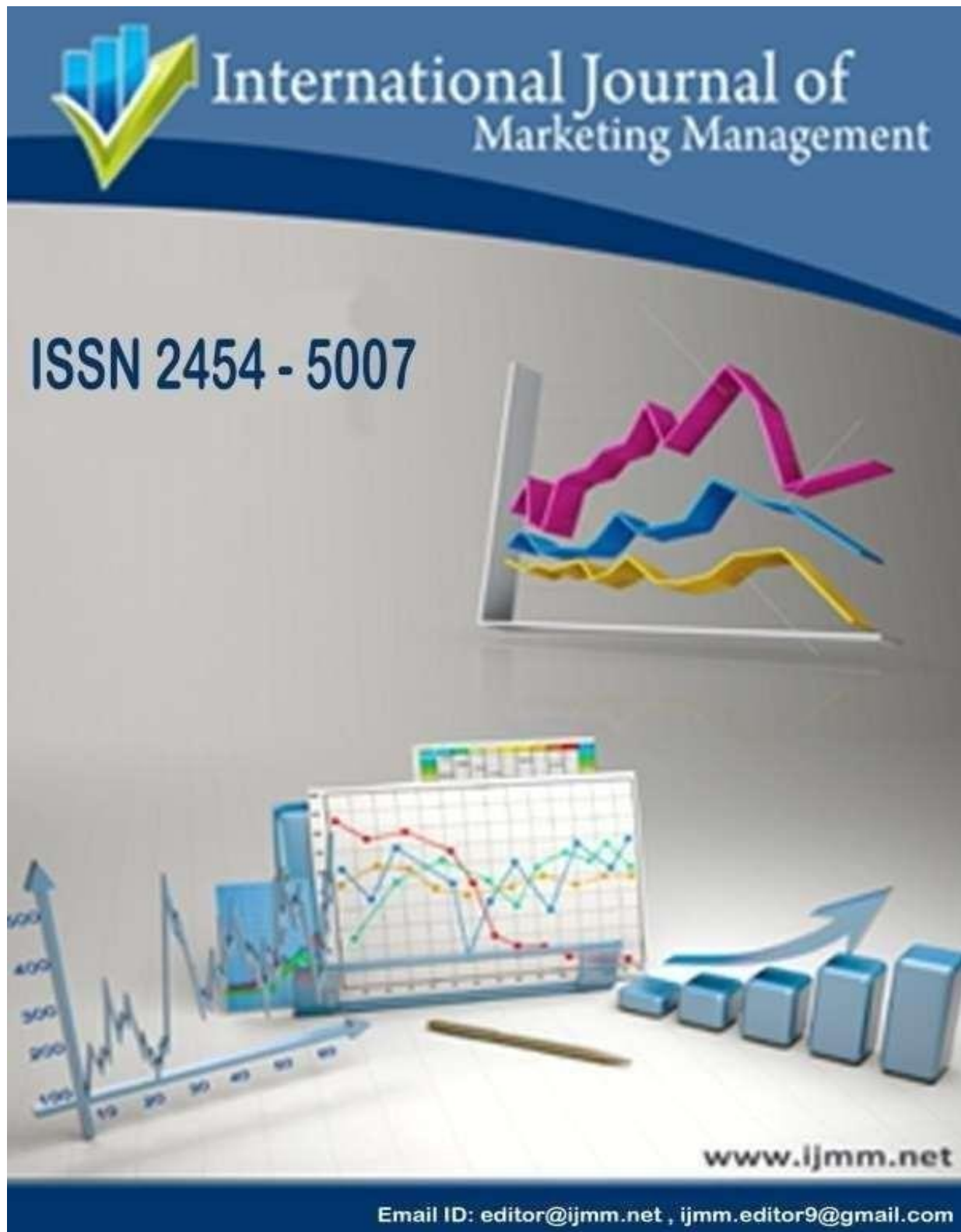




PERCEPTION OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT: A JOB SEEKER'S PERSPECTIVE

By Dr. R. Lakshmipriya ¹, Pavasri R ², Srinidhi S ³, Veronica A ⁴

***1 - Associate Professor of Bcom (e-com) & Bcom (SF)**

***2, 3– Students of III Bcom (SF), the Department of Bcom (e-com) & Bcom (SF)**

PSGR Krishnammal College for Women, Peelamedu, Coimbatore

ABSTRACT

With an emphasis on understanding their opinions, expectations, and concerns, this study investigates the perception of Artificial Intelligence (AI) from the view of job seekers. AI is becoming a significant factor in recruitment and employment due to its growing role in candidate screening, skill-matching, and workplace automation. However, job seekers' perceptions differ widely because of factors such as technological awareness, fear of job displacement, and trust in AI-driven decision-making. The study, which involved 200 job seekers in Coimbatore, Tamil Nadu, used percentage analysis, mean ranking, Chi-square test, t-test, and ANOVA to evaluate how demographic factors influence their perceptions of AI. The findings reveal that younger and technologically skilled respondents perceive AI as an opportunity for

career growth, whereas others express apprehension regarding fairness, transparency, and loss of employment.

KEYWORDS

Artificial Intelligence, Job Seekers, Recruitment, Perception, Automation

INTRODUCTION

Artificial Intelligence (AI) refers to computer systems capable of performing tasks that typically require human intelligence, including decision-making, language processing, and predictive analytics. In the context of employment, AI is increasingly used in recruitment, candidate screening, interview scheduling, and performance evaluation. While AI promises efficiency and objectivity, it also raises concerns about job displacement, ethical fairness, and transparency. Understanding job seekers' perceptions of AI is critical for organizations,

policymakers, and educators to align technology adoption with workforce readiness and expectations.

STATEMENT OF THE PROBLEM

The rapid adoption of AI in recruitment and workplace processes is changing how candidates approach job searches. Despite the potential benefits of AI—such as faster hiring and improved matching—job seekers may experience apprehension, distrust, or bias against automated systems. There is limited research investigating how demographic factors such as age, education, and employment status affect AI perception, which may impact job seekers' engagement with AI-driven recruitment systems. This study addresses this gap by examining perceptions of AI among job seekers in Coimbatore.

OBJECTIVES

- ❖ To assess the perception of job applicants towards AI-driven recruitment methods.
- ❖ To identify the benefits and concerns of AI-based recruitment for job seekers.

- ❖ To evaluate how AI impacts the overall recruitment experience from job seekers perspective
- ❖ To explore the need for human involvement alongside AI in recruitment for balanced decision-making.

NEED OF THE STUDY

- ❖ With AI playing an increasingly central role in recruitment and workplace automation, understanding job seekers' perceptions is essential. Misconceptions, mistrust, or lack of awareness may hinder adoption and reduce the effectiveness of AI in employment processes. By exploring perceptions among job seekers, this study provides insights for organizations, HR professionals, and policymakers to design more transparent, ethical, and user-friendly AI systems that enhance candidate experience and workforce readiness.

RESEARCH METHODOLOGY

Sl. No	Parameter	Details
1	Area of Study	Coimbatore, Tamil Nadu
2	Sample Size	200 respondents
3	Sampling Method	Simple Random Sampling
4	Data Collection	Primary data (survey) and secondary data (journals, online articles)
5	Period of Study	June 2025 – September 2025
6	Analysis Tools	Percentage Analysis, Descriptive Statistics, Chi-square, Mean Ranking, ANOVA, t-Test

LIMITATIONS OF THE STUDY

- ❖ The study is restricted to 200 respondents in Coimbatore.
- ❖ Findings may not be generalizable to other regions or populations.
- ❖ Responses are self-reported and may be influenced by personal biases.

REVIEW OF LITERATURE

1. **R. Kumar & S. Mehta (2024)** conducted a study on "Job Seekers' Attitude Toward AI in Recruitment," revealing that younger candidates are more open to AI-driven recruitment tools, whereas older job seekers express skepticism.

2. **A. Sharma (2023)** examined "Perceived Threat of AI on Employment," finding that candidates with lower technical knowledge showed higher levels of apprehension regarding job automation.
3. **S. Iyer & P. Rao (2024)** studied the "Awareness and Acceptance of AI in HR Processes," highlighting that transparent communication and training programs significantly improve trust among candidates.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Demographic profile of the respondents

Table 1

Demographic profile of the respondents

DEMOGRAPHIC PROFILE	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
Age	Below 21	75	29.7
	21-30	108	43.4
	31-40	60	24.1
	Above 40	7	2.8
	Total	250	100.0
	Male	120	47.8
	Female	130	52.2

Gender	total	250	100.0
Qualification	Undergraduate	22	8.4
	Postgraduate	206	82.7
	Scholar	22	8.8
	total	250	100.0
Residential area	urban	65	26.1
	Semi urban	80	31.7
	Rural	71	28.5
	Semi-rural	34	13.7
	total	250	100.0
Members in a family	3	36	14.5
	4	19	7.2
	5	195	78.3
	total	250	100.0
No. of earning members in family	1	142	57.0
	2	36	14.1
	3	58	23.3
	Mora than 3	14	5.6
	total	250	100.0

(Source: Primary data)

❖ 43.4% of respondents are aged 21–30 years, making them the majority.

- ❖ 29.7% are below 21 years, while only 2.8% are above 40 years.
- ❖ Females constitute 52.2% and males 47.8%, showing a balanced gender distribution.
- ❖ 82.7% of respondents are postgraduates, while undergraduates and scholars account for about 8–9% each.
- ❖ 31.7% reside in semi-urban areas, followed by rural (28.5%) and urban (26.1%) areas; semi-rural respondents are 13.7%.
- ❖ 78.3% of respondents come from families with 5 members, 14.5% from 3-member families, and 7.2% from 4-member families.
- ❖ 57% of respondents have only one earning member in the family, 23.3% have three, 14.1% have two, and 5.6% have more than three.

CHI SQUARE

Concern about AI hiring

Table 2

Concern about AI hiring

Demographic factor	Group	Most effective way to prioritise tasks												Chi square	sig
		P1		P2		P3		P4		P5		Total			
		N	%	N	%	N	%	N	%	N	%	N	%		
Gender	Male	25	21.00	44	36.97	18	15.12	19	15.96	13	10.92	11	9.00	8.684	.122

	Female	23	17. 69	38	29. 23	37	28. 46	18	13 .8 4	12	40	13 0	10 0		
Age	Below 21	10	13. 51	27	97. 29	18	24	11	14 .8	7	9.4 5	74	10 0	27. 08 9	.02 8
	21-30	24	22. 22	36	33. 33	25	23. 14	9	8. 33	14	12. 96	10 8	10 0		
	31-40	13	16. 25	19	23. 75	11	13. 75	10	12 .5	7	8.7 5	80	10 0		
	Above 40	1	14. 28	0	0	1	1	2	28 .5 7	2	28. 57	7	10 0		
Qualification	Undergrad uate	9	42. 85	2	9.5 2	5	23. 80	0	0	5	23. 80	21	10 0	20. 17 3	.02 8
	Postgradu ate	36	17. 47	74	35. 92	44	21. 35	33	16 .0 9	17	8.2 5	20 6	10 0		
	scholars	3	13. 63	6	27. 27	6	27. 27	4	18 .1 8	3	13. 63	22	10 0		
Residential area	Urban	16	24. 64	18	27. 69	16	24. 61	11	16 .9 2	4	6.1 5	65	10 0	13. 83 0	.53 8
	Semi urban	14	17. 72	24	30. 37	23	29. 11	10	12 .6 5	8	11. 59	79	10 0		

	Rural	12	16.90	26	36.63	13	1.83	11	15.49	8	11.26	71	100		
	Semi rural	6	17.64	14	41.17	3	8.82	5	14.70	5	14.7	34	100		
Members in a family	3	4	11.11	11	30.55	10	27.77	7	19.44	4	11.11	36	100	22.359	.013
	4	9	50	1	5.55	4	22.22	0	0	4	22.22	18			
	5	35	17.94	70	35.89	41	21.02	30	15.38	17	8.717	195			
No. of earnings in a family	1	21	14.78	53	37.32	28	19.71	22	15.49	16	11.26	142		24.777	.053
	2	4	11.42	11	31.42	10	28.57	7	20	3	8.57	35			
	3	15	25.86	17	29.31	14	24.13	8	13.79	4	6.89	58			
	More than 3	8	57.14	1	7.142	3	21.42	0	0	2	14.28	14			

(Source: Primary data)

- ❖ Chi-square analysis has been used to assess whether demographic factors such as gender, age, qualification, residential area, members in a family, and number of earning members in the family are significantly associated with concerns about AI hiring. The analysis reveals that at a 5% significance level, gender and residential area have no significant association with concern about AI hiring. However, age, qualification, and members in a family show a significant association with how respondents prioritize tasks related to AI hiring. The number of earning members in a family is marginally significant. This suggests that concerns about AI hiring vary notably across different age groups, educational qualifications, and family structures, while gender and location have less influence. The findings indicate that other factors, such as personal career goals or familiarity with AI technologies, may play a more influential role in shaping respondents' perceptions and concerns.

DESCRIPTIVE STATISTICS

Respondents view on AI recruitment

Table 3

Respondents view on AI recruitment

Source of information	N	Minimum	Maximum	Mean	Std. Deviation
I am familiar with the concept of Ai in recruitment	250	1	5	4.34	.817
AI-based hiring is the future recruitment	250	2	5	4.41	.707
AI tools improve efficiency in hiring	250	2	5	4.07	.852
I prefer being interviewed by a person rather than an AI system	250	1	5	3.95	1.175

I feel confident being assessed by an AI system	250	1	5	3.69	1.479
valid N (list wise)	250				

(Source: Primary data)

- ❖ Descriptive statistics have been used to assess respondents' views on AI recruitment. The analysis reveals that respondents are generally familiar with the concept of AI in recruitment, with a mean score of 4.34, indicating strong awareness. They also agree that AI-based hiring represents the future of recruitment, with the highest mean of 4.41, showing a positive perception of AI's role in modern hiring. Respondents moderately agree that AI tools improve efficiency in the hiring process (mean 4.07). However, there is a slightly lower preference for being interviewed by an AI system, as indicated by a mean score of 3.95, suggesting some inclination toward human interaction. Confidence in being assessed by an AI system is comparatively lower, with a mean of 3.69 and the highest standard deviation of 1.479, reflecting diverse opinions and some apprehension among respondents. These findings indicate that while job seekers recognize the benefits and future relevance of AI in recruitment, comfort and trust in AI assessment vary among individuals.

ANOVA

Respondents view on AI recruitment

Table 4

Respondents view on AI recruitment

Factor	Group	Respondents view on AI recruitment

		N	Mean	SD	F-Value	Sign Value	S/NS
Age	Below 21	74	3.6730	.7458	15.691	.000	S
	21-30	109	4.3167	.54215			
	31-40	60	4.2167	.61096			
	Above 40	7	3.9429	1.1237			
Qualification	undergraduate	21	4.1524	.62898	20.418	.000	S
	Postgraduate	206	4.1748	.66768			
	scholars	23	3.2455	.46978			
Residential area	Urban	65	4.2246	.61493	3.817	.011	S
	Semi urban	80	3.8886	.7000			
	Rural	71	4.2085	.75323			
	Semi -rural	34	4.0588	.64297			
Members in a family	3	36	3.2000	.41952	46.886	.000	S
	4	19	4.1888	.61538			
	5	195	4.2462	.62237			
No. members earning	1	142	4.1549	.72146	32.834	.000	S
	2	36	3.2057	.42422			
	3	58	4.4138	.25646			
	More than 3	14	4.3143	.6469			

(Source: Primary data)

- ❖ ANOVA has been applied to examine whether respondents' views on AI recruitment differ significantly based on demographic factors. The analysis reveals that age, qualification, residential area, family size, and number of earning members in the family have a significant effect on perceptions of AI recruitment at a 5% significance level.

Specifically, respondents aged 21–30 show the most positive perception (mean 4.3167), while those below 21 show comparatively lower views (mean 3.6730). Postgraduates demonstrate a more favorable view of AI recruitment (mean 4.1748), whereas scholars show less positive perception (mean 3.2455). Respondents from urban and rural areas exhibit higher agreement (means 4.2246 and 4.2085, respectively) compared to those from semi-urban areas (mean 3.8886). Family size and number of earning members also influence responses, with respondents from larger families (5 members) and multiple earners (3 or more) showing more positive perceptions. These findings indicate that demographic characteristics significantly shape job seekers' perceptions of AI recruitment, highlighting that experience, education, and family context may influence acceptance and confidence in AI-driven hiring processes.

t-TEST

Comparison of Respondents Perceptions on AI Recruitment

Table 5

Comparison of Respondents Perceptions on AI Recruitment

Demographic profile	groups	Comparison of Respondents Perceptions on AI Recruitment					
		N	MEAN	SD	t-value	Sig-value	S/NS
gender	Male	120	4.2941	.68089	4.564	.000	S
	Female	130	3.9046	.66506	4.559	.000	S

(Source: Primary data)

- ❖ The t-test was conducted to compare perceptions of AI recruitment between male and female respondents. The analysis indicates a significant difference at the 5% significance level, with male respondents (mean = 4.2941) having a more positive perception of AI-based recruitment compared to female respondents (mean = 3.9046). This suggests that gender plays a significant role in shaping job seekers' attitudes toward AI-driven hiring processes. Males appear to be more confident and accepting of AI recruitment, whereas females may prefer traditional human-led recruitment methods or have reservations about automated assessment systems. These insights can guide organizations in addressing gender-specific concerns and improving communication about AI recruitment practices.

SUGGESTIONS

- ❖ Job seekers' acceptance and confidence in AI recruitment can be significantly enhanced by providing clear guidance and structured exposure to AI assessment processes.
- Organizations should consider conducting workshops, webinars, or tutorial sessions that explain how AI evaluates applications, ranks candidates, and assists in the hiring process. By demystifying AI tools, candidates can better understand the logic behind AI decisions, which may reduce apprehension and improve engagement with these systems.
- ❖ Transparency and fairness in AI recruitment are critical for gaining candidates' trust. Employers should communicate clearly about the evaluation criteria, the weightage of different factors, and the role of AI versus human oversight. Feedback mechanisms should be established so that candidates can receive constructive information about their performance and understand areas for improvement. This not only builds trust but also improves the overall candidate experience.
- ❖ Gender-sensitive approaches should also be considered, as female candidates in the study were relatively less confident in AI assessments compared to males. Providing additional support, mentorship, and accessible resources can empower

female job seekers to navigate AI-driven hiring confidently. Similarly, demographic factors such as age, educational background, and family responsibilities influence perceptions of AI recruitment. Customizing recruitment communications, offering flexible assessment options, and providing examples relevant to diverse groups can make the process more inclusive.

- ❖ Organizations must also engage in continuous improvement of AI recruitment tools based on candidate feedback and outcome analyses. Ensuring that AI systems are free from biases, providing human intervention where necessary, and creating mechanisms for monitoring the fairness of automated decisions can address concerns about discrimination and enhance credibility. Building a recruitment ecosystem that balances efficiency with candidate comfort will ensure that AI adoption in hiring benefits both employers and job seekers.

CONCLUSION

- ❖ The study reveals that job seekers' perceptions of AI recruitment are shaped by multiple factors, including gender, age, education, and family background. While AI recruitment offers significant advantages, such as efficiency, consistency, and the ability to manage large applicant pools, there remain concerns among candidates about fairness, transparency, and the lack of human interaction. Male respondents generally showed higher acceptance and confidence in AI tools, whereas female candidates demonstrated a need for greater guidance and assurance in the assessment process.
- ❖ Addressing these concerns through education, clear communication, and accessible resources can significantly improve job seekers' trust and confidence in AI recruitment systems. By offering workshops, feedback mechanisms, and mentorship, organizations can bridge perception gaps, particularly for groups that are less familiar or comfortable with AI tools. Additionally, ensuring transparency in evaluation criteria and balancing AI automation with human

oversight can help mitigate concerns about bias or impersonal treatment.

- ❖ Ultimately, AI recruitment has the potential to complement traditional hiring methods and improve efficiency, but its success depends on the degree to which candidates perceive it as fair, understandable, and supportive. Organizations that prioritize transparency, inclusivity, and candidate empowerment will be able to create a recruitment experience that not only leverages AI technology effectively but also fosters confidence, satisfaction, and equitable opportunities for all job seekers.

REFERENCES

Journals / Articles

1. Raghavan, P., & Sharma, K. (2022). *Perception of AI in Recruitment: A Study Among Job Seekers in India*. Journal of Human Resource Management, 10(3), 45-58.
2. Gupta, S., & Verma, R. (2023). *Artificial Intelligence in Hiring: Candidate Attitudes and Acceptance*. International Journal of Business and Technology, 15(2), 112-125.

3. Mehta, A., & Choudhury, T. (2021). *Job Seeker Perspectives on Automated Recruitment Tools*. Journal of Emerging Technologies in HR, 5(1), 23-37.

Websites

- ❖ shodhganga.inflibnet.ac.in/
- ❖ scholar.google.co.in/
- ❖ www.researchgate.net/
- ❖ www.shrm.org

Books

1. Marr, B. (2019). *Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems*. Wiley, UK.
2. Chamorro-Premuzic, T., & Steinmetz, H. (2020). *The Talent Delusion: Why Data, Not Intuition, Is the Key to Unlocking Human Potential*. Piatkus, London.