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RESEARCH ARTICLE

Challenges Faced by LinkedIn Users

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ABSTRACT:

The research paper aims at exploring the challenges faced by LinkedIn users in Pollachi Taluk. Data for study have been collected from 253 LinkedIn users through questionnaire method by adopting convenience sampling method. Simple Percentage and Chi-Square test have been used to analyze the data. The study reveals that majority of the LinkedIn users are residing in rural area who are under graduates and their family income is up to Rs.1,00,000. It is found that majority of the users strongly agree with challenges of LinkedIn are scam, unknown users, no privacy, server problem, schedule issues concerning delays, unsystematic, limited audience targeting. And also majority of the users agree with issues are odd access restrictions, multiple accounts cannot be used and limited posts. It is also found that age, area of residence, gender, educational qualification, occupation, monthly income, source of information and usage are found to be significant with the level of challenges faced by LinkedIn users.

KEYWORDS: Challenges, LinkedIn, Users, Jobseekers.

INTRODUCTION:

LinkedIn is a business and employment focused social media platform that works through websites and mobile apps. Nowadays, practically every aspect of our lives including our daily routines, workplaces, educational institutions, and other significant things is digitized. A number of organizations or enterprises take advantage of the opportunities that come with digitalization to produce innovations or breakthroughs. LinkedIn is the largest business-oriented networking website geared specifically towards professionals. LinkedIn allows members both workers and employers to create profiles and connect with each other in an online social network which may represent real-world professional relationships.

LinkedIn can also be used to organize offline events, join groups, write articles, and publish job postings, post photos and videos. Emmanuel Mogaji (2019) found the tutor can help the students to make the best use of LinkedIn to enhance employability and achieve their desired aims. The goal of the site is to enable registered members to establish and document networks of people they know and trust professionally, in addition to the features designed to help the users be more productive and successful in their careers.

REVIEW OF LITERATURE:

Thamaraiselvan Natarajan et al. (2014) carried out the study to identify the Indian consumers towards social media advertisement in LinkedIn. Data have been collected from 209 consumers using questionnaire method. Anova, manova and scheffe's multiple comparison test have been used to analyze the data. The result of the study depicts that yielded new insights that are useful to both academicians and practitioners. It also reveals that there is a fundamental understanding on the variation of preference in the social media sites. Tania Koch, Charlene Gerber and Jeremias J.Klerk (2018) carried out the study to find out the recruitment through

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LinkedIn. Data have been collected from 80% of consumers using interview method. Simple percentage has been used to analyze the data. The result of the study depicts that makes an important scientific and practical contribution to the understanding of effective recruitment processes. It also reveals that LinkedIn recruitment purposes confirming the preference for LinkedIn as a sourcing tool over and above social media platforms in south Africa. Nadim Khan (2021) carried out the study to know the role of LinkedIn profile on hiring preference. Data have been collected from 391 respondents using questionnaire method. Simple Percentage and chi-square test have been used to analyze the data. The result of the study depicts that majority of the respondents belong to 50-59 years and almost all of them had master degree. It also reveals that LinkedIn profile have a significant positive impact on the hiring preference for Bangladeshi employers.

STATEMENT OF THE PROBLEM:

LinkedIn, the world's largest network for working professionals, has become very important for job-seekers in developing countries due to rising uncertainties and job-hooping. Ali et al., (2013) found that LinkedIn helps professional relationship through three functions i.e reconnecting with colleagues and associates, making contact with industry experts and exploring the hidden job market. Even though there are many opportunities in LinkedIn for young graduates and professionals but they face issues like restriction on communication with previously unfamiliar people, lack of unnecessary filters for search results, lack of sorting, links to other platforms and subscription payment model restricts the use of cases of the platform. So, there arises question like: What is the socio- economic profile of the sample users? What are the challenges faced while using LinkedIn app? To answer the above raised questions the following objective has been framed.

OBJECTIVES OF THE STUDY:

- To know the socio-economic profile of users.
- To find out the challenges faced by users while using LinkedIn app.
- To ascertain the variables associated with level of challenges towards LinkedIn app.

RESEARCH METHODOLOGY:

The present study is based on primary data. The data were collected from 253 users residing in Pollachi Taluk by using Google form in order to know the issues related to LinkedIn app. Convenience sampling method is adopted to select the sampling users. The Google form contains questions relating to the socio-economic profile, and their challenges of LinkedIn app. Simple Percentage and Chi-Square test have been used to analyse the data.

FINDINGS:

The findings of the study are divided into three parts namely; Socio-economic profile, challenge faced and variables associated with level of challenges faced by users towards LinkedIn app are disclosed in the following paragraphs.

(i) Socio-Economic Profile of LinkedIn Users:

- Majority 159 (62.84%) of the users are residing in rural area.
- Most of the users, 158 (62.45%) belong to the age group of 21-30 years.
- Majority 153(60.47%) of the users are female.
- Majority 212(83.79%) of users are unmarried.
- Majority 152(60.07%) of the users are under graduate holders.
- Most 121(47.82%) of the users are employees.
- Majority 138(54.54%) of the users have 3-4 members in the family.
- Majority 159(62.84%) of the users monthly income (self) is up to Rs.20,000.
- Majority 145(57.31%) of the users monthly income (family) is up to Rs.100,000.
- Majority of the users, 118(46.64%) came to know about LinkedIn App through employees.
- Most 114(45.05%) of the users, use LinkedIn app for less than 6 months.

(ii) Challenges Faced by LinkedIn Users:

The table below shows the classification of users based on challenges faced towards LinkedIn App

Table -1 Challenges Faced by LinkedIn Users

Issues	Strongly Agree	Agree	Disagree
Scam	99(39.6%)	100(40%)	51(20.4%)
Unknown Users	60(24%)	140(56%)	50(20%)
No Privacy	79(31.6%)	101(40.4%)	70(28%)
Server Problem	64(25.6%)	131(52.4%)	55(22%)
Schedule Issues Concerning Delays	73(29.2%)	129(51.6%)	48(19.2%)
Unsystematic	64(25.6%)	131(52.4%)	55(22%)
Limited Audience Targeting	82(32.8%)	107(42.8%)	61(24.4%)
Odd Access Restrictions	64(25.6%)	129(51.6%)	57(22.8%)
Multiple Accounts Cannot be Used	80(32%)	121(48.4%)	49(19.6%)
Limited Posts	61(24.4%)	134(53.6%)	55(22%)

From the above table, it is found that majority of the users strongly agree with challenges of LinkedIn are scam, unknown users, no privacy, server problem, schedule issues concerning delays, unsystematic, limited audience targeting. And also majority of the users agree with issues are odd access restrictions, multiple accounts cannot be used and limited posts.

(iii) Variables Associated with Challenges Faced by LinkedIn Users:

In order to find out the association between the selected variables namely age, area of residence, gender, marital status, educational qualification, occupation, number of members in the family, monthly income, family income, source of information and usage and level of challenges faced by LinkedIn users. Chi-square test has been made use of. Level of significance is five percent.

Table-2 Variables Associated with Challenges Faced by LinkedIn Users

Variables	Calculated Chi-Square Value	D.f	Table Value @ 5% Level
Age	15.893*	6	12.592
Area of residence	7.021*	2	5.991
Gender	6.507*	2	5.991
Marital Status	4.536	2	5.991
Educational Qualification	13.170*	6	12.592
Occupation	18.090*	8	15.507
Number of Members in the Family	3.776	4	9.488
Monthly Income	14.533*	6	12.592
Family Income	10.620	6	12.592
Source of Information	15.986*	8	15.507
Usage	13.408*	6	12.592

The above discloses that out of eleven variables selected, eight factors namely age, area of residence, gender, educational qualification, occupation, monthly income, source of information and usage are found to be significant with the level of challenges faced by LinkedIn users at five percent level.

SUGGESTIONS

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

- To give more value added LinkedIn premium profile can be improved.
- Invitations may be showed in messages, so it will be easy for users.
- Block notifications can be given on a post that we commented on.
- Blog functions for pages can be given that makes company enjoy it.

CONCLUSION:

The LinkedIn App has transformed the way professionals learn, interact and grow. LinkedIn provides the central destination for job seekers and offers many features designed specifically for younger users looking to find their passion. LinkedIn has become an indispensable tool for anyone looking to establish themselves in their industry. The LinkedIn App, while a powerful tool for professional networking and career advancement, is not immune to issues that hinder user experience. This research study gives an opportunity to get the feedback of the users regarding services offered by the LinkedIn. The issues faced by LinkedIn app users,

including technical glitches, privacy concerns and limitations in functionality, underscore the need for ongoing improvement and development.

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