

A Study on Challenges Faced By Hr Consultancies Based on Candidate Perception With Reference To Covaijobs Hr Service, Coimbatore

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Abstract- *Human Resource consultancies play an important role in connecting job seekers with employment opportunities. In recent years, HR consultancy firms have faced several challenges in attracting and retaining quality candidates due to changing candidate expectations, trust issues, communication gaps, and fake job concerns. The present study titled “A Study on Challenges Faced by HR Consultancies Based on Candidate Perception with reference to Covaijobs HR Service, Coimbatore” was conducted to identify the major challenges faced by HR consultancy firms and to understand candidate perception towards consultancy services.*

The study is descriptive in nature and primary data were collected from 50 respondents through a structured questionnaire. Secondary data were collected from books, journals, and websites related to Human Resource Management and recruitment practices. Statistical tools such as Percentage Analysis, Chi-Square Analysis, and Correlation Analysis were used through SPSS software for data interpretation.

The findings of the study reveal that lack of trust, fake job advertisements, poor communication, inadequate follow-up, and lack of transparency are the major issues affecting candidate perception towards HR consultancy firms. The Chi-Square analysis indicates a significant relationship between consultancy experience and candidate trust. The Correlation analysis shows that communication satisfaction has a strong positive relationship with overall candidate satisfaction.

The study concludes that HR consultancy firms should focus on ethical recruitment practices, effective communication, transparency, timely follow-up, and suitable job matching to improve candidate satisfaction and strengthen trust among job seekers.

Keywords: HR Consultancy, Candidate perception, Recruitment challenges, communication satisfaction, Recruitment process, candidate Trust, HR Services, Job Consultancy, Recruitment Practices, Employee Recruitment.

I. INTRODUCTION

Human Resource consultancies play an important role in connecting job seekers with employment opportunities. Nowadays, many companies depend on consultancy firms for recruitment and candidate sourcing. However, HR consultancies face several challenges such as lack of trust, fake job concerns, poor communication, and inadequate follow-up from candidates. These issues affect candidate perception towards consultancy services.

The present study focuses on identifying the challenges faced by HR consultancies based on candidate perception with reference to Covaijobs HR Service, Coimbatore. The study also examines candidate satisfaction and trust towards consultancy services.

II. OBJECTIVES OF THE STUDY

- To study candidate perception towards HR consultancy services.
- To identify the major challenges faced by HR consultancies in attracting candidates.
- To analyze the level of trust and satisfaction among candidates towards consultancy services.
- To suggest measures for improving HR consultancy recruitment practices.

III. RESEARCH METHODOLOGY

The study is descriptive in nature and focuses on understanding candidate perception towards HR consultancy services. Both primary and secondary data were used for the study. Primary data were collected from 50 respondents through a structured questionnaire. Secondary data were collected from books, journals, websites, and previous studies related to Human Resource Management and recruitment practices.

Convenience sampling method was used for selecting respondents. Statistical tools such as Percentage Analysis, Chi-Square Analysis, and Correlation Analysis were applied using SPSS software for data analysis and interpretation.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE NO: 1

AWARENESS ABOUT HR CONSULTANCY SERVICES

Response	No. of Respondents	Percentage
Yes	35	70%
No	15	30%
Total	50	100%

Interpretation:

The table shows that 70% of respondents are aware of HR consultancy services, while 30% are not aware of consultancy services.

TABLE NO: 2

BIGGEST CONCERN REGARDING HR CONSULTANCIES

Response	No. of Respondents	Percentage
Fake Job Offers	18	36%
Asking for Money	12	24%
Poor Communication	10	20%
Lack of Follow-up	10	20%
Total	50	100%

Interpretation:

The table indicates that fake job offers are the major concern among respondents, affecting trust towards HR consultancy firms.

TABLE NO: 3

OVERALL SATISFACTION TOWARDS HR CONSULTANCY SERVICES

Response	No. of Respondents	Percentage
Highly satisfied	8	16%
Satisfied	14	28%
Neutral	12	24%
Dissatisfied	16	32%
Total	50	100%

Interpretation:

The table reveals that 32% of respondents are dissatisfied with HR consultancy services, indicating the need for improvement in consultancy practices.

TABLE NO: 4
CHI-SQUARE ANALYSIS

Objective

To identify the relationship between consultancy experience and trust towards HR consultancy experience and trust towards HR consultancy firms.

Result:

Since the significance value (0.000) is less than 0.05., the study reveals that there is a significant relationship between consultancy experience and trust towards HR consultancy firms.

Interpretation:

The analysis indicates that candidate experience influences trust HR consultancy Services.

TABLE NO: 5
CORRELATION ANALYSIS

Objective:

To analyze the relationship between communication satisfaction and overall satisfaction towards HR Consultancy services.

Result:

The Pearson correlation value is 0.926 and the significance value is 0.000, which indicates a strong positive relationship between communication satisfaction and overall satisfaction.

Interpretation:

The analysis reveals that effective communication improves candidate satisfaction towards HR consultancy services.

V. FINDINGS OF THE STUDY

- The study reveals that majority of the respondents are aware of HR consultancy services.
- Fake job offers are identified as the major concern among candidates towards consultancy firms.
- Many respondents show less trust towards HR consultancy services due to poor communication and lack of transparency.
- A considerable number of respondents prefer direct company hiring over consultancy recruitment.
- Communication satisfaction has a significant influence on overall candidate satisfaction.
- The Chi-Square analysis reveals that there is a significant relationship between consultancy experience and candidate trust.
- The Correlation analysis indicates a strong positive relationship between communication satisfaction and overall satisfaction towards HR consultancy services.

VI. SUGGESTIONS

- HR consultancy firms should provide clear and accurate information regarding job roles, salary details, and company profiles before arranging interviews.
- Consultancy firms should avoid fake job advertisements and ensure transparency in recruitment practices.
- Proper communication and regular follow-up should be maintained with candidates throughout the recruitment process.
- HR consultancies should provide proper feedback after interviews to help candidates improve their performance.
- Consultancy firms should focus on suitable job matching based candidate qualifications, skills, and career interests.
- Ethical recruitment practices should be followed to improve candidate trust and satisfaction.
- HR consultancies should use digital recruitment tools and modern communication methods for improving recruitment efficiency.

VII. CONCLUSION

The study concludes that HR consultancies play an important role in connecting job seekers with employment opportunities. However, factors such as lack of trust, fake job concerns, poor communication, and inadequate follow-up negatively affect candidate perception towards consultancy services. The findings reveal that communication and transparency significantly influence candidate satisfaction and trust. Therefore, HR consultancy firms should focus on ethical recruitment practices, proper communication, and suitable job

matching to improve candidate. satisfaction and recruitment effectiveness.

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