

## USERS' PERCEPTION TOWARDS LINKEDIN APP

**Dr. P.Jayanthi**, Assistant Professor, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu.

**A.R.Sanjay**, II M.Com-CA Student, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India.

**S.Kathirvel**, II M.Com-CA Student, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India.

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### ABSTRACT

LinkedIn is a mobile app and website social media platform that focuses on business and jobs. Nowadays there are many digital platforms for job seeker. LinkedIn is one such platform which serves as the ultimate destination for professionals seeking to connect, engage, and grow in their respective fields. Accordingly, an attempt has been made in this study to know the users perception towards LinkedIn App and also the variables that associate with level of awareness towards LinkedIn App. Data for the study have been collected from 250 respondents through issue of structured questionnaire by adopting convenient sampling method. Simple Percentage, Friedman Rank test and Chi-square test have been used to analyze the data. The study reveals that majority of the respondents are female with the age of 21-30 years and majority of them are undergraduates with an earning of up to Rs.20000 per month and they are aware about LinkedIn through friends and also majority of the respondents does not use LinkedIn Premium. The reasons for using LinkedIn App are hashtag followed by trust, collaboration, known about workspace, applying job, develop skills, easy to use, advertisement, individual causes and charities. Chi-square test reveals that area of residence, age, educational qualification, occupation and monthly income are significantly associated with the level of awareness towards LinkedIn App.

**Keywords:** Awareness- LinkedIn-Usage.

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### INTRODUCTION

LinkedIn is a professional networking platform designed to connect individuals and businesses worldwide. Launched in 2003, it has grown into the premier online destination for professionals seeking to advance their careers, build their networks, and access opportunities in various industries. Users can connect with colleagues, mentors, recruiters, and industry leaders, expanding their professional network and opening doors to new opportunities. Beyond networking, LinkedIn serves as a hub for career development, offering features such as job postings, skill endorsements, and industry insights. Job seekers can search for positions, apply directly through the platform, and receive recommendations

tailored to their skills and interests. Employers, on the other hand, can use LinkedIn to recruit top talent, promote their brand, and engage with potential candidates. As the professional landscape evolves, LinkedIn continues to innovate, introducing new features and tools to meet the changing needs of its users. From remote work opportunities to skill development resources, LinkedIn remains an indispensable tool for professionals navigating today's competitive job market. In this regard the present study brief about users' Perception towards LinkedIn.

## REVIEW OF LITERATURE

**Brett cooper and Mary Kate Naatus (2014)** to identify “LinkedIn as a Learning tool in business education”. The result of the study depicts strong LinkedIn brand can also help attract and strengthen partnership with other organization. It also reveals there is no doubt that LinkedIn is a fast growing global professional network that can be a valuable tool for business People and students they are seeking on Job.

**Rajanikant Verma, Laxmi, and Shafaq Zareen (2021)** carried out a study entitled “An Analytical Study on the Awareness Level and Perception of LinkedIn” to know the factors that influence members to use LinkedIn. Data were collected from 76 respondents. They are using a questionnaire method. The result of the study depicts the majority of LinkedIn users are in the 20 - 30 age group and post-graduate. It also reveals the 40 percent of respondents created LinkedIn accounts due to job search and often update their profiles. It also found that 40 percent are not aware of at least one of the LinkedIn features asked about in the questionnaire. **Alem Raza and Moazzam Naseer (2021)** carried out a research entitled "LinkedIn Uses as career advancement among students”. To know the factors that influence consumers to use LinkedIn. Data has been collected from 40 students using an online survey. Result of the study depicts the majority of LinkedIn users are graduate and post graduate. It also reveals that they are not fully aware of use of LinkedIn, which also impacts LinkedIn's career opportunities.

## STATEMENT OF THE PROBLEM

Online professional networking platforms like LinkedIn have become integral tools for individuals and businesses seeking to establish and expand their professional networks. It also raises questions about the reliability and trustworthiness of the information shared on the platform. Users may encounter fake profiles, misleading information, and spam messages, which can undermine the credibility and effectiveness of their networking efforts. Furthermore, the increasing use of LinkedIn for job search and recruitment has led to concerns about the fairness and transparency of the hiring process. So, there arises question like: What is the socio- economic profile of the sample respondents? What is their awareness towards LinkedIn? and What are the reasons for using LinkedIn app? To answer the above raised questions the following objective has been framed.

## OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To know the socio-economic profile of the respondents.
- To find out the reason for using LinkedIn
- To examine the variables associated with level of awareness towards LinkedIn.

## RESEARCH METHODOLOGY

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, reasons and level of awareness towards LinkedIn. A sample of 250 users in Pollachi Taluk has been selected by adopting convenient sampling method. Simple Percentage, Friedman Rank test and Chi-Square test have been used to analyze the data.

## FINDINGS

The findings of the study are divided into five sections namely, Socio-economic profile of the respondents, Source of Information, Reason for using LinkedIn, Awareness on LinkedIn and variables associated with level of awareness towards LinkedIn are depicted in the following paragraphs.

### (i) Socio - Economic Profile

- Majority 156(62.4%) of the respondents are residing in rural area.
- Majority of the respondents, 155(63%) belong to the age group of 21-30 years.
- Majority 150(60%) of the respondents are female.
- Majority 213(85.2%) of respondents are unmarried.
- Majority 152(60.8%) of the respondents are under graduate holders.
- Most 115(43.3%) of the respondents are employees.
- Majority 135(54%) of the respondents have 3-4 members in the family.
- Majority 159(63.6%) of the respondents monthly income (self) is up to Rs.20,000.
- Majority 134(53.6%) of the respondents monthly income (family) is up to Rs.50,000.

### (ii) Source of Information

- Majority of the respondents came to know about LinkedIn App through friends.
- Majority of the respondents does not use LinkedIn premium.

**(iii) Awareness on LinkedIn App**

The table shows the classification of respondents based on their level of awareness on the various factors of the LinkedIn app.

**Table: 1****Awareness on LinkedIn App**

<b>Factors</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Disagree</b>
Invite from Email	140 (56%)	100 (40%)	10 (4%)
Creating Personal URL	61 (24.4%)	165 (66%)	24 (9.6%)
Applicant Screening Process	86 (34.4%)	116 (46.4%)	48 (19.2%)
Print your CV with Information on LinkedIn	76 (30.4%)	143 (57.2%)	31 (12.4%)
See who viewed your Profile	100 (40%)	122 (48.8%)	28 (11.2%)
Showcase the Achievement	77 (30.8%)	149 (59.6%)	24 (9.6%)
Specific Job Duties	93 (37.2%)	117 (46.8%)	40 (16%)
Job Notification	89 (35.6%)	139 (55.6%)	22 (8.8%)
Invite the Participants	105 (42%)	117 (46.8%)	28 (11.2%)
Contact and Connect	87 (34.8%)	134 (53.6%)	29 (11.6%)

Out of 250 respondents, Majority of the respondents strongly agree that they aware of LinkedIn app like invite from email, creating personal URL, applicant screening process, print your CV with information on LinkedIn, see who viewed your profile, showcase the achievement, whereas most of the respondents agree that they are aware of specific job duties, job notification, invite the participants and contact and connect.

**(iv) Reason for using LinkedIn App**

LinkedIn factors charities, individual causes, advertisement, easy to use, develop skills, applying jobs, known about workspace, collaboration, trust, using hashtag are ranked by the respondents and this may vary from one person to another. To find out this Friedman Rank test has been applied.

**Table: 2****Reason for using LinkedIn –Friedman Rank Test**

<b>Factors</b>	<b>Mean Score</b>	<b>Rank</b>
Charities	4.19	X
Individual causes	4.75	IX
Advertisement	4.93	VIII
Easy to use	5.19	VII
Develop skills	5.41	VI
Applying jobs	5.64	V
Known about workspace	5.93	IV
Collaboration	6.10	III
Trust	6.33	II
Using hashtag	6.54	I

From the above table it is found that among the various factors available for preferring LinkedIn app, the respondents ranked using hashtag as first (6.54), Trust as second (6.33), Collaboration as third (6.10), Known about workspace as fourth (5.93), Applying job as fifth (5.64), develop skills as sixth (5.41), easy to use as seventh (5.19), Advertisement as eighth (4.93), Individual causes as ninth (4.75), Charities as tenth (4.19) for using LinkedIn app.

**(v) Variables Associated with Level of Awareness towards LinkedIn App**

To identify the association between the select variables and level of awareness towards LinkedIn App, the Chi-square test has been employed.

**Table: 3****Variables Associated with Level of Awareness towards LinkedIn App**

<b>Variables</b>	<b>d.f</b>	<b>Calculated <math>\chi^2</math> Value</b>	<b>Table Value 5% Level</b>
Area of Residence	2	6.142	5.991
Gender	2	0.858	5.991
Age	6	14.548	12.592

Marital Status	2	1.099	5.991
Educational Qualification	4	10.930	9.488
Occupation	4	11.336	9.488
Number of Members in Family	4	1.039	9.488
Monthly Income (Self)	6	16.138	12.592
Family Income(Per Month)	6	10.594	12.592
Source of Information	6	4.659	12.592
Usage	6	4.325	12.592

Eleven variables have been taken to analyze the level of awareness towards LinkedIn App. Out of eleven variables the following variables have significant association with level of awareness. (viz.) area of residence, age, educational qualification, occupation, monthly income (self), while the other seven variables does not have a significant association with level of awareness towards LinkedIn App.

## SUGGESTIONS

Based upon the study conducted, the following suggestions are made:

- Awareness about LinkedIn premium can be given.
- Invitations may be showed in messages, so it will be easy for users.
- Edit on posts can be allowed to make corrections.
- More advertisement should be given to fresher's about LinkedIn App as they search for better Job.

## CONCLUSION

A job oriented social networking platform like LinkedIn can be better utilized by the employers as well job seekers utilized with utmost care and attention. They find the uses and gratification with information and career advancement, as they see LinkedIn as a good place to find information and to find interesting jobs. This website is a very prominent platform and helps to serve the professionals for their regular responsibilities. In the same manner in the LinkedIn platform the members belong to the professional background and they can reveal their opinions, share the post, like, comments etc.

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