



## **A STUDY ON THE INFLUENCE OF EMPLOYER BRANDING TOWARDS EMPLOYEE ENGAGEMENT**

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### **ABSTRACT :**

Employer branding, which encompasses how a company presents its values, culture, and employee experiences, is crucial for attracting and retaining top talent. A strong employer brand leads to engaged employees who are happy, motivated, and committed, fostering a positive work environment with growth opportunities and a sense of value. This study explores the link between employer branding strategies and employee engagement levels, addressing a significant research gap in a competitive job market. Utilizing a descriptive research design, data were collected from 132 participants through structured methods and analyzed using robust non-parametric statistical tests like the H-Test, U-Test, and correlation analyses. The findings offer both academic insights and practical guidance for organizations, such as JBIPL, to cultivate a positive workplace culture and enhance employee performance by effectively communicating their brand values and opportunities.

### **INTRODUCTION:**

In competitive business environment, attracting and retaining top-tier employees is more critical than ever. Organizations are turning to employer branding as a powerful tool to shape perceptions among current and prospective employees. Employer branding involves cultivating an image and reputation that reflect the organization's values, culture, and overall employee experience. Closely linked to this is employee engagement, which signifies the emotional commitment and involvement employees have towards their work and the organization. This paper explores the intricate relationship between employer branding and employee engagement, examining how the former influences the later.

A strong employer brand can profoundly influence employee engagement by shaping perceptions, attitudes, and behaviors. When employees positively perceive their organization and align with its values and culture, they are more likely to feel engaged and motivated.

Conversely, a weak or negative employer brand can result in disengagement, decreased

morale, and higher turnover rates. Several mechanisms illustrate how employer branding affects employee engagement, including attracting the right talent, enhancing the overall employee experience, and prioritizing well-being, professional development, and a positive work environment.

To leverage employer branding for enhancing employee engagement, organizations should adopt strategic approaches. This involves clearly defining and communicating values, culture, and the employee value proposition, ensuring internal practices align with external messaging for consistency and authenticity. Prioritizing employee experience through a positive work environment, competitive compensation, benefits, and growth opportunities is crucial. Continuous feedback and improvement of policies and practices further enhance the employee experience. Effective communication of the employer brand to both internal and external stakeholders through channels such as social media, branding campaigns, and employee advocacy programs can showcase the organization's culture, values, and success stories. By understanding these mechanisms and adopting strategic approaches, organizations can enhance engagement, drive performance, and achieve sustainable success in a competitive landscape.

### **NEED OF THE STUDY**

Employer branding on employee engagement is paramount in a dynamic work environment. This study addresses a critical gap in research by developing into the intricate relationship between employer branding strategies and employee engagement levels. In an era where attracting and retaining top talent is a constant challenge for organizations, identifying the drivers of employee engagement becomes imperative. By comprehensively examining how employer branding initiatives influence employees' emotional commitment, job satisfaction, and willingness to invest discretionary effort, this study not only contributes to academic literature but also provides actionable insights for organizations striving to create a positive work culture and maximize employee performance.

The study can delve into the role of leadership and organizational communication in shaping employee perceptions of employer branding initiatives. Investigating how leadership behaviors and communication practices influence the effectiveness of employer branding efforts can provide valuable insights for organizational leaders aiming to enhance employee engagement and commitment and also exploring the role of technology and digital platforms in employer branding can offer fresh perspectives on how organizations

can leverage digital channels to amplify their employer brand and engage with employees effectively. Engaged employees are inherently more productive and committed to achieving organizational objectives. They exhibit greater discretionary effort and are willing to go the extra mile to deliver superior results. Through an examination of how employer branding influences employee engagement, this study offers actionable insights for optimizing employer branding strategies to maximize employee productivity and performance, ultimately driving organizational success.

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## OBJECTIVES OF THE STUDY

1. To Study on the influence of employer branding towards employee engagement.
2. To know about the perception of employees towards employer branding.
3. To find out how employer branding contributes towards talent acquisition and engagement.
4. To identify whether employer branding encourage transparent and consistent communication of employer across all channels to build trust and credibility of employees.
5. To identify whether employer branding and initiatives given to the employees plays adominant role in engaging employees

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## SCOPE OF THE STUDY

A Study on the Influence of Employer Branding towards Employee Engagement" critically examines the dynamics essential for talent management and organizational effectiveness. The study explores the intricate relationship between employer branding strategies and employee engagement across diverse organizational settings. It provides an in-depth analysis of strategies such as crafting compelling employer value propositions, executing targeted recruitment marketing campaigns, and enhancing overall employee experience. The research evaluates how these strategies shape employees' perceptions and foster emotional connections with their organization. Additionally, the study analyzes organizational factors like culture, leadership styles, communication channels, and industry-specific dynamics to understand their impact on the effectiveness of employer branding in driving employee engagement. Using a comprehensive mixed-methods approach, it integrates quantitative surveys with qualitative interviews or focus groups to capture the nuances of employee perceptions and experiences. Advanced statistical techniques, including regression analysis and structural equation modeling, are employed to unravel the complex relationships between employer branding constructs and various dimensions of employee engagement.

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## RESEARCH METHODOLOGY

### *Research*

Research is a systematic investigation into a specific topic, issue, phenomenon, or problem aimed at generating new knowledge or validating existing theories through structured methods like data collection, analysis, interpretation, and presentation.

### *Research Design*

Research design is the conceptual framework guiding the study, outlining the plan for data collection, measurement, and analysis. This study employs a Descriptive Research Design to accurately describe the impact of skill enhancement courses on career development.

### *Data Collection Method*

Data collection involves gathering information, comprising Primary Data collected afresh via a questionnaire and Secondary Data sourced from existing literature such as journals and websites. The questionnaire method, supplemented by scheduling, was used to gather primary data from 132 respondents including dichotomous, multiple-choice, rating, and ranking questions.

### *Sampling*

This study employed probability sampling, specifically simple random sampling, ensuring each member of the population had an equal chance of being selected. The sample size determination followed a formula based on the continuous outcome variable from a pilot study within the same population of 132.

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## LITERATURE REVIEW

1. **Akuratiya (2022) - Influence of Employer Branding on Employee Commitment:** The study delves into the influence of perceived employer branding on organizational culture, employee identity, and subsequent employee commitment in financial companies. By employing correlation and regression analysis on executive-level employees, it reveals a significant impact of employer branding on organizational aspects and employee commitment.
2. **Shabana Khurshid (2021) - Employer Branding and Employee Engagement:** This research emphasizes the critical role of employer branding in enhancing employee engagement, particularly in the banking sector. Through analysis on employees from public and private

banks, it highlights how employer brand dimensions positively influence employee engagement and subsequently organizational commitment.

3. **Wong, Hendriatta Chau Yuan (2021) - Employer Branding's Impact on Performance:** A case study on a top Canadian employer showcases how employer branding influences performance through factors like sustainability, growth opportunities, and brand championing. The study reveals a moderate influence on organizational citizenship performance and sheds light on employees' perceptions of their employment experience.
4. **Pushpendra Priyadarshi (2020) - Employer Branding for Employee Satisfaction and Engagement:** Focusing on the intense competition for talent, this study emphasizes employer branding as a tool for attracting and retaining quality talent. It underlines the importance of managing employer brand image for both potential and existing employees, highlighting its impact on job-related attitudes.

## MANN WHITNEY U TEST

### ANALYSIS

Null Hypothesis Ho: There is no significant difference between and employee perception, talent acquisition, transparency, employer initiatives.

H1: There is no significant difference between and employee perception, talent acquisition, transparency, employer initiatives.

### Test Statistics<sup>a</sup>

	employee perception	talent acquisition	transparency	employer initiatives
Mann-Whitney U	2093.500	1764.500	1755.500	1910.000
Wilcoxon W	3923.500	4320.500	4311.500	4466.000
Z	-.174	-1.724	-1.773	-1.039
Asymp. Sig. (2-tailed)	.862	.085	.076	.299

a. Grouping Variable: gender

H – TEST:

H0: There is no significance difference between mean ranks of age concerning factors of employee perception, Talent acquisition, Transparency, employer initiatives.

H1: There is a significance difference between mean ranks of age concerning factors of employee perception, Talent acquisition, Transparency, employer initiatives

### Test Statistics<sup>a,b</sup>

	employee perception	talent acquisition	employer initiatives	transparency
Chi-Square	.344	5.200	2.203	3.660
df	2	2	2	2
Asymp. Sig.	.841	.074	.331	.160

a. Kruskal Wallis Test

b. Grouping Variable: age

INFERENCE

Employee perception, Talent acquisition, Transparency, Employer initiative; From the above analysis, it is inferred that the p(sig) value is greater than 0.05

P(sig)=0.121>0.05

Hence,  $H_0$  is accepted.

There is no significant difference between mean ranks of age concerning factors of employee perception, Talent acquisition, Transparency, employer initiatives.

#### CHI-SQUARE TEST

**H<sub>0</sub>**: There is no significance difference between gender and unique of organization reputation maintained.

**H<sub>1</sub>**: There is a significance difference between gender and unique of organization reputation maintained.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.166	3	.166
Likelihood Ratio	5.720	3	.126
Linear-by-Linear Association	4.247	1	.039
N of Valid Cases	202		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.08.

#### INFERENCE

The analysis indicates that there might be a relationship between gender and unique of organization reputation maintained.

From the above analysis, it is inferred that the p(sig) value is greater than 0.05 Hence,  $H_0$  is accepted. There is no significant difference between mean ranks of age concerning factors of employee perception, Talent acquisition, Transparency, employer initiatives.

#### SUGGESTION

**Career Growth and Development**, While many employees are satisfied with the opportunities for career growth and development within their organization, they feel there is a need for more technological updates. Companies could address this by providing relevant training programs to keep their employees' skills current.

**Role of Reputation in Talent Acquisition**, A strong reputation plays a significant role in attracting and retaining talented individuals, highlighting the importance of maintaining a positive employer brand. However, employees considering leaving often cite low salaries and a lack of incentives despite meeting targets. Addressing these issues could improve talent retention.

**Influence of Corporate Image on Decision-making**, Employees feel that a company's image somewhat influences their decisions when considering job offers. Improving the company's image in employees' minds through team activities and genuine concern for their well-being could positively impact their job choices.

**Impact on Employee Turnover**, Many respondents are neutral about the impact of the organization's reputation on reducing employee turnover. This suggests a need for reorganization to focus on reducing turnover rates to retain valuable employees.

**Attendance Tracking Issues**, Some employees experience difficulties with the current attendance app and suggest reverting to the previous punching machine system. For field staff, the app could be used to track location, while back-office staff could use the punching machine for attendance tracking.

#### CONCLUSION

Employer branding is essential for keeping employees happy and engaged. A company with a strong image as a great place to work attracts top talent and instills pride in current employees, fostering a sense of belonging. This sense of belonging motivates employees to perform their best and stay with the company longer. A positive employer reputation significantly impacts employee happiness and engagement, drawing in talented individuals who thrive in an encouraging environment. This pride and motivation lead to better job performance, much like a team of enthusiastic players aiming to win. Additionally, a strong employer brand enhances employee retention by aligning staff with the company's values and goals. When employees feel they belong, they are more likely to stay and work diligently, resulting in a productive, creative, and collaborative workforce. However, an employer brand alone isn't enough. It must be supported by effective leadership, clear communication, growth opportunities, and a positive work atmosphere. When these elements come together, they create a great workplace where everyone is happy, collaborative, and the company thrives.

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