high mean scores across all variables (4.06-4.36), reflecting strong agreement among respondents. The job searches self-efficacy and perceived platform quality show slightly higher means, indicating confidence and positive platform perception. Job search engagement and online job search success are also consistently high, suggesting active involvement and favourable outcomes. Hence the respondents demonstrate positive attitudes and experiences in online job search activities.

8.4 REGRESSION:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Online Job Search success (Constant)	0.853	1.244		0.685	0.494**
	Job Search Self-Efficacy	0.005	0.098	0.004	0.053	0.958**
	Perceived Platform Quality	0.688	0.100	0.612	6.875	0.000**
	Job Search engagement	0.328	0.080	0.309	4.077	0.000**

MODEL	R	R. Square	F Value	P Value
1	0.899	0.807	222.2	0.000**

Source: Primary Data

→ The regression analysis indicates that the overall model is statistically strong and significant positive influence on job search success ($\beta = 0.612$, $p < 0.001$) making it the most influential factor. Similarly, job search engagement also shows a significant positive effect ($\beta = 0.309$, $p < 0.001$). However, self-efficacy does not have a significant impact on job search success ($\beta = 0.004$, $p > 0.05$).

8.5 CORRELAATION:

Particulars	Job Search Engagement	Job Search Self-Efficacy	Perceived Platform Quality	Online Job Search Success
Job Search Engagement	1	0.855**	0.873**	0.847**
Job Search Self-Efficacy	0.855**	1	0.897**	0.818**
Perceived Platform Quality	0.873**	0.897**	1	0.886**
Online Job Search Success	0.818**	0.818**	0.886**	1

Source: Primary Data

→ The correlation analysis revealed a strong positive relationship ($r = 0.886$) among job search engagement, job search self-efficacy, perceived platform quality and online job search success. The strength of this correlation indicates that these variables are closely associated with one another. Specifically, higher levels of job search engagement and self-efficacy, together with positive perceptions of platform quality are associated with greater success in online job searching. This finding highlights the importance of a supportive and conducive environment in facilitating individuals' confidence, engagement and effectiveness throughout the online job search process.

8.6 KRUSKAL-WALLIS TEST:

FACTOR	Education Qualifications				CHI-SQUARE VALUE	P VALUE
Job Search Engagement	UG Professional	PG	Diploma			
	104.51	63.3	84.73	77.48	24.019	0.000**

Source: Primary Data

→ The Kruskal wall test indicates a statistically significant difference in job search engagement across different education qualification. this study suggests that the under graduated individuals are highly involved in job search engagement.

8.7 ONE-WAY ANOVA

Online Job Search Success			
JOB ROLE	N	MEAN	SIG
IT	42	31.642 (5.09)	0.002**
Business & Management	32	30.125 (4.32)	
Sales & Marketing	29	26.551 (5.86)	
Finance & HR	23	28.565 (7.57)	
Engineering	13	27.307 (3.19)	
Medical	10	29.300 (4.87)	
Other	14	26.571 (8.47)	

Source: Primary Data

→ The One-Way ANOVA results indicate that there is a statistically significant difference in online job search success across respondents belonging to different job roles. Among the various job-role categories, respondents from the Information Technology (IT) sector recorded the highest mean score (31.642) indicating a comparatively stronger level of online job search success and a greater inclination toward utilizing online platforms for job searching. In contrast, respondents from the sales and marketing sectors recorded a lower mean score of (26.551). This finding suggests that online job-search practices may vary across occupational with IT sector.

FINDINGS:

- **High level of online job search experience:** Respondents reported high mean scores across all variables, indicating positive attitudes, strong self-efficacy, favourable platform perceptions and active job search engagement.
- **Strong relationship among variables:** job search engagement, self-efficacy and perceived platform quality showed strong positive correlations with online job search success.
- **Self-efficacy predicts job search success:** job search self-efficacy has a significant positive effect on online job search success, highlighting the importance of confidence in effective online job searching.
- **Platform quality predicts job search success:** perceived platform quality significantly and positively influenced online job search success, demonstrating the importance of user friendly and reliable online job platform.
- The IT sector recorded the highest level of online job search success ($M = 31.61$), indicating greater engagement with online job-search platforms compared with other sectors.

SUGGESTIONS:

- Improve-efficacy through career guidance, job-search training and skill development programs.
- Enhance platform quality by providing user friendly, reliable and job search features.
- Increase job search engagement through regular job alerts, personalized recommendations and career resources.
- Provide education specific support to improve engagement among different qualification group.
- Encourage continuous online job searching to employees changes of finding suitable employment opportunities.

FUTURE SCOPE OF THE STUDY:

- Future studies can include larger and more diverse samples from different regions and industries.
- Other factors such as digital skills, motivation and career adoptability can be examined
- Future research can compare different online job platform and their effectiveness
- Longitudes can examine changes in job search behaviour over time.

CONCLUSION:

The study concludes that online job search success among employees is strongly associated with job search engagement, self-efficacy and perceived platform quality. The respondent demonstrated favourable attitudes and positive experiences toward online job searching. The findings indicated that self-efficacy had a significant positive effect on job search success. Furthermore, a strong positive association was identified among the key variables examined in the study. The findings show that greater confidence and active participation can support better job search outcome. The quality and usability of online job platforms also play an important role in successful job searching in. Overall, improving self-efficacy, engagement and platform quality can help employees achieve better online job search success.

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