

Exploring the Perception of Freelancers about Online Job Platforms & Satisfaction Level

Palwasha Jabeen¹ Ghulam Safdar²



Abstract: *The purpose of this research was to assess how online job platforms affect the level of job satisfaction for people in the selected groups of the population and occupations. Consequently, this research work adopted a quantitative approach by developing a structured questionnaire, which was used to solicit the opinions of participants who have work experience in marketing, e-commerce, and cryptocurrency. The sample included respondents: 18–37 years old, males and females, varying in education level and employment status. Descriptive statistics were applied to analyze continuing professional development, income generation, satisfaction with work, and job security. The research study demonstrated that the use of online media improves professional development, income predictability, and career satisfaction. More than half of the respondents were earning a decent salary online; it was accepted as fairly flexible compared with traditional employment, and many pointed to higher job rates and the possibilities of increasing income. Nevertheless, issues of job insecurity and issues of availability of steady employment were highlighted. Furthermore, the research established that follower growth had a positive impact on job opportunities; therefore, the brand is essential in digital employment. Thus, online platforms are critically significant with the multi-fold significance of creating the future work environment and job opportunities for financial growth in the present world. Possibilities like job security and unpredictable gains increase their feasibility and sustainable usage in long-term employment.*

Key Words: Online Job Platforms, Freelancers, Remote Work, Job Satisfaction, Job Stability and Security

Introduction

In the recent past, there has been a great change in the employment world the change has been brought about by the advancement in technology and the evolution of the gig economy. E-employment platforms including Upwork, Fiverr, and freelancer.com have become solutions that have the potential of allowing millions of workers to engage in flexible work from anywhere in the world (Kässi & Lehdonvirta, 2018). These platforms can be said to have transformed conventional employment relations since freelancers enjoy flexibility when it comes to working relations apart from creating relations between them and clients globally. Given the recent rise of online jobs, research on the nature of job satisfaction in this virtual environment has gained importance.

Occupational satisfaction is an essential determinant of output and the general health of employees and their organizational tenure (Locke, 1976). Online job platforms, it is formed by income, job tenure, job stability, the rate of followers' growth, as well as the opportunities for further job advancement. As the prior research suggests, there are advantages of working online, namely, worldwide connectivity, the possibility to scale, and financial freedom, there are also disadvantages, in the form of instability, low

¹ M.Phil. Scholar, Department of Media and Communication Studies, Rawalpindi Women University, Rawalpindi, Punjab, Pakistan. ✉ palwashajabeen4@gmail.com

² Assistant Professor, Department of Media and Communication Studies, Rawalpindi Women University, Rawalpindi, Punjab, Pakistan. ✉ ghulam.safdar@f.rwu.edu.pk

- **Corresponding Author:** Ghulam Safdar (✉ ghulam.safdar@f.rwu.edu.pk)
- **To Cite:** Jabeen, P., & Safdar, G. (2025). Exploring the Perception of Freelancers about Online Job Platforms & Satisfaction Level. *Qlantic Journal of Social Sciences*, 6(1), 269–281. <https://doi.org/10.55737/qjss.vi-i.25286>



earnings, and promotions (Huws et al., 2018; Wood et al., 2018). Nevertheless, the question of how these antecedents collectively affect the job satisfaction of freelancers has been understudied.

It is with this view that this study seeks to fill this gap by examining the online job platforms and job satisfaction; with particular focus on the moderating variables that define freelancing experiences. Thus, the research's aim is to contribute to the knowledge and practical recommendations for freelancers who use online platforms, the developers of the platforms that are aiming at increasing users' satisfaction, and deputies who work at the improvement of the specifics of the digital workforce. Lastly, this research increases knowledge of the impact of online work on the satisfaction and well-being of professionals in today's emerging digital environment.

Study Background

The reliability of online job platforms has emerged and expanded quickly impacting employment relationships by providing freelancers with a wealth of opportunities to work remotely from clients. Sites like Upwork, Fiverr, and Freelancer.com play a crucial role in providing income, and opportunities to demonstrate professional achievements and to improve skills within the gig economy (Kässi & Lehdonvirta, 2018). While those platforms ensure flexibility and openness to various projects, they also have their drawbacks, which include volatile employment status, unpredictable earnings, and career insecurity, all of which impact job satisfaction in a major way (Wood, et al., 2018).

Problem Statement

Indeed, online job platforms have become popular, but there is still a lack of knowledge about the factors affecting the freelancer's job satisfaction. Prior research has been centering on the positive end or negative side of freelancing, thus failing to consider characteristics like income, freelancer retention, stability, and security, follower growth, and jobs. This paper seeks to fit the gap, pointing out how each of these variables impacts the other with a view to establishing what the experiences of freelancers in the online job market look like.

Significance of the Study

This research benefits freelancing workers, the founders of online job platforms, and governments. It gives an understanding of how the various online environments as affecting job satisfaction through such important things as income, job security, and prospects. The implication of the study will enable freelancers to enhance their approach to addressing career desires, enable platform developers to design meaningful end-user experiences and enable policymakers to address relevant policies that support the gig economy.

Study Gap

Although earlier literature discusses both the strengths and weaknesses of freelancing, there are fewer studies regarding the mainstreaming moderation of the main variables, including income, job turnover, follower growth, and job stability for freelancers' job satisfaction. Especially, researchers fail to capture how these factors may or may not interrelate within the context of these online job platforms. Consequently, to fill this gap, the study provides a systematic review of the digital work environment.

Research Questions

1. Do Online job platforms significantly influence freelancers' job satisfaction?
2. Do higher income levels positively correlate with freelancers' job satisfaction?
3. Are Greater job retention rates and stability associated with increased job satisfaction?
4. Does Follower growth significantly impact freelancers' job satisfaction?
5. Does the availability of job opportunities on online platforms positively affect freelancers' job satisfaction?

Literature Review

Therefore, with the expansion of scale within the gig economy there has been increasing focus to examine platform quality and its impact on the workers or gig economy technology. According to Kim et al. (2018),

gig economy platforms are structuring new forms of gig work through platforms that often substitute conventional bureaucratic supervision with algorithmic authority leading to certain job demarcation and satisfaction. However, the study also uses literature from information systems to support the proposition that the quality of such platforms, such as integration, usability, and information precision improves worker independence and satisfaction. Kim et al. (2018) conducted a survey study with Uber drivers, and discovered that system, information quality enhances positive worker outcomes and contradicted the general notion that platforms erode control for workers. These results highlight the significance of building platforms to support workers specifically and call for more investigation on the consequences of platform quality in a broad range of sectors.

The use of websites that connect the employer and the employee by providing platforms through which to find each other has become popular. Priyanka & Rajeshwari (2024) appreciate the mobilization role of recruitment platforms including LinkedIn, Indeed, and Naukri among others regarding employment. The study condemns that despite 60% of the respondents considering it best for professional connection the success of job placements thereon is at 33%, a situation attributed to factors such as fake jobs and platform authenticity. Nonetheless, the study indicates that other factors such as navigation convenience, platform believability, and the employer response rate essential to evaluating the usefulness of these platforms. Priyanka and Rajeshwari's research now opens up this issue to highlight that there is a need to optimize the online recruitment website to increase efficiency levels and also satisfy the users.

The advancement in technology has therefore accelerated the computerization of job-seeking techniques, and the use of e-job portals is now very common. Sagar et al., (2021) further increase the reliance on the internet-based means for job search, especially in developing countries such as India. This research draws out a range of problems with current job portals including violation of data privacy, scams, poor responsiveness in mobile devices, and insufficient feedback facility for declined applications. Though they increase the level of convenience and effectiveness as compared to traditional methods, these drawbacks negatively affect user confidence and the success of the portals. Based on this study by Sagar et al., it is necessary to enhance the level of security and make interfaces more comprehensible; besides, it is useful to implement functions, which serve multiple purposes, for example, two-in-one opportunities for both job seekers and employers. This work can therefore be used as a reference point in order to remove some of the shortcomings of e-job portals in order to make them much more effective and usable.

Increased in popularity as a career-oriented social media platform LinkedIn is now the largest site for professional recruiting and offering the tools to boost personal careers and search for vacancies. LinkedIn's features as this research shows include personalized jobs, posting a virtual resume, and networking which contributes to increased satisfaction and career progression. The evidence discusses the platform's contribution to the formation of the student's and graduates' networking, as well as the skills in LinkedIn Learning, as well as the visibility of the candidates to recruiters. Although there are now other social sites such as Indeed and Glassdoor, LinkedIn continues to be very effective because of its large number of users and other relevant features that provide a great edge in the recruitment process.

With the advancement in technology, e-recruitment has congested traditional ways of searching for jobs and with the use of LinkedIn and other Online job portals. This paper focuses on investigating the efficiency of using social sites and job search websites, giving stress on the advantages each offers to the individuals looking for a job. While the conventional method of recruitment through a skill-based job portal provides a systematic structure approach of recruitment with the help of resumes, social networking sites provide an opportunity for recruiting authorities to know the behavioral patterns of candidates from their activity likeness. The study also revealed that the employer utilizes the employees' social media profiles when assessing potential candidates for recruitment, as such one needs to be professional on social media. In their view, social networks are increasingly important, but, for the formal search and selection, traditional Web sites are still superior.

A review shows that online job portals have turned into an important factor, especially in seeking employment in developing countries such as India. This paper discusses their effects on job seekers, primarily in the form of behavioral reactions to access and information acquisition. This research indicates that voluntary unemployment is the initial consequence of the operation of the portals, as job seekers



change their reservation wages based on perceived opportunities. But constant use of these apps assists in bringing into parity the expectations within the marketplace thus enhancing employment results. This paper underscores the need to regulate the expectations of those seeking employment and give actual information on employment vacancies to enhance the usefulness of such sites.

Computers and the internet have now become the primary tools for searching for jobs; these sources are quite effective, easy to access, and connected worldwide. This paper assesses the suitability of websites such as LinkedIn, Indeed, and Naukri with LinkedIn being considered the most appropriate because of its specific professional contacts and interface characteristics. However, problems like scam job ads and varying employer reactions remain in force. As these platforms have been helpful in the job search for most candidates, the study aims at increasing credibility, ease of usability, and employer participation to boost the effectiveness of these online job forums in linking candidates to relevant jobs.

Changes with the emergence of e-learning, especially during the emergence of COVID-19, have influenced teacher motivation and job satisfaction. The case of Indian educators' transition from face-to-face teaching environment to online tools explained a change in their motivation and job satisfaction level. As to expectations, ease of use of the technologies, availability of the technological support, and effectiveness of the digital environment values constituted the main parameters exerting a significant impact on job satisfaction. Much of the research points toward ensuring that educators are endowed with enough practice to solve online-related issues and this in turn can lead to satisfaction in the work done.

The work done by Jamaludin and Kamal (2023) looks at the link between teleworking and job satisfaction with perceived autonomy as a moderator. Tele-/Mobile work has become more relevant after the pandemic which enables the employees to work from different environments apart from the traditional office environment and provide control over tasks. Having surveyed 185 employees of the oil and gas company in Kuala Lumpur, the researchers identified that remote work increases job satisfaction significantly with perceived autonomy moderating the relationship. This study responds to other research suggesting that levels of freedom correlated with working from home have a positive effect on job satisfaction. These outcomes imply that managers of organizations need to attach much importance to the encouragement of autonomy of employees, especially in environments that involve remote work (Jamaludin & Kamal, 2023).

Another study titled, Impact of Working from Home on Job Satisfaction of IT Employees by Dhanshetti et al, 2023 seeks to understand the effects of these new working conditions on IT employees' levels of job satisfaction. Carried out on 114 participants, the study shows that finance/security, health, and conditions of work** have a direct effect on the job satisfaction level. The results are coherent with the previous research: the International Journal of Environmental Research and Public Health, and Frontiers in Psychology, revealing that the proper conditions in the home work environment, job content, and work organization, including work autonomy and work-life balance, affect satisfaction. This study therefore calls for organizations to take into account the following personal and infrastructural factors before implementing remote working policies so as to enhance employee satisfaction levels (Dhanshetti et al., 2023).

The research by Bolli and Pusterla (2022) titled 'Decomposing the Effects of Digitalization on Workers' Job Satisfaction' looks at how digitalization affects satisfaction at the workplace via different pathways. The researchers conducted a survey among part-time students and graduates of the professional education and training college in Switzerland and obtained ten ways in which digitalization leads to job satisfaction. His study reveals also that performance rates and exciting work are key determinants of increased job satisfaction. On the other hand, time pressure and worsened quality of working life reduce job satisfaction with these impacts being worse among men, older workers, and those in technology fields. The present work confirms that digitalization does affect the level of job satisfaction and that both, the positive and negative, pathways should be taken into consideration by organizations considering the adoption of digital programs in the working environment.

The study "Job Satisfaction While Working from Home During the COVID-19 Pandemic: Are Subjective Work Autonomy, Work Interference with Family, and Anxiety Concerning the Pandemic Important? Mohammed et al., 2022 study also looked into how these factors affected job satisfaction among employees

in India during the pandemic. The study established that increased work autonomy increases job satisfaction, while high work-family conflict and pandemic anxiety decrease satisfaction levels. Such research recommendations indicate that for the purpose of improving job satisfaction in cases of remote work, organizations should encourage work freedom and ensure that work-related concerns about conflict between work and family and work-related anxiety are addressed.

Theoretical Framework

This investigation uses Maslow's Hierarchy of Needs, a prescription of human motivation in a sequence of stages ranging from basic necessities to personal fulfillment. When considering the occasion of online job platforms, the given theory suggests the lens through which one may explore the important factors of freelancers' job satisfaction.

Physiological Needs: These basic needs are met by online platforms providing sources of income to meet freelancers' basic financial needs.

Safety Needs: Availability and predictability of work, duration of freelancer's job relationship, and general protection provided (or not provided) in online work environments determine how secure freelancers feel about their jobs.

Social Needs: Another reason why these platforms are essential to freelancers, many will establish professional networks and groups where they gather, even if they need other people they can work with.

Esteem Needs: Milestones like follower gains, professional accolades, and job promotions help freelancers to build confidence and pride.

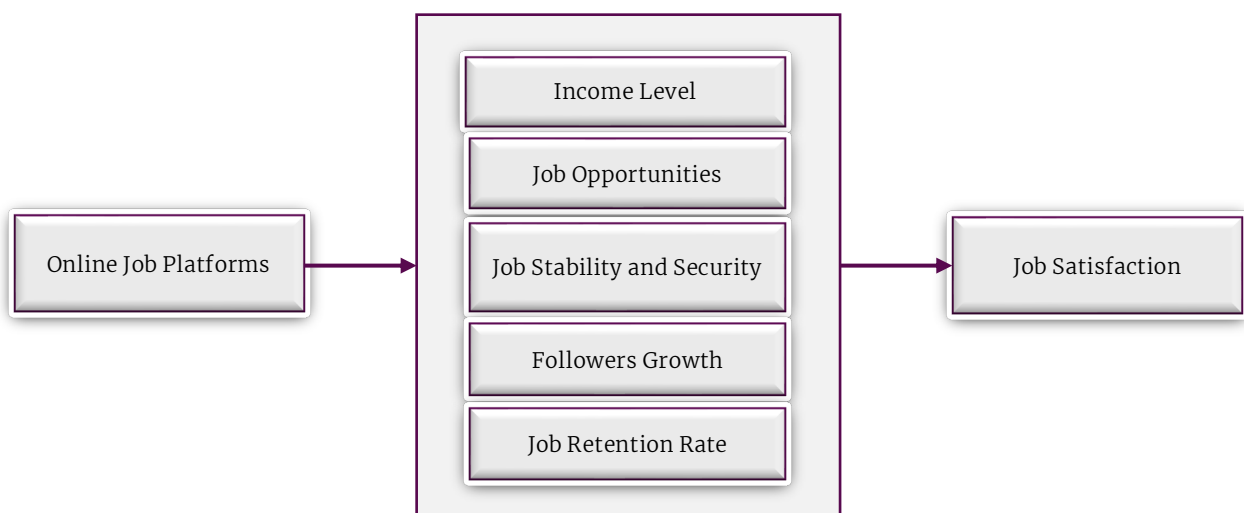
Self-Actualization: The nature of work, which is enabled by online job platforms, gives freelancers an opportunity to control both their working conditions and modes of working, which makes working a fulfilling experience, hence coming closer to one's maximum potential.

Independent Variables: Online Job Platforms

Dependent Variables: "Job Satisfaction"

Subvariables of Dependent variables related to my topic

- Income level
- Job opportunities
- Job Stability and Security
- Followers Growth
- Job retention rate



Methodology

This study employed a quantitative research methodology to investigate the relationship between online job platforms and job satisfaction among freelancers. The approach was selected to collect measurable data, enabling statistical analysis of the key variables.



Research Design

A descriptive research design was adopted to analyze how online job platforms impact job satisfaction. This design facilitated the exploration of the relationship between the independent variable (online job platforms) and the dependent variable (job satisfaction), along with sub-variables like income level, job retention, stability, follower growth, and job opportunities.

Population

The population for this study consisted of freelancers from Pakistan who were actively working on online platforms such as Upwork, Fiverr, and Freelancer.com.

Sample Frame

The sample frame included freelancers with active profiles on these platforms, ensuring they had sufficient experience to provide meaningful insights about their job satisfaction.

Sample Size and Technique

Data were collected from a sample size of 108 freelancers using simple random sampling, a probability sampling technique. This ensured that each freelancer in the population had an equal chance of being selected, enhancing the representativeness of the sample.

Data Collection

Data were collected through a structured survey designed on Google Forms. The survey included closed-ended and Likert scale questions to measure participants' perceptions of various factors influencing their job satisfaction.

Data Analysis Tool

The data were analyzed using **SPSS** to identify patterns, correlations, and significant relationships between the variables. The purpose of using SPSS software was to get results in the form of frequency, mean, SD, and percentage, so as to make clear, reliable, and satisfactory calculated results.

Table 1

Demographic information of Respondents

S.No	Question	Option	Frequency	Percentage
1.	What is your age?	▶ 18–22	56	51.9
		▶ 23–27	44	40.7
		▶ 28–32	5	4.6
		▶ 33–37	3	2.8
2.	What is qualification?	▶ Matric or below	5	4.6
		▶ Intermediate	22	20.4
		▶ Graduate	58	53.7
		▶ Master	22	20.4
3.	What is your gender?	▶ Above Master	1	9
		▶ Male	50	46.3
4.	What is your employment status?	▶ Female	58	53.7
		▶ Full-time	52	48.1
5.	Which industry or field do you primarily work in?	▶ Part-time	56	51.9
		▶ Marketing	24	22.2
		▶ E-commerce	19	17.6
		▶ Cryptocurrency	8	7.4
6.	Your online work experience.	▶ other	57	52.8
		▶ 1 year	66	61.1
		▶ 2 years	25	23.1
		▶ 3 years	17	15.7
7.	How frequently do you use online platforms for work-related activities?	▶ Above 3 years	17	15.7
		▶ Daily	67	62.0
		▶ Weekly	29	26.9
		▶ Monthly	12	11.1

The demographic analysis revealed that the majority of respondents (51.9%) are aged between 18–22 years, predominantly graduates (53.7%), and slightly more females (53.7%) than males (46.3%). Employment statuses are nearly balanced, with part-time workers (51.9%) slightly exceeding full-time workers (48.1%). The industries represented are diverse, with a significant portion (52.8%) working in fields outside of marketing, e-commerce, or cryptocurrency. Most respondents (61.1%) reported having only one year of online work experience, and a large majority (62%) use online platforms daily for work-related activities. This indicates that the study primarily captures a younger, educated, and relatively new workforce that heavily relies on online platforms for work.

Table 2*Independent Variable (Online Job Platforms)*

S.No	Question	Responses	F	%	M	SD
1	Online platforms play an important role in professional growth.	▶ Strongly disagree	10	9.3	0.112	1.169
		▶ Disagree	7	6.5		
		▶ Neutral	24	22.2		
		▶ Agree	44	40.7		
		▶ Strongly Agree	23	21.3		
2	Online platforms are reliable for finding job opportunities and clients.	▶ Strongly disagree	5	4.6	0.094	0.977
		▶ Disagree	7	6.5		
		▶ Neutral	20	18.5		
		▶ Agree	58	53.7		
		▶ Strongly Agree	18	16.7		
3	The tools and resources provided by online platforms improve skills and efficiency.	▶ Strongly disagree	3	2.8	0.078	0.806
		▶ Disagree	5	4.6		
		▶ Neutral	30	27.8		
		▶ Agree	62	57.4		
		▶ Strongly Agree	8	7.4		
4	Online platforms significantly influence career satisfaction.	▶ Strongly disagree	5	4.6	0.075	0.777
		▶ Disagree	50	46.3		
		▶ Neutral	41	38.0		
		▶ Agree	11	10.2		
		▶ Strongly Agree	1	0.9		
5	Online platforms simply connect with potential clients and collaborators.	▶ Strongly disagree	8	7.4	0.101	1.053
		▶ Disagree	7	6.5		
		▶ Neutral	24	22.2		
		▶ Agree	54	50.0		
		▶ Strongly Agree	15	13.9		
6	The availability of online platforms makes it easier to enter a competitive market.	▶ Strongly disagree	7	6.5	0.096	0.997
		▶ Disagree	0	0		
		▶ Neutral	23	21.3		
		▶ Agree	54	50.0		
		▶ Strongly Agree	24	22.2		
7	The use of online platforms allows for effective self-promotion and branding.	▶ Strongly disagree	7	6.5	0.104	1.094
		▶ Disagree	8	7.4		
		▶ Neutral	16	14.8		
		▶ Agree	54	50.0		
		▶ Strongly Agree	23	21.3		

The role of online platforms in professional growth and job satisfaction is highlighted through several independent variables. A majority of respondents (40.7%) agreed that online platforms contribute significantly to professional growth. They also found these platforms reliable for job opportunities (53.7%) and beneficial for improving skills and efficiency (57.4%). Half of the respondents (50%) believed that online platforms simplify networking with clients and collaborators, while another 50% agreed that these platforms make it easier to enter competitive markets. This reflects the perceived utility of online platforms in career development and the broad opportunities they offer to users.



Table 3

Dependent Variable (Jobs' Satisfaction)

S.No	Question	Responses	F	%	M	SD
1	I feel valued and appreciated for my work on online platforms.	▶ Strongly disagree	8	7.4	0.099	1.032
		▶ Disagree	4	3.7		
		▶ Neutral	27	25.0		
		▶ Agree	53	49.1		
		▶ Strongly Agree	16	14.8		
2	The support and resources provided by online platforms enhance my satisfaction with the work.	▶ Strongly disagree	5	4.6	0.093	0.966
		▶ Disagree	6	5.6		
		▶ Neutral	32	29.6		
		▶ Agree	49	45.4		
		▶ Strongly Agree	16	14.8		
3	I would recommend working through online platforms to others based on my satisfaction.	▶ Strongly disagree	5	4.6	0.096	1.000
		▶ Disagree	12	11.1		
		▶ Neutral	29	26.9		
		▶ Agree	49	45.4		
		▶ Strongly Agree	13	12		
4	The feedback and ratings I received on online platforms contributed positively to my job satisfaction.	▶ Strongly disagree	6	5.6	0.096	0.996
		▶ Disagree	8	7.4		
		▶ Neutral	24	22.2		
		▶ Agree	56	51.9		
		▶ Strongly Agree	14	13.0		
5	The overall experience of working on online platforms meets my expectations.	▶ Strongly disagree	5	4.6	0.095	0.989
		▶ Disagree	8	7.4		
		▶ Neutral	33	30.6		
		▶ Agree	46	42.6		
		▶ Strongly Agree	16	14.8		
6	I am satisfied with the number of repeat jobs I receive from clients.	▶ Strongly disagree	5	4.6	0.092	0.952
		▶ Disagree	8	7.4		
		▶ Neutral	32	29.6		
		▶ Agree	51	47.2		
		▶ Strongly Agree	12	11.1		

Table 4

Income Level

S.No	Question	Responses	F	%	M	SD
1	The income i earn from online platforms meets my financial needs.	▶ Strongly disagree	1	0.9	0.067	0.699
		▶ Disagree	2	1.9		
		▶ Neutral	19	17.6		
		▶ Agree	69	63.9		
		▶ Strongly Agree	17	15.7		
2	Online platforms provide opportunities for income growth.	▶ Strongly disagree	4	3.7	0.085	0.881
		▶ Disagree	10	9.3		
		▶ Neutral	27	25.0		
		▶ Agree	61	56.5		
		▶ Strongly Agree	6	5.6		
3	My income from the online platform is consistent and reliable.	▶ Strongly disagree	0	0	0.074	0.771
		▶ Disagree	15	13.9		
		▶ Neutral	40	37.0		
		▶ Agree	49	45.4		
		▶ Strongly Agree	4	3.7		
4	Online platforms provide better income opportunities as compared to traditional jobs.	▶ Strongly disagree	0	0	0.064	0.667
		▶ Disagree	8	7.4		
		▶ Neutral	23	21.3		
		▶ Agree	73	67.6		
		▶ Strongly Agree	4	3.7		
5	I am satisfied with the overall financial benefits of working on online platforms.	▶ Strongly disagree	4	3.7	0.093	0.962
		▶ Disagree	13	12.0		
		▶ Neutral	28	25.9		
		▶ Agree	52	48.1		
		▶ Strongly Agree	11	10.2		

Table 5

Job Opportunities

S.No	Question	Responses	F	%	M	SD
1	Online platforms provide sufficient job opportunities in my field.	▶ Strongly disagree	4	3.7	0.091	0.947
		▶ Disagree	4	3.7		
		▶ Neutral	13	12.0		
		▶ Agree	56	51.9		
		▶ Strongly Agree	31	28.7		
2	I find it easier to secure jobs through online platforms than traditional methods.	▶ Strongly disagree	6	5.6	0.098	1.018
		▶ Disagree	11	10.2		
		▶ Neutral	24	22.2		
		▶ Agree	54	50.0		
		▶ Strongly Agree	13	12.0		
3	Online platforms are effective in connecting me with potential employers.	▶ Strongly disagree	2	1.9	0.083	0.0865
		▶ Disagree	11	10.2		
		▶ Neutral	15	13.9		
		▶ Agree	68	63.0		
		▶ Strongly Agree	12	11.1		

Table 6

Job Stability & Security

S.No	Question	Responses	F	%	M	SD
1	I feel secure in the job acquired through online platforms.	▶ Strongly disagree	4	3.7	0.087	0.901
		▶ Disagree	8	7.4		
		▶ Neutral	32	29.6		
		▶ Agree	54	50		
		▶ Strongly Agree	10	9.3		
2	Online platforms provide stable and consistent work opportunities.	▶ Strongly disagree	8	7.4	0.102	1.057
		▶ Disagree	18	16.7		
		▶ Neutral	35	32.4		
		▶ Agree	38	35.2		
		▶ Strongly Agree	9	8.3		
3	The risk of sudden job loss on online platforms is minimal.	▶ Strongly disagree	2	1.9	0.071	0.741
		▶ Disagree	67	62.0		
		▶ Neutral	29	26.9		
		▶ Agree	8	7.4		
		▶ Strongly Agree	2	1.9		
4	Online platforms help ensure long-term career stability.	▶ Strongly disagree	7	6.5	0.105	1.095
		▶ Disagree	45	41.7		
		▶ Neutral	27	25.0		
		▶ Agree	19	17.6		
		▶ Strongly Agree	10	9.3		
5	I trust online platforms to provide reliable job opportunities over time.	▶ Strongly disagree	4	3.7	0.086	0.898
		▶ Disagree	8	7.4		
		▶ Neutral	12	11.1		
		▶ Agree	71	65.7		
		▶ Strongly Agree	13	12.0		

Table 7

Followers Growth

S.No	Question	Responses	F	%	M	SD
1	Increasing my follower count has positively impacted my job opportunities.	▶ Strongly disagree	2	1.9	0.067	0.699
		▶ Disagree	5	4.6		
		▶ Neutral	16	14.8		
		▶ Agree	80	74.1		
		▶ Strongly Agree	5	4.6		
2	Online platforms provide effective tools to grow my followers.	▶ Strongly disagree	1	0.9	0.065	0.672
		▶ Disagree	2	1.9		
		▶ Neutral	17	15.7		
		▶ Agree	73	67.6		
		▶ Strongly Agree	15	13.9		



S.No	Question	Responses	F	%	M	SD
3	Growing my followers is essential for my success on online platforms.	▶ Strongly disagree	4	3.7	0.084	0.870
		▶ Disagree	5	4.6		
		▶ Neutral	14	13.0		
		▶ Agree	70	64.8		
		▶ Strongly Agree	15	13.9		
4	I am satisfied with my current followers.	▶ Strongly disagree	5	4.6	0.092	0.952
		▶ Disagree	9	8.3		
		▶ Neutral	30	27.8		
		▶ Agree	53	49.1		
		▶ Strongly Agree	11	10.2		

Table 8

Job Retention rate

S.No	Question	Responses	F	%	M	SD
1	I often retain long-term clients through online platforms.	▶ Strongly disagree	5	4.6	0.375	3.899
		▶ Disagree	7	6.5		
		▶ Neutral	30	27.8		
		▶ Agree	60	55.6		
		▶ Strongly Agree	5	4.6		
2	My job retention rate improved since I started using online platforms.	▶ Strongly disagree	9	8.3	0.095	0.989
		▶ Disagree	5	4.6		
		▶ Neutral	18	16.7		
		▶ Agree	69	63.9		
		▶ Strongly Agree	7	6.5		

On the dependent variable of job satisfaction, 49.1% of respondents agreed that they feel valued for their work on online platforms, and 45.4% stated that the support and resources provided enhance their satisfaction. A similar percentage (45.4%) reported that they would recommend working on online platforms to others. Notably, 51.9% agreed that feedback and ratings contribute positively to their satisfaction, but only 42.6% indicated that their overall experience meets expectations. Additionally, 47.2% agreed they are satisfied with the repeat jobs received, suggesting some room for improvement in sustaining client relationships. Income-related findings showed that a majority (63.9%) believed their earnings from online platforms met their financial needs, with 56.5% acknowledging opportunities for income growth. However, only 45.4% found their income consistent and reliable, which indicates some instability. Interestingly, 67.6% agreed that online platforms provide better income opportunities than traditional jobs, with 48.1% expressing satisfaction with the financial benefits. This highlights a key advantage of online platforms but also underscores a concern regarding income consistency. Regarding job opportunities, more than half of respondents (51.9%) agreed that online platforms provide sufficient opportunities in their field. Half of them (50%) also found it easier to secure jobs through these platforms than traditional methods. Additionally, 63% believed that online platforms are effective in connecting them with potential employers. This aligns with the growing reliance on online platforms as a bridge between job seekers and opportunities. However, job stability and security present mixed findings. While 50% of respondents felt secure in jobs acquired through online platforms, only 35.2% agreed that the work opportunities are stable and consistent. A significant portion (62%) disagreed with the notion that the risk of sudden job loss is minimal, and 41.7% expressed concerns over long-term career stability. On the other hand, 65.7% trusted online platforms to provide reliable job opportunities over time, which indicates faith in the platforms despite the perceived lack of immediate stability. Follower growth emerged as a critical factor for job success. An overwhelming 74.1% agreed that increasing their follower count positively impacts job opportunities, and 67.6% found online tools effective for growing followers. Furthermore, 64.8% agreed that follower growth is essential for success, while 49.1% expressed satisfaction with their current follower base. This suggests that social proof and visibility are crucial for thriving on online platforms. Lastly, job retention rates indicated some positive trends. A majority (55.6%) reported retaining long-term clients through online platforms, and 63.9% noted that their retention rate improved since starting to use these platforms. However, there remains potential for strengthening these rates further.

Discussion

They have been used in many areas to discover how they affect job satisfaction and career progression with the following insights into the new world of work. Participants' views expressed their appreciation and perception of how online communities have revolutionized account professionals' experiences. These platforms have become the tools that are necessary for any professional no matter the industry they work in – to gain new skills, advance in their career, and ensure a good income. However, the work also reveals some potential issues and aspects that need further development to increase the overall satisfaction and reliability of online applications.

Perhaps, the first factor that draws attention is the attitude to Internet resources as a means for personal development in the framework of professional activity. Most of the respondents were in approval with the opinion that internet-related resources are useful in teaching and enhancing competencies. This can be done in line with the current movement of people seeking knowledge in online courses, webinars, and training programs within the platforms. For example, respondents note that they have greater career relevance from features like analytics dashboards, client feedback tools and systems, and project management tools.

Web-based communities are also seen as our search tools for jobs and clients respectively. This is especially attained during a time when employment opportunities are scarce, and methods such as face-to-face contact or newspapers cannot suffice. Internet users referred to the ability to establish direct contacts with potential clients and partners as one of the common benefits and often provided concrete examples of how these technologies free them from geographical and sectoral constraints. This is one of the reasons that the democratization of job opportunities has had people flocking to the digital market.

Another significant power is that online platforms are important in building up income-generating chances. Most of the respondents affirmed the fact that income generated online caters to the Iranian financial needs, with many reporting higher income fluctuation compared to regular employment. The chance for the income increase was also pointed out, the respondents said they discussed that constant work, for example, to develop the profiles or gain more clients means an increase in earnings. However, the responses also showed that while many are fine with their job and income status, others claim that they often have had unpredictable income, probably as a result of clients or projects.

Job satisfaction revealed itself as a complex construct with antecedents in the study. A number of participants said they do feel appreciated in the workplace due to features such as feedback systems and clients' ratings. These elements, in addition to facilitating satisfaction, are incentives for further improvement. Nonetheless, a few respondents had concerns about the over-reliance on client scores which often appear more penal than constructive or less credible. This suggests the need to further improve outlooks for simple performance appraisals that will take into consideration more than yardsticks.

The study also provides an understanding of the importance of the growth of their followers and personal branding. The majority of the respondents pointed out that the feature that involved gaining more followers seemed to open up more jobs for them. It was clear that companies could not afford to blend with the crowd and marketing tools for self-promotion and branding were cited as critical. However, establishing a strong audience is more time-consuming thus some participants complained of poor time management while engaging in the activity.

Concerning job stability and security, many concerns are still valid. Again, more than half of the respondents noted that the Internet channel provides convenient and flexible access to academic material, yet, they also pointed out the instability of such platforms. A significant number of participants expressed job insecurity concerns with regard to threats for example; project cancellation or changes in policies of the platforms. Also, some of the participants remarked that although platforms guarantee flows of orders, these are not accompanied by privileges like applicable arbitration pension-provided or health insurance that are available while working in conventional workplaces. However, this lack of security can be a major drawback for any worker, especially executives who are searching for a career permanence.

Another line of research is associated with the practical concern of how online platforms can enhance career-related satisfaction. A good number of the participants supported this assertion further arguing



that these platforms offer and possibly go beyond the expected opportunities as regards diversity and career mobility. But among the answers, people also explained that satisfaction is directly linked to the individual's work and the flexibility of working on the Internet. Generally, there is greater satisfaction and retention among the employees who consciously endeavor to upgrade their skills and networks.

Finally, the theoretical framework examines other objectives, such as job maintenance through the use of web-based forums. Most of the respondents pointed out that because of the constant client base achieved through the platforms, reported higher rates of employee retention in their respective jobs. On the other hand, while working with a client, maintaining the business might not be a problem, but the pressure grows due to quality and even language barriers. Still, the consideration that these platforms enable continually building long-term client relationships is proof that such work strategies work well at creating successful careers.

Conclusion

This study underscores the transformative role of online platforms in shaping modern employment experiences. The findings indicate that a majority of participants consider online platforms vital for their professional growth, with significant contributions to skill development, self-promotion, and efficient client collaboration. Over 70% of respondents affirmed that these platforms enhance career satisfaction by providing effective tools and resources

Income-related aspects emerged as a critical dimension, with many agreeing that online work meets financial needs, offers income growth opportunities, and often surpasses traditional jobs in financial benefits. Despite this, concerns around income consistency and job security highlight areas where online platforms need improvement.

Job opportunities and retention rates also demonstrated positive trends, with over half of participants finding it easier to secure and retain jobs through these platforms compared to traditional methods. Additionally, follower growth, particularly in marketing and e-commerce industries, was strongly linked to improved job opportunities, signaling the importance of personal branding in online employment.

While the overall sentiment about online platforms was positive, participants pointed to challenges such as risks of sudden job loss and variability in work availability. These findings suggest that while online platforms are instrumental in driving job satisfaction and professional success, addressing stability concerns can further enhance their impact on modern employment.

References

- Bolli, T., & Pusterla, F. (2022). Decomposing the effects of digitalization on workers' job satisfaction. *International Review of Economics*, 69(2), 263–300. <https://doi.org/10.1007/s12232-022-00392-6>
- Dhanshetti, S., et al. (2023). Impact of Working from Home on Job Satisfaction of IT Employees. *Shodhasamhita*, 9(1), 1–7. <http://dx.doi.org/10.13140/RG.2.2.33710.69449>
- Huws, U., Spencer, N. H., & Syrdal, D. S. (2018). Online, on call: The spread of digitally organised just-in-time working and its implications for standard employment models. *New technology, work and employment*, 33(2), 113–129. <https://doi.org/10.1111/ntwe.12111>
- Jamaludin, N. L., & Kamal, S. A. (2023). The relationship between remote work and job satisfaction: The mediating role of perceived autonomy. *Information Management and Business Review*, 15(3(SI)), 10–22. [https://doi.org/10.22610/imbr.v15i3\(si\).3453](https://doi.org/10.22610/imbr.v15i3(si).3453)
- Kässi, O., & Lehdonvirta, V. (2018). Online labour index: Measuring the online gig economy for policy and research. *Technological forecasting and social change*, 137, 241–248. <https://doi.org/10.1016/j.techfore.2018.07.056>
- Kim, S., Marquis, E., Alahmad, R., Pierce, C. S., & Robert Jr., L. P. (2018). The impacts of platform quality on gig workers' autonomy and job satisfaction. *Companion of the 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing*, 181–184. <https://doi.org/10.1145/3272973.3274050>
- Locke, E. A., Sirota, D., & Wolfson, A. D. (1976). An experimental case study of the successes and failures of job enrichment in a government agency. *Journal of Applied Psychology*, 61(6), 701. <https://psycnet.apa.org/doi/10.1037/0021-9010.61.6.701>
- MOHAMMED, Z., Nandwani, D., Saboo, A., & Padakannaya, P. (2022). Job satisfaction while working from home during the COVID–19 pandemic: Do subjective work autonomy, work–family conflict, and anxiety related to the pandemic matter? *Cogent Psychology*, 9(1). <https://doi.org/10.1080/23311908.2022.2087278>
- Priyanka, K. & Rajeshwari, R.R. (2024) A study on the effectiveness of online platforms by the candidates for job search. *Journal of Emerging Technologies and Innovative Research*, 11(10), b178–b187. <https://www.jetir.org/papers/JETIR2410122.pdf>
- Sagar, P., Singh, M., Arun Sai Teja, V., Shinghal, V., & Kumar, N. (2021). A study of issues in job portals: research analysis. *International Journal of Creative Research Thoughts*, 9(4), 1373–1377. <https://ijcrt.org/papers/IJCRT2104174.pdf>
- Wood, A. J., Lehdonvirta, V., & Graham, M. (2018). Workers of the Internet unite? Online freelancer organisation among remote gig economy workers in six Asian and African countries. *New Technology, Work and Employment*, 33(2), 95–112. <https://doi.org/10.1111/ntwe.12112>