

An Impact of LinkedIn Among College Students with Special Reference to Coimbatore City

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Abstract:

This study focuses on the impact of LinkedIn usage among college students in Coimbatore City. It evaluates how LinkedIn enhances students' career awareness, networking opportunities, and employability. The research highlights the platform's growing importance as a professional tool for students' academic and career development.

Keywords: LinkedIn, college students, employability, networking, professional development, social media.

INTRODUCTION:

In today's digital era, social media platforms are not only used for entertainment and communication but also play a vital role in career development and job searching. Among various professional networking sites, LinkedIn has become one of the most powerful platforms connecting students, job seekers, employers, and professionals. It allows users to build professional profiles, connect with potential employers, showcase skills, and explore job opportunities.

In recent years, college students have started using LinkedIn to build their career networks, improve employability, and gain awareness of industry trends. This study focuses on analyzing how effectively college students in Coimbatore City utilize LinkedIn as a job portal, understanding their awareness, purpose of use, satisfaction, and challenges faced while using the platform. LinkedIn serves as a bridge between academic learning and the professional world by enabling students to connect with employers, alumni, and professionals from various industries. It provides a platform to showcase their academic achievements, skills, and certifications while giving access to online learning resources and career-related content.

OBJECTIVES OF THE STUDY:

1. To study the demographic profile of LinkedIn users among college students.

2. To analyze the usage pattern and purpose of using LinkedIn among college students.

3. To examine the perception and satisfaction level of users towards LinkedIn as a job portal.

4. To identify the challenges and issues faced by students while using LinkedIn.

STATEMENT OF THE PROBLEM:

This study aims to identify the extent to which LinkedIn is effectively used by college students in Coimbatore City, the challenges they face, and how it contributes to their job search and professional development. Understanding these aspects will help educational institutions and students to make better use of professional networking platforms for career advancement. With the growing competition in the job market, students need platforms that connect them directly with employers and industry professionals. LinkedIn provides such opportunities but the awareness, frequency of usage, and the effectiveness of LinkedIn among students are still questionable. Many students create LinkedIn accounts without understanding how to use the platform for career growth.

SCOPE OF THE STUDY:

The study focuses on college students in Coimbatore City who are actively using LinkedIn as a platform for job search and professional networking. It aims to understand the awareness level, usage patterns, and satisfaction of students towards LinkedIn. The research helps to identify

how effectively students utilize LinkedIn for career development and networking opportunities. The findings of the study will be useful for students, career counselors, and educators in promoting better LinkedIn usage for academic and professional growth. Moreover, the study provides valuable suggestions to improve LinkedIn's effectiveness among college students, thereby enhancing its role as a supportive career-building platform.

RESEARCH METHODOLOGY

Research refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. The research design indicates the steps that have been taken in the sequence they occurred.

RESEARCH DESIGN

Research design is the arrangement of conditions analyses of data in a systematic manner that aims to combine relevance to research purpose. The research study applied here is convenience sampling.

SAMPLING TECHNIQUE

The sampling technique used in this study is 'convenience sampling'. Respondents From Coimbatore were selected on the basis of convenience and comfort of the researcher to the information for this study.

SAMPLE SIZE

The sample size is certified to its nature of data collection. Data collection is based on The primary data. 50 respondents are selected from coimbatore district for the purpose of the Study. Direct questionnaires are used to survey the respondents.

SOURCES OF DATA

The data is collected in two ways;

PRIMARY DATA: The primary data is collected directly from college students in Coimbatore City through structured questionnaires and online surveys. The questions are designed to understand their

demographic details, LinkedIn usage pattern, purpose, challenges, and satisfaction level.

SECONDARY DATA: The secondary data will be collected from various published and online sources such as research journals, articles, LinkedIn reports, career development websites, newspapers, and previous studies related to digital job portals.

TOOLS AND TECHNIQUES

The tools used under for the study are

- Simple percentage method
- Chi square test

SIMPLE PERCENTAGE METHOD

A percentage analysis is used to interpret the data by the researcher for analysis and interpretation. Through the use of percentages, the data are reduced in the standard form with base equal to 100 which facilitates relative comparisons. In the percentage analysis, Percentage is calculated by multiplying the number of respondents into hundred and it is Divided by the same size.

Formula:

$$\text{Percentage} = \frac{\text{No. of .Respondents}}{\text{Total Respondents}} * 100$$

CHI – SQUARE:

The chi-squared test is done to check if there is any difference between the observed value and expected value.

Formula:

$$\text{Chi square formula } \chi^2 = \sum (O - E)^2 / E$$

LIMITATIONS OF THE STUDY:

1. The study is limited to a specific geographical area — Coimbatore City.
2. Responses depend on the honesty and accuracy of the participants.
3. The sample size is limited due to time and resource constraints.
4. The study focuses only on LinkedIn, excluding other job portals.

REVIEW OF LITERATURE

1. Kumar (2020) stated that LinkedIn has become a significant platform for professional networking, helping students connect with potential employers and industry experts to enhance their career opportunities.

2. Rao and Thomas (2021) observed that students who actively use LinkedIn are more aware of career trends, skill development programs, and internship opportunities compared to non-users.

3. Srinivasan (2022) highlighted that LinkedIn profiles act as digital resumes, influencing recruiters' decisions and improving students' chances of being shortlisted for interviews.

4. Priya and Ramesh (2023) found that LinkedIn's learning tools and professional groups contribute to continuous learning and self-improvement among college students.

OVERVIEW OF THE STUDY

The present study focuses on analyzing the impact of LinkedIn usage among college students in Coimbatore City. In the modern digital age, professional networking platforms play a vital role in shaping students' academic and career growth. LinkedIn has emerged as an essential tool that bridges the gap between education and employment by providing opportunities for internships, collaborations, and exposure to global professional networks. This study aims to understand how effectively students are utilizing LinkedIn for academic enhancement, skill development, and career progression.



Furthermore, the study examines the level of awareness, usage patterns, and perceptions of college students regarding LinkedIn's features such as profile building, job searching, and online learning. It also explores the challenges students face in maintaining active engagement on the platform. The findings of this research will provide valuable insights for educational institutions, helping them to integrate LinkedIn-based training and digital professionalism into student development programs.

DATA AND INTERPRETATION

TABLE 1: SHOWS THE AGE OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 18 years	8	16%
18-21 years	23	46%
22-25 years	14	28%
Above 25 years	5	10%
Total	50	100

INTERPRETATION:

Majority of the respondents are 18–21 years (46%), followed by 22–25 years (28%). A smaller proportion is Below 18 years (16%), and a few are Above 25 years (10%). This shows that most LinkedIn users in this survey are young adults.

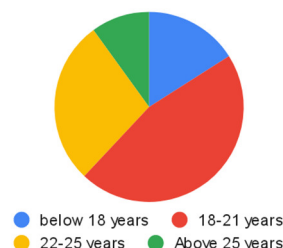


TABLE 2: SHOWS THE REASON FOR USING LINKEDIN

REASON	NO OF RESPONDENTS	PERCENTAGE
Job search	12	24%
Networking	18	36%
Skill development	15	30%
Sharing post	5	10%
Total	50	100

INTERPRETATION:

Majority of respondents use LinkedIn for Networking (36%), followed by Skill development (30%). Job search (24%) is also a key purpose, while very few use it for Sharing posts (10%). This

highlights that building professional connections and improving skills are the main motivations for LinkedIn users in this sample.



CHI-SQUARE TEST

Table: Observed Frequencies for Age Group and LinkedIn Purpose

Age Group	Job search	Networking	skill development	sharing posts	Total
Below 18 years	2	4	0	2	8
18–21 years	7	9	9	0	25
22–25 years	3	7	5	1	16
Above 25 years	0	0	0	1	1
Total	12	20	14	4	50

INTERPRETATION:

The table shows the distribution of LinkedIn purposes across four age groups. The majority of respondents are in the 18–21 years age group (50%). The most frequently cited primary purpose for using LinkedIn is Networking (40%).

Ho (Null Hypothesis): There is no relationship between age group and the primary purpose of using LinkedIn (Independent).

H1 (Alternative Hypothesis): There is a relationship between age group and the primary purpose of using LinkedIn (Dependent).

O	E	(O-E) ² /E
2	1.92	0.0033
4	3.2	0.2
0	2.24	2.24
2	0.64	2.89
7	6	0.1667
9	10	0.1
9	7	0.5714
0	2	2
3	3.84	0.1837
7	6.4	0.0562
5	4.48	0.0604
1	1.28	0.0613
0	0.24	0.24
0	0.4	0.4
0	0.28	0.28
1	0.08	10.58
50	50	20.0330

RESULT:

Significance Level : 0.05

Degree of Freedom (df): $(4-1) \times (4-1) = 3 \times 3 = 9$

Chi-Square Table Value (significant level=0.05, df=9): {16.919}

The Calculated Chi-Square value (20.0330) is greater than Chi-Square Table value (16.919).

Hence, we reject the null hypothesis (H0).

Conclusion: There is a statistically significant relationship between the age group of the respondent and their primary purpose for using

LinkedIn at the 0.05 significance level. The patterns of use are dependent on age.

FINDINGS

1. Majority of the respondents are male (54.9%).
2. Majority of the respondents are aged 22–25 years (44.0%).
3. Majority of the respondents are postgraduates (62.0%).
4. Majority of the respondents belong to the commerce stream (46.0%).
5. Majority of the respondents came to know about LinkedIn through friends/peers (40.0%).
6. Majority of the respondents use LinkedIn primarily for networking (56.0%).
7. Majority of the respondents use profile building (72.0%) features the most.
8. Majority of the respondents access LinkedIn using a tablet (52.0%).
9. Majority of the respondents spend 10–30 minutes (58.0%) per session on LinkedIn.
10. Majority of the respondents prefer career advice and motivational posts (59.2%).
11. Majority of the respondents strongly agree (44.0%) that LinkedIn improves employability.
12. Majority of the respondents face technical issues (46.0%).
13. Majority of the respondents face lack of guidance on using LinkedIn effectively (42.0%) as a challenge.
14. Majority of the respondents perceive LinkedIn as a good (48.0%) career-building tool.

SUGGESTIONS

1. Colleges should organize LinkedIn awareness workshops to educate students on profile optimization and networking skills.
2. Students should be encouraged to participate in LinkedIn Learning courses to improve their technical and soft skills.
3. Educational institutions can integrate LinkedIn usage into career guidance programs to promote digital professionalism.
4. Regular mentorship programs through LinkedIn can be established to connect students with industry professionals.

CONCLUSION

The study concludes that LinkedIn has a positive and transformative impact on college students, enabling them to connect with professionals, showcase their skills, and access career opportunities. However, the extent of its benefits depends on students' level of awareness and active participation. Encouraging regular use of LinkedIn for academic and career-related activities can greatly enhance students' employability and professional growth.

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