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A STUDY ON EMPLOYER BRANDING FROM THE PERSPECTIVE OF BUSINESS MANAGEMENT STUDENT

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ABSTRACT:

This study examines into employer branding from the viewpoint of business students, essential for organizational success in today's competitive job market. It explores how business students perceive and interact with employer brands, focusing on attributes like organizational culture, career development, work-life balance, and corporate social responsibility. The study reveals that employer branding significantly impacts students' perceptions of organizational attractiveness, influencing their job application decisions, offer acceptance rates, and long-term engagement as employees. Recruitment channels like social media, campus events, and career fairs play a pivotal role in shaping students' awareness of employer brands. The study's findings contribute valuable insights into employer branding's impact on business students' career trajectories, including job satisfaction, retention rates, and opportunities for advancement. Understanding and addressing these perspectives can help organizations effectively attract, engage, and retain top talent, ensuring sustained success in a competitive universal environment.

INTRODUCTION:

In today's competitive job market, the ability to attract and retain top talent is crucial for organizational success. Employer branding, defined as the perception of an organization as a desirable employer, plays a pivotal role in shaping the recruitment, engagement, and retention of employees. While extensive research has been conducted on employer branding from the employer's perspective, there is a notable gap in understanding how business students, the future workforce, perceive and interact with employer brands.

This study aims to address this gap by exploring employer branding from the perspective of business students. Business students represent a significant segment of the talent pool sought after by employers across various industries, making their perceptions and preferences integral to understanding effective employer branding strategies. By gaining insights into the factors that influence business students' perceptions of employer brands, this study seeks to provide valuable guidance to employers, educators, and policymakers in enhancing their recruitment and retention efforts.

REVIEW OF LITERATURE:

Ruche, 2002. "Employer Brand Evolution: a guide to building loyalty in your organization" Finding true concept of Employer Branding, however, is often little more than the communication of attraction, recruitment, motivation and retention. Employer Branding has been defined as the company's image as seen through the eyes of its associates and potential hires, and is intimately linked to the employment experience of what it is like to work at a company, including tangibles such as salary and intangibles such as company culture and values.

Kristin Backhous & Surinder Tikoo, 2004. In the study of "Conceptualizing and researching employer branding: career development international" is a process of building an identifiable and unique identity of the employer. It helps to create a consistent employment experience and communication and can also enhance the employee's engagement.

According to **Barrow and Mosley 2005**, employer branding is used not only to transfer the message of the personality of a company as an

employer of choice, but it also has been used to adapt the tools and techniques usually used to motivate and engage employees. Like a consumer brand, it is an emotional relationship between an employer and employee.

P Chitramani and Deepa, 2013 conducted a study on employer branding among the selected Indian IT companies. The study focus on the employer branding initiatives adopted by three companies. TCS, Infosys and Wipro were selected and gathered facts about employer branding strategies implemented by these IT companies to build their brand

Ergun & Tatar, 2016 focused on the concept of employer branding based on the qualitative case study studying two international firms in the power industry. The purpose of the paper is to study the advantages of utilizing employer branding on the potential and current employees. Comparisons were drawn between the firms to understand the benefits of employer brand, management of employer branding, process of employer branding and future implications.

Kashive & Khanna, 2017 have built an employer brand pyramid, using the Keller Brand Pyramid as a reference model in order to identify optimal ways to use employer branding to attract the best talent and retain them. The employer brand pyramid has employer brand awareness at the rock-bottom, upon which functional and symbolic associations stand. Above this is the judgment and experiential basis and on the top is the brand citizen behaviour. The paper also discusses the impact of brand dissonance on the employer brand pyramid conceptualized in the paper.

OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVES:

- To identify the attributes of the organization that are most significant in attracting business studies students.

SECONDARY OBJECTIVES:

- To study the concept of employer branding.
- To determine the value of employer branding which affects employee.
- To evaluate the factors that affect employee branding.

HYPOTHESES OF THE STUDY:

- 1) To find out an association between gender and the aspects that attracts to apply for the job.

H0 (Null Hypothesis): There is no significant relationship between age of the respondents and the aspects that attracts the respondent to apply for the job.

H1 (Alternative Hypothesis): There is significant relationship between age of the respondents and the aspects that attracts the respondent to apply for the job.

- 2) To identify and rank the factor which affects employee branding the most by weighted average method.

SOURCES OF DATA:

The data collected from both primary and secondary data.

a) Primary data: A questionnaire was prepared and administrated to 100 respondents.

b) Secondary data: Data collected from a source of online journals, websites and review of literature from published articles.

TOOLS AND TECHNIQUES:

The research deployed a survey tool to collect data, which was carefully crafted to meet the aims of the study. This survey was distributed among students to capture their viewpoints and it will include like scale questions, multiple-choice questions, and open-ended questions to capture diverse responses from students.

ANALYSIS TOOLS:

PERCENTAGE ANALYSIS: It refers to a special kind of rate, percentage are used in making comparisons between two or more series of data. A percentage is used to determine the relationship between the series.

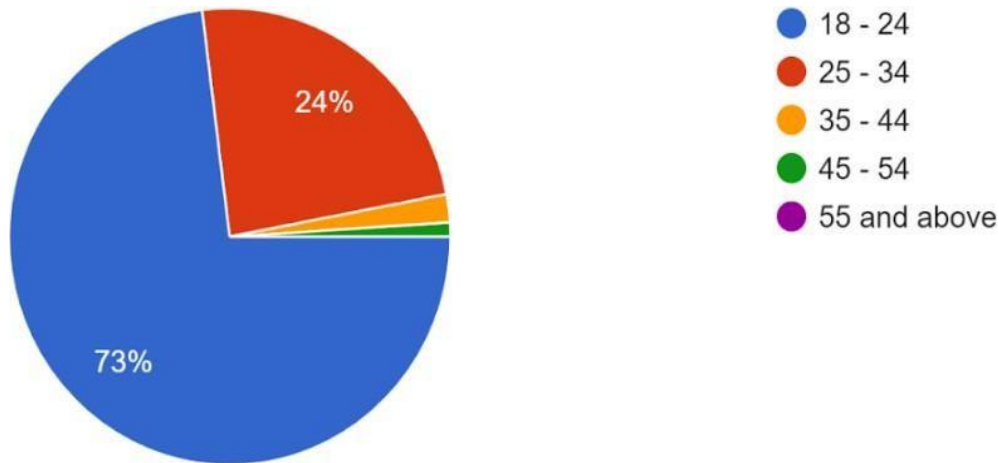
STATISTICAL TOOLS:

CHI-SQUARE: The chi-square test is used to analyse categorical data and determine whether there is a significant association between two categorical variables. It is commonly used to test for independence in contingency tables and to compare observed frequencies with expected frequencies.

WEIGHTED AVERAGE METHOD: The weighted average method is a statistical technique used to calculate a measure that reflects the average value of a set of numbers, where each number has a different weight or importance assigned to it. This method is commonly used in various fields, including finance, economics, and research.

ANALYSIS AND INTERPRETATION OF DATA:**AGE OF THE RESPONDENTS**

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
18 – 24	73	73%
25 – 34	24	24%
35 – 44	02	02%
45 – 54	01	01%
55 and above	0	0%
TOTAL	100	100%

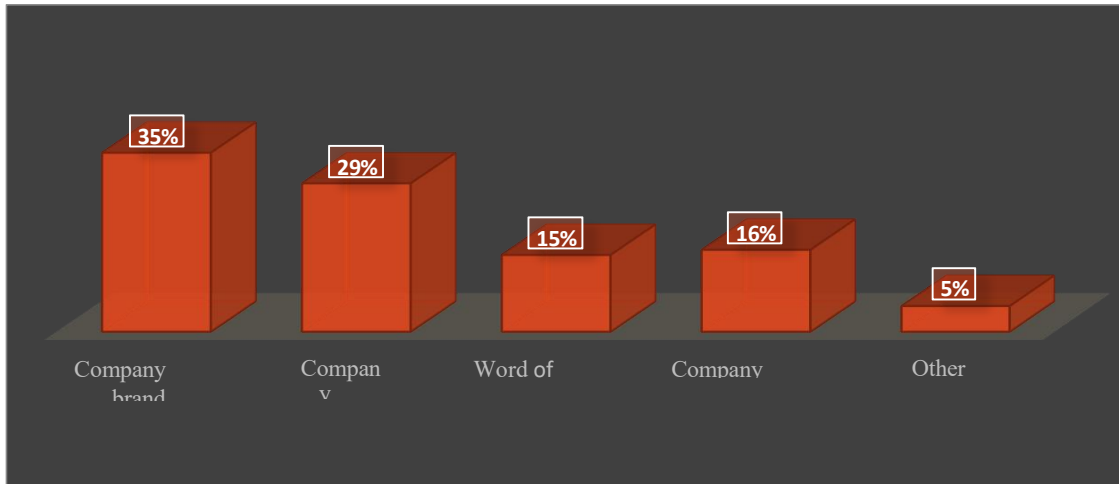
**INTERPRETATION:**

The above table and chart show that 73% of the respondents are from the age group 18 – 24, 24% of the respondents are from the group 25 – 34, 2% of the respondents are from the group of 35 – 44 and 1% of the respondents are from the group of 45 – 55.

THE FACTOR THAT ATTRACTS RESPONDENTS TO APPLY FOR THE JOB

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
Company brand position	35	35%

Company vision and mission	29	29%
Word of mouth	15	15%
Company rating	16	16%
Others	05	05%
TOTAL	100	100%

**INTERPRETATION:**

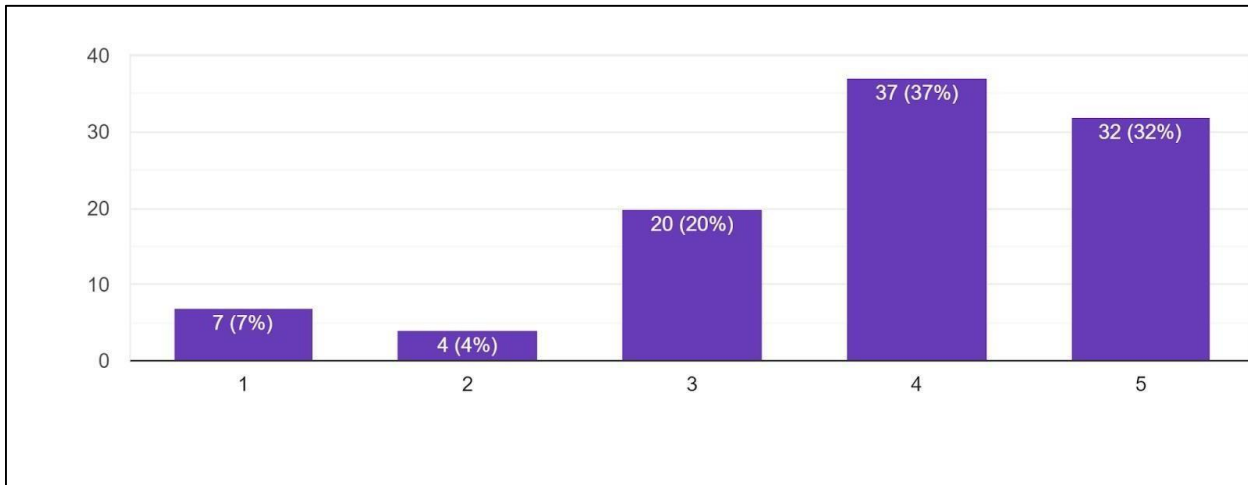
The above table and chart show that 35% of the respondents are from the company brand position, 29% of the respondents are from the company vision and mission, 15% of the respondents are from word of mouth, 16% of the respondents are from the company rating and 05% from the others.

THE FACTORS THAT AFFECT EMPLOYEE BRANDING VARIES BASED ON INDIVIDUAL PERCEPTION

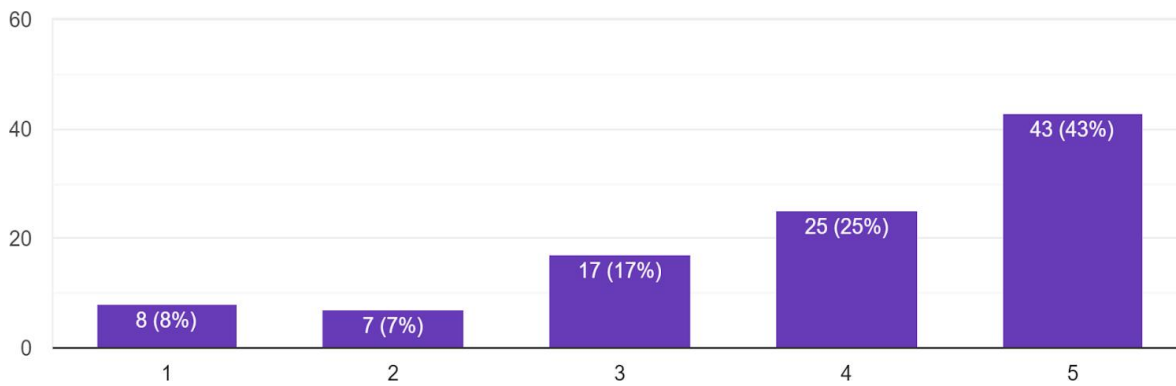
PARTICULARS	NO OF RESPONDENTS					PERCENTAGE
	1	2	3	4	5	
Quality of management	7	4	20	37	32	100%
Organizational honesty and fairness	8	7	17	25	43	100%
Media exposure	3	13	21	23	40	100%
Profitable organization	5	7	20	24	44	100%
Above average basic salary	2	9	16	28	45	100%
Job security	4	5	20	21	50	100%
Good promotion opportunity	5	3	23	20	49	100%
Organizational value	3	2	15	26	54	100%

Use of your creativity in organization	5	4	14	24	53	100%
Type of product and service rendered	5	6	19	30	40	100%

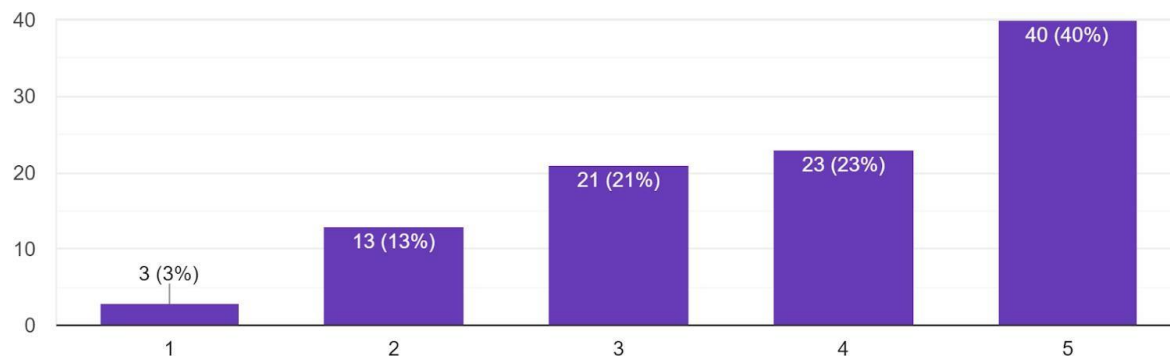
a) Quality of management



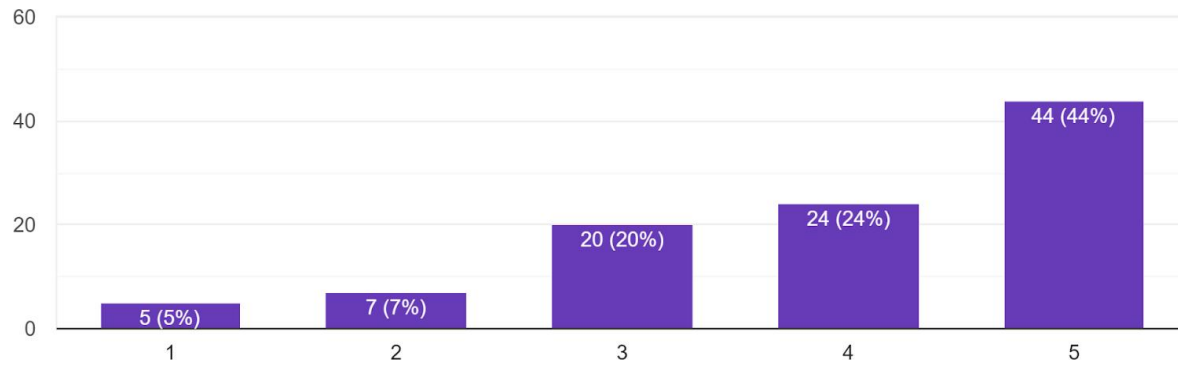
b) Organizational honesty and fairness



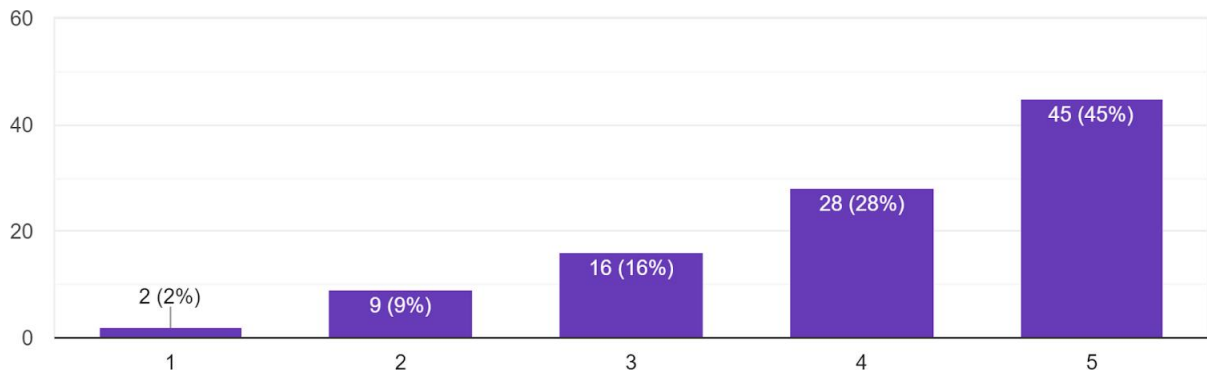
c) Media exposure



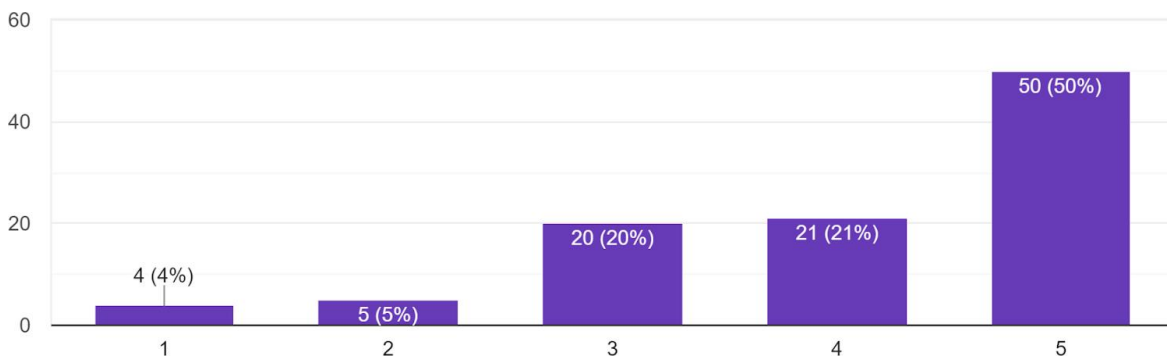
d) Profitable organization

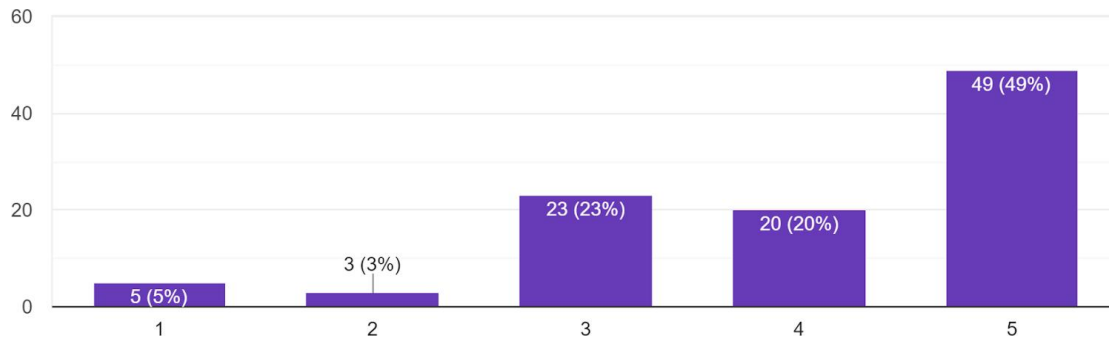
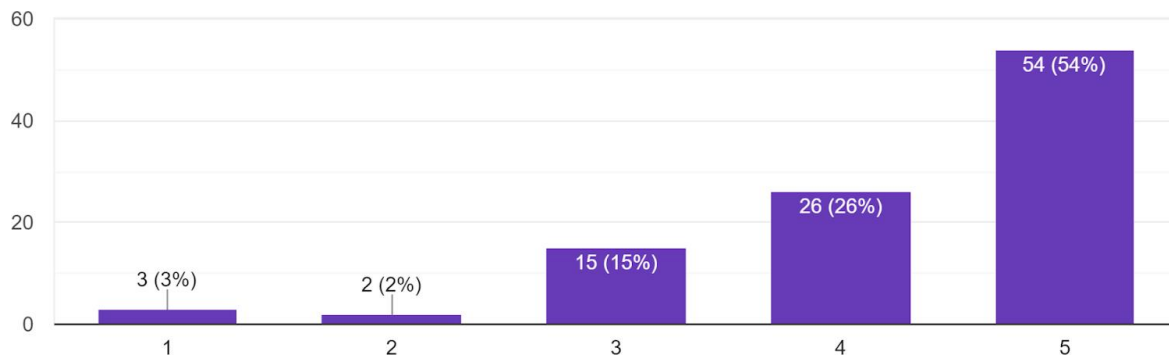
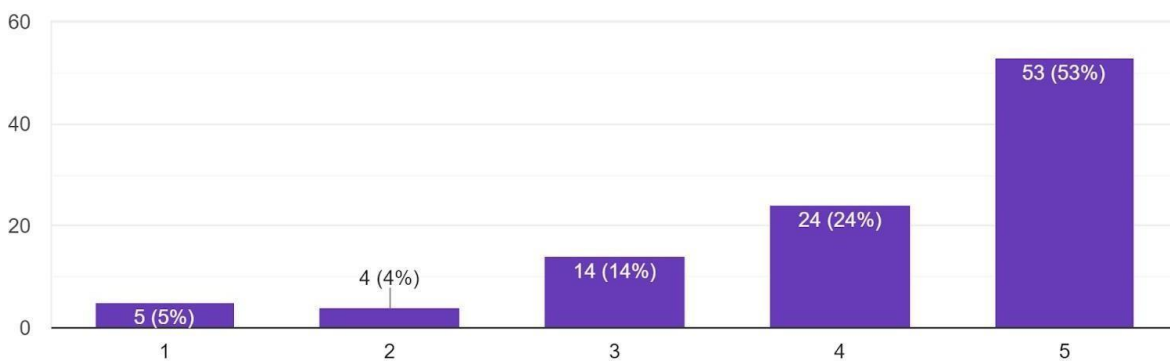


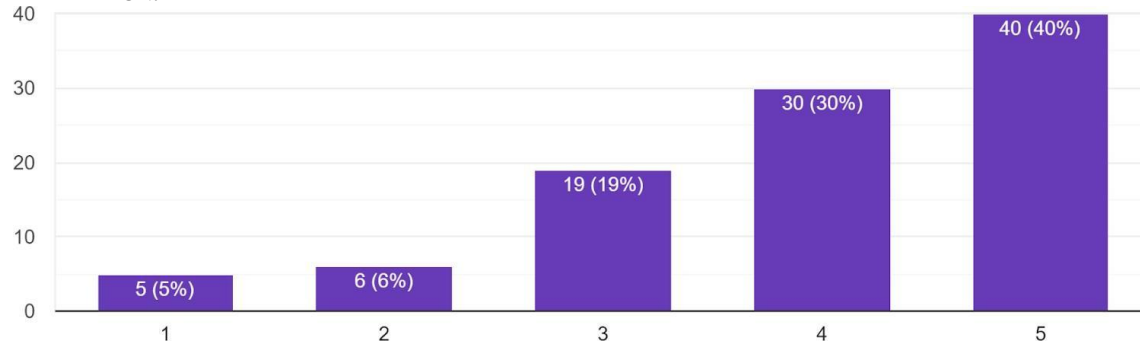
e) Above average basic salary



f) Job security



g) Good promotion opportunity**h) Organizational value****i) Use you creativity in organization**

j) Type of product and service rendered**INTERPRETATION:**

The above table and charts show that the statement a) Quality of management has the highest level of respondents from rank 4, following this b) Organizational honesty and fairness, c) Media exposure, d) Profitable organization, e) Above average basic salary, f) Job security, g) Good promotion opportunity, h) Organizational value, i) Use of your creativity in organization and j) Type of product and service rendered all. All the above statement has highest level of respondents from rank 5.

CHI – SQUARE TEST

To test whether, there is a significant relationship between gender of the respondents and the aspects that attracts the respondents to apply for the job

H0 (Null Hypothesis): There is no significant relationship between age of the respondents and the aspects that attracts the respondent to apply for the job.

H1 (Alternative Hypothesis): There is significant relationship between age of the respondents and the aspects that attracts the respondent to apply for the job.

PARTICULARS	COMPANY BRAND POSITIONS	COMPANY RATING	COMPANY VISION AND MISSION	OTHERS	WORD OF MOUTH	TOTAL
18 – 24	28	10	21	3	11	73
25 – 34	06	06	7	1	4	24
35 – 44	0	0	1	1	0	2
45 – 54	1	0	0	0	0	1
TOTAL	35	16	29	5	15	100

O	E	O – E	(O – E) ²	(O – E) ² /E
28	25.55	2.45	6.0025	0.2349
06	8.4	-2.4	5.76	0.6857
0	0.7	-0.7	0.49	0.7
01	0.35	0.65	0.4225	1.2071
10	11.68	-1.68	2.8224	0.2416
6	3.84	2.16	4.6656	1.215
0	0.32	-0.32	0.1024	0.32
0	0.16	-0.16	0.0256	0.16
21	21.17	-0.17	0.0289	0.0013
07	6.96	0.04	0.0016	0.0002
01	0.58	0.42	0.1764	0.3041
0	0.29	-0.29	0.0841	0.29
03	3.65	-0.65	0.4225	0.1157
01	1.2	-0.2	0.04	0.0333
01	0.1	0.9	0.81	8.1
0	0.05	-0.05	0.0025	0.05
11	10.95	0.05	0.0025	0.0002
4	3.6	0.4	0.16	0.0444
0	0.3	-0.3	0.09	0.3
0	0.15	-0.15	0.0225	0.15
CALCULATED VALUE				14.1535

CALCULATED VALUE: 14.1535

DEGREE OF FREEDOM

$$d.f = (r-1) (c-1)$$

$$= (4-1) (5-1)$$

$$= 3*4$$

$$= 12$$

Level Of Significance: **0.05**

Table Value: **21.03**

INFERENCE

Therefore, calculated value is 14.1535 which is greater than the table value 22.03. So, accept H₀. Hence proved that there is no significant relationship between age of the respondents and the aspects that attracts the respondents to apply for the job.

WEIGHTED AVERAGE METHOD

To identify and rank the factor which affects employee branding the most

PARTICULARS	X1	X2	X3	X4	X5	TOTAL
Quality of management	7	4	20	37	32	100
Organizational honesty and fairness	8	7	17	25	43	100
Media exposure	3	13	21	23	40	100
Profitable organization	5	7	20	24	44	100
Above average basic salary	2	9	16	28	45	100
Job security	4	5	20	21	50	100
Good promotion opportunity	5	3	23	20	49	100
Organizational value	3	2	15	26	54	100
Use of your creativity in organization	5	4	14	24	53	100
Type of product and service rendered	5	6	19	30	40	100

The formula for calculating the weighted average is:

$$\text{Weighted Average} = \frac{\sum(w_i * x_i)}{\sum w_i}$$

w = weighted average.

n = number of terms to be average.

x_i = data values to be average.

w_i = weights applied to x values.

PARTICULARS	W5	W4	W3	W2	W1	TOTAL	RANKING
Quality of management	35	16	60	74	32	217	I
Organizational honesty and fairness	40	28	51	50	43	212	III
Media exposure	15	52	63	46	40	216	II
Profitable organization	25	28	60	48	44	205	V
Above average basic salary	10	36	48	56	45	195	VI
Job security	20	20	60	42	50	192	VII
Good promotion opportunity	25	12	69	40	49	195	VI

Organizational value	15	08	45	52	54	174	IX
Use of your creativity in organization	25	16	42	48	53	184	VIII
Type of product and service rendered	25	24	57	60	40	206	IV

INFERENCE

Through weighted average method quality of management is the 1st factor that have an impact on employer branding while candidates are selecting the organization for job.

FINDINGS:

- 73% of the respondents age between 18 – 24.
- 35% of the respondents are attracting to company brand position to apply for job.
- 37% of respondents preferred that quality of management are affect the employee branding.
- 43% of the respondents preferred that organizational honesty and fairness are more affect the employee branding.
- 40% of the respondents preferred that media exposure are more affect the employee branding.
- 44% of the respondents preferred that profitable organization are more affect the employee branding.
- 45% of the respondents preferred that above average basic salary are more affect the employee branding.
- 50% of the respondents preferred that job security are more affect the employee branding.
- 49% of the respondents preferred that good promotion opportunity are more affect the employee branding.
- 54% of the respondents preferred that organizational value are more affect the employee branding.
- 53% of the respondents preferred that use of your creativity in organization are more affect the employee branding.
- 40% of the respondents preferred that type of product and service rendered are more affect the employee branding.

SUGGESTIONS:

- Invest in employer branding initiatives that highlight the company's values, culture, and opportunities for growth.
- Leverage social media platforms to showcase employee experiences, achievements, and company culture.
- Offer internship programs and partnerships with universities to attract talented students and graduates.
- Foster a diverse and inclusive workplace culture to attract a wide range of candidates and promote creativity and innovation.
- Solicit feedback from current employees and candidates to continuously improve and refine the employer branding strategy.
- Conduct further research to understand how employer branding perceptions vary across different industries within the Business Administration field. This can provide insights into the unique challenges and opportunities faced by organizations in various sectors.
- Evaluation of Employer Branding Initiatives, assess the effectiveness of specific employer branding initiatives in attracting and retaining Business Administration students.

CONCLUSION:

In conclusion, the findings highlight several key insights into what factors influence potential candidates' perceptions of employer branding. These include the importance of career growth opportunities, recognition, organizational values, and a supportive work environment. Additionally, factors such as gender diversity, age inclusivity, and social responsibility play significant roles in shaping candidates' decisions. From a business administration perspective, it's evident that effective employer branding requires a multifaceted approach that addresses various aspects of organizational culture, management practices, and external perceptions. By focusing on areas such as promoting diversity and inclusion, offering clear career paths, fostering innovation, and maintaining transparency, companies can strengthen their employer brand and attract top talent. Furthermore, engaging with current employees and leveraging social media platforms can enhance visibility and credibility in the eyes of potential candidates. Ultimately, a strategic and holistic approach to employer branding is essential for businesses to not only attract but also retain talented individuals who align with their values and vision.

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