International Journal of Trend in Scientific Research and Development (IJTSRD)
Volume 9 Issue 5, Sep-Oct 2025 Available Online: www.ijtsrd.com e-ISSN: 2456 – 6470

A Study on the Challenges Faced by Job Seekers in AI-Based Recruitment Systems in Coimbatore District

Dr. Revathi Priya. R[1], Ms. Anisha[2]

[1]Assistant Professor, [2]Student,

[1,2]PG & Research Department of Social Work, Hindusthan College of Arts & Science, Coimbatore, Tamil Nadu, India

ABSTRACT

Artificial Intelligence (AI) has quickly changed how companies find, evaluate, and hire people for jobs. AI tools used in the hiring process are fast, accurate and say they are fair. But they also bring real problems for people looking for work. This study looks at the main issues, thoughts and experiences of job seekers who use AI-based hiring platforms. It shows important problems like biased algorithms, unclear steps in the hiring process, less personal interaction, technical issues and worries about keeping personal data safe. The study uses a descriptive approach, collecting data from job seekers in different fields in Coimbatore District through set questionnaires. The results should show how AI affects job seekers' satisfaction, their sense of fairness and their chances of getting a job. The study also gives suggestions for better AI hiring systems. These systems would be fair, clear and easy to use, combining the speed of technology with the care of human interaction. This research adds to the discussion about ethical AI and fair hiring practices in India. Research Design and Samples: The researcher used a descriptive design and collected data through non-probability sampling using convenience methods. The sample included 100 job seekers from Coimbatore District. Tools for Data Collection: The researcher used a self-made interview schedule to gather personal information and also gave a questionnaire about the challenges faced in AI-based hiring. The study found that 62% of the respondents faced high levels of challenges in AI-based recruitment systems. 23% reported moderate challenges and 15% saw low challenges.

How to cite this paper: Dr. Revathi Priya. R | Ms. Anisha "A Study on the Challenges Faced by Job Seekers in AI-Based Recruitment Systems in Coimbatore District" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-9 | Issue-5, October 2025, pp.925-929, URL: www.ijtsrd.com/papers/ijtsrd97657.pdf

IJTSRD97657

KEYWORDS: *Challenges faced job seekers and AI-based recruitment systems.*

INTRODUCTION

In recent years, Artificial Intelligence (AI) has changed the way companies hire people by making several steps in the job search process faster and easier. More and more organizations are using AI tools, such as software that reviews resumes, chatbots that answer questions, systems that analyze video interviews and algorithms that predict which candidates might be the best fit for a job. These tools help employers make quicker hiring decisions, reduce unfair treatment based on personal biases and improve how they choose the right people for roles. However, while these AI systems help employers work more efficiently, they have also made it harder for job seekers to understand and navigate the hiring process. Many people, especially new graduates and those with some work experience, find it difficult to deal with the technology used in AI-based recruitment. They may not understand how the AI works, lack the digital skills needed to use these tools and get little or no feedback from the system. Other issues, like biased AI decisions, reduced human involvement and concerns about how personal information is handled; make the job search process even more complicated. Recognizing these challenges is important for making sure hiring remains fair and open to everyone in a world where technology plays a big role. This study looks at the specific problems job seekers face when applying for jobs using AI systems. It also explores how these issues affect their feelings about whether the process is fair, how much they trust it and their chances of getting hired. The research also wants to show the importance of having humans check AI decisions and considering ethical issues when using AI in hiring.

DEFINITION

Kaplan & Haenlein (2019): "Artificial Intelligence is a system's ability to correctly interpret external data, to learn from such data and to use that learning to achieve specific goals and tasks through flexible adaptation."

Armstrong and Taylor (2020): "Job seekers are potential employees who offer their skills, knowledge and abilities to organizations in exchange for employment."

Dessler (2017): "Recruitment is the process of identifying, attracting and encouraging qualified applicants to apply for job openings in an organization."

NEED OF THE STUDY

Artificial Intelligence (AI) is now used in hiring, which has changed how companies find and pick job candidates. AI tools help employers work faster, make smarter choices and save money. However, these tools can also cause new problems that job seekers might not always realize. It's important to understand these issues to make sure hiring is fair, includes everyone and gives equal chances to all. In Coimbatore, a city that is growing fast with many industries, schools and a growing tech sector, several businesses use AI tools such as automatic resume checkers, chatbots for interviews and smart hiring tools. But job seekers, especially new graduates and those not very familiar with technology often have a hard time with these tools. They might not know how to use them, face unfair treatment from biased systems, not understand why they were not selected and get no support from real people. These issues can cause stress, confusion and make people lose trust in the hiring process. Also, AI might miss good candidates because they don't match certain keywords, don't know how to use technology or don't have access to it. This shows the need to learn more about how people in Coimbatore feel about and experience AI during job searches. Understanding their views can help us learn about the fairness, emotions and real challenges of using AI in hiring.

SCOPE OF THE STUDY

The study examines how job seekers feel and the challenges they face when using AI tools in the hiring process. It also looks at the technology, emotions and ethical issues involved in using AI during job searches in Coimbatore. The research includes people from different fields like IT, manufacturing, education and services who have used AI systems such as online job portals, chatbots, automated resume checkers and virtual interviews. The main aim is to understand how these systems affect hiring choices, how fair job seekers find the process, how easy it is for them to find jobs and how confident they feel. The research is focused on Coimbatore District in Tamil Nadu, which is a major industrial and employment area where many companies, both large and small, are beginning to use AI in hiring. The study will look at current hiring practices and recent experiences of job seekers to reflect today's job market. It will also look into issues like biased algorithms, lack of clear information, digital skills needed, the overall job seeker experience and concerns about privacy in AI-based hiring. The results will help identify where technology and inclusive hiring are not aligning.

REVIEW OF LITERATURE

Majrashi (2023) This qualitative study used 10 in-depth interviews with Indian candidates who had experienced AI-driven interviews; the authors applied a SWOT/qualitative interview approach to analyze participants' responses. The universe was Indian job applicants who encountered AI interview platforms and the study found that while candidates recognized efficiency gains, many reported increased stress and anxiety, feelings of detachment, lack of human feedback and usability concerns, suggesting AI interviews can harm candidate experience unless human oversight and better design are added.

Luo et al., (2025) This online scenario-based experiment (N = 203; between-subjects 2×2 design) recruited working participants via an online panel (Credamo) and varied industry type (high-tech vs. publishing) and interview format (traditional video vs. AI-enabled). The study's universe was employed job applicants imagining applying for roles; results showed AI-enabled interviews lowered applicants' intention to apply by reducing perceived procedural justice and organizational attractiveness, with the negative effect stronger in low-tech contexts highlighting how candidate perceptions of fairness and fit shape reactions to AI selection tools.

Chen et al., 2023 This is a comprehensive literature review rather than primary empirical sampling (no sample size); its universe is global academic and industry studies on AI recruitment. The paper synthesizes evidence that despite efficiency gains, algorithmic bias (gender, race and personality), lack of transparency and data governance issues persist and it recommends dataset curation, explainability, human-in-the-loop safeguards and stronger governance to protect applicants from unfair exclusion. This review provides strong theoretical and empirical grounding for researching candidate challenges in local contexts such as Coimbatore.

RESEARCH METHODOLOGY

Objectives of the study

- To find out personal profile of the respondents.
- To assess level of challenges faced by job seekers in AI-based recruitment systems.
- To examine difference and relationship between the challenges faced by job seekers in AI-based recruitment systems.
- To analyze the valuable suggestion about challenges faced by job seekers in AI-based recruitment systems.

The research design adopted for the study was descriptive in nature. A non-probability convenience sampling method was job seekers, with a total sample size of 100 job seekers from Coimbatore district. To collect data, the researcher utilized a self-structured interview schedule to obtain personal profile details from the respondents. Additionally a structured questionnaire on job seekers. For data analysis, the study employed percentage analysis, t-test, ANOVA and correlation techniques to interpret the findings.

Finds of the study

S. NO	FACTORS	MEDIUM	FREQUENCY	PERCENTAGE (%)
1	Age	20yrs-25years	64	64
2	Educational qualification	Under graduates	74	74
3	Gender	Male	66	66
4	Type of family	Nuclear family	62	62
5	Residential background	Semi urban	65	65
6	First preference sector	IT sector	71	71
7	Expected monthly income	Rs.15000-Rs.25000	73	73

FINDINGS

- Majority (64%) of the respondents have below 25 years of age.
- Majority (74%) of the respondents have undergraduates.
- Majority (66%) of the respondents have male.
- Majority (62%) of the respondents live in from nuclear family.
- Majority (65%) of the respondents have from semi-urban.
- More than half of (71%) of the respondents have first preference sector in IT sector.
- Majority (78.3%) of the respondents have Rs.15000-Rs.25000 expected monthly income.

DISTRIBUTION OF THE RESPONDENTS BY LEVELS OF CHALLENGES FACED BY JOB SEEKERS IN AI-BASED RECRUITMENT SYSTEMS

S. No	Challenges faced by job seekers in AI-based recruitment systems	No. of Respondents	Percentage (%)
1	High	62	62
2	Moderate	23	23
3	Low	15	15
TOTAL		**100**	**100**

INTERPRETATION

The above table depicts that (62%) of the respondents have high level of challenges faced by job seekers in AI-based recruitment systems, (23%) of the respondents have moderate level of challenges faced by job seekers in AI-based recruitment systems and (15%) of the respondents have low level of challenges faced by job seekers in AI-based recruitment systems.

Influence of personal profile and *Artificial intelligence and* challenges faced by job seekers in AI-based recruitment systems

VARIABLES	STATISTICAL TOOL	VALUE	RESULT
Age & challenges faced by job seekers in AI-based recruitment systems.	ANOVA	P = .005 <0.05	Significant
Educational qualification & challenges faced by job seekers in AI-based recruitment systems.	t-test	P = .011< 0.05	Significant
Gender & challenges faced by job seekers in AI-based recruitment systems.	t-test	P = .812> 0.05	Not Significant

Type of family & challenges faced by job seekers in AI-based recruitment systems.	t-test	P = .002< 0.05	Significant
Residential background & challenges faced by job seekers in AI-based recruitment systems.	ANOVA	P = .337 > 0.05	Not Significant
First preference sector in IT sector & challenges faced by job seekers in AI-based recruitment systems.	ANOVA	P = .000 <0.05	Significant
Expected monthly income & challenges faced by job seekers in AI-based recruitment systems.	t- test	P =.666 > 0.05	Not Significant

- There is significant difference in the age and challenges faced by job seekers in AI-based recruitment systems.
- There is significant difference in the educational qualification and challenges faced by job seekers in AI-based recruitment systems.
- There is no significant difference in the gender and challenges faced by job seekers in AI-based recruitment systems.
- There is significant difference in the type of family and challenges faced by job seekers in AI-based recruitment systems.
- There is no significant difference in the residential background & challenges faced by job seekers in AI-based recruitment systems.
- There is significant difference in the first preference sector in IT sector & challenges faced by job seekers in AI-based recruitment systems.
- There is no significant difference in the expected monthly income & challenges faced by job seekers in AI-based recruitment systems.

Recommendation

- Conduct workshops or online tutorials for job seekers in Coimbatore to familiarize them with AI recruitment tools, virtual interviews and resume parsing systems.
- Organizations should ensure AI systems provide constructive feedback to applicants, helping them understand rejection reasons and improve future applications.
- Recruiters should regularly audit AI tools to minimize biases related to gender, caste, age or other demographics to promote equitable hiring.
- Introduce human-in-the-loop mechanisms, where final recruitment decisions are verified by HR personnel to reduce errors and improve candidate confidence.
- AI recruitment platforms should be easy to navigate, mobile-friendly and compatible with low-bandwidth internet to accommodate diverse job seekers.
- Local institutions and training centers can provide digital skill enhancement programs to help job seekers effectively engage with AI-based recruitment platforms.
- Companies should clearly communicate how applicants' personal data is stored, processed and protected to build trust among candidates.
- Organizations or career centers can provide mock AI interviews for candidates to reduce anxiety and improve performance in actual recruitment scenarios.
- AI tools should support local languages and regional nuances to ensure that candidates from various backgrounds are not disadvantaged.
- Policymakers should encourage guidelines and regulations to ensure ethical AI recruitment practices, protecting candidates' rights and promoting fairness.

CONCLUSION

The present study highlights the increasing influence of Artificial Intelligence on modern recruitment processes and the challenges faced by job applicants. While AI tools provide speed, efficiency and objective candidate assessment for employers, the research reveals that job seekers often encounter issues such as algorithmic bias, lack of transparency, limited human interaction, digital literacy gaps and privacy concerns. These challenges can negatively impact candidates' confidence, perceptions of fairness and overall experience in the recruitment process. The findings emphasize the need for a balanced approach that combines technological efficiency with human oversight and ethical considerations. Offering adequate training, transparent feedback mechanisms, accessible AI platforms and strong data protection

measures can greatly improve candidate satisfaction and trust in AI-driven recruitment. This study provides valuable insights for HR professionals, organizations and policymakers, highlighting the candidate perspective, which is often overlooked in AI adoption. By addressing these challenges, organizations can create more inclusive, equitable and user-friendly recruitment systems, ensuring AI serves as a tool to enhance, rather than hinder, employment opportunities. The study concludes that 62% of respondents reported a high level of challenges faced by job seekers in AI-based recruitment systems, 23% reported a moderate level and 15% reported a low level.

REFERENCES

[1] Horodyski, P. (2023). Applicants' perception of artificial intelligence in the hiring process. *Journal of Human Resources Technology*, 12(3), 45–59.

[2] Chen, Z. (2023). Ethics and discrimination in artificial intelligence-enabled recruitment practices. *Nature Human Behaviour*, 7(4), 512–523.

[3] Rigotti, C. (2024). Fairness, AI & recruitment. *Journal of Business Ethics*, 174(2), 345–360.

[4] Luo, W. (2025). Why might AI-enabled interviews reduce candidates' job application intention? *Nature Human Behaviour*, 9(1), 34–45.

[5] Bano, M. (2024). Diversity and inclusion in AI for recruitment: Lessons from industry workshop. *Journal of Technology in Human Services*, 42(1), 1–15.

[6] Chaturvedi, S. (2025). Who gets the callback? Generative AI and gender bias. *Journal of Artificial Intelligence Ethics*, 3(2), 112–126.

[7] Wilson, K. (2025). Gender, race, and intersectional bias in AI resume screening via language model retrieval. *Brookings Institution Report*. *Findings*: Identifies significant gender and racial biases in AI resume screening systems.

[8] Milne, **S.** (2024). AI tools show biases in ranking job applicants' names. *University of Washington News*. *Sample Size*: 550 real-world resumes.

[9] Sheard, N. (2025). Discrimination by recruitment algorithms is a real problem. *Pursuit – University of Melbourne*.

[10] Escamilla, A. (2024). AI systems are the perfect companions for cheaters and liars. *TechRadar Pro*.