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A Study on Employer Branding

Ms. R. Padhmini[1], Dr. A. Arun[2]

[1]Final Year MBA Student/Department of Management Studies/ IFET College of Engineering, IFET Road, Gangrampalayam/Villupuram- 605108
[2]Assistant professor/Department of Management Studies/IFET College of Engineering, IFET Road, Gangrampalayam/Villupuram- 605108
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ABSTRACT

Employer branding has emerged as a pivotal strategy for organizations aiming to attract, engage, and retain top talent in a competitive labor market. This paper explores the concept of employer branding, its significance, and the strategic approaches companies employ to enhance their employer brand. By defining employer branding and distinguishing it from corporate branding, we examine its role in shaping perceptions among potential and current employees. The study delves into various elements that contribute to a strong employer brand, including organizational culture, employee value proposition, and communication strategies. Through a review of contemporary literature and case studies, this paper highlights the benefits of robust employer branding, such as improved recruitment outcomes, increased employee engagement, and higher retention rates. The findings suggest that a well-crafted employer branding strategy not only enhances an organization's image as an employer of choice but also contributes to overall business success. Future research directions are proposed to further understand the dynamic interplay between employer branding and evolving workforce expectations.

1.1 Introduction

The technique of marketing a business as an employer to draw in and keep bright workers is known as employer branding. It entails fostering a favourable impression of the company among the public, as well as among present and prospective personnel. Numerous elements, such as the company's culture, values, reputation, and employee experiences, affect this perception. The tactics and initiatives a business uses to enhance its reputation and appeal as an employer are collectively referred to as employer branding. In order to recruit, engage, and retain personnel, it entails sharing the company's values, culture, mission, and opportunities with both current and prospective employees. A company's overall image, employee satisfaction, and retention rates can all be positively impacted by effective employer branding, which can also have a favourable effect on recruitment efforts.

1.2 Review of Literature

Wong. E and Patel. S 2024 Journal of Organizational Behaviour: The Role of Social Media in Employer Brandings

The increasing use of social media in employer branding, there is a need for further research to examine the effectiveness of different social media strategies and content types in enhancing employer brand awareness, engagement, and perception among target audiences. Wong and Patel's review highlights the growing significance of social media in employer branding, with platforms like LinkedIn, Glassdoor, and Instagram serving as key channels for shaping and communicating employer brand messages.

Smith. J and Johnson. A 2023 Journal of Applied Psychology: The Impact of Employer Branding on Organizational Attractiveness

The evidence supporting the impact of employer branding on organizational attractiveness, there is a need for further research to explore the specific employer brand attributes and communication strategies that resonate most with different candidate demographics and job seekers' preferences. smith and Johnson's review demonstrates a strong positive relationship between employer branding efforts and organizational attractiveness, indicating that a compelling employer brand enhances the organization's ability to attract and retain top talent.

Lee. M and Wang. L 2023 Journal of Business and Psychology: The Impact of Employer Branding on Millennial Job Seekers

The focus on millennials, there is a need for further research to explore generational differences in employer brand perceptions and preferences, as well as the implications for employer branding strategies and practices aimed at different target demographics. Lee and Wang's review suggests that employer branding plays a crucial role in attracting and retaining millennial talent, with this demographic placing a high value on employer brand reputation, corporate social responsibility initiatives, and opportunities for career development and growth.

1.3 Research Gap

Further investigation needed to evaluate the effectiveness of different social media strategies and content types in enhancing employer brand awareness, engagement, and perception among target audiences, considering platforms like LinkedIn, Glassdoor, and Instagram as key channels. Deeper exploration needed into generational differences in employer brand perceptions and preferences, particularly focusing on millennials, to inform tailored employer branding strategies and practices for different target demographics.

1.4. Objective Of The Study

➤   To understand how employer brand to attract and retain top talent.

➤   To know employer brand strategies with evolving workforce expectations and preferences.

➤   To evaluate the impact of employer branding on talent-related processes and overall organizational performance.

1.5 Research Methodology

Instrumental Design: six questions were created for each element of the structured questionnaire using Likert's five-point rating system.

Data Collection Method: The study collected primary and secondary data on the variables influencing information collected through company employee and employer through questionnaire.

Study Population: Among the total 300 employees, the sample size taken for the study is 150 respondents.

Sample Size and Sampling Technique: The sample size of the study is 150 respondents. The method of easy simple random sampling was employed to gather the data.

Data Analysis: Descriptive analysis were used to analysis the data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Chart Analysis is applied for better understanding of the percentage analysis and it is done via bar charts.

Reputation reflected employees

Table 1.1 Reputation reflected employees

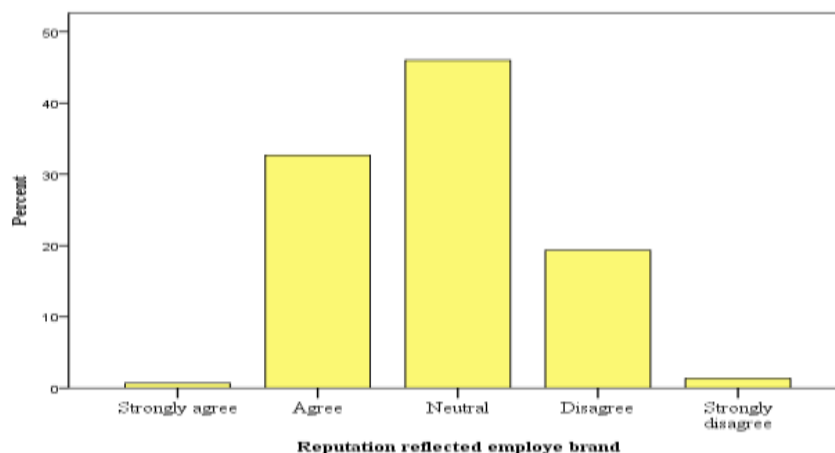|	Frequency	Percent
Strongly agree	1	.7
Agree	49	32.7
Neutral	69	46.0
Disagree	29	19.3
Strongly disagree	2	1.3
Total	**150**	**100.0**

Figure 1.1 Reputation reflected employees

Inference:

From the responses received for reputation reflected employees, the responses are 46.0% of the employees are neutral, 32.7% of the employees are agree, 19.3% of the employees are disagree, 1.3% of the employees are strongly disagree.0.7% of the employees are stronglyagree

Associated achieve objective

Table 1.2 Associated achieve objective

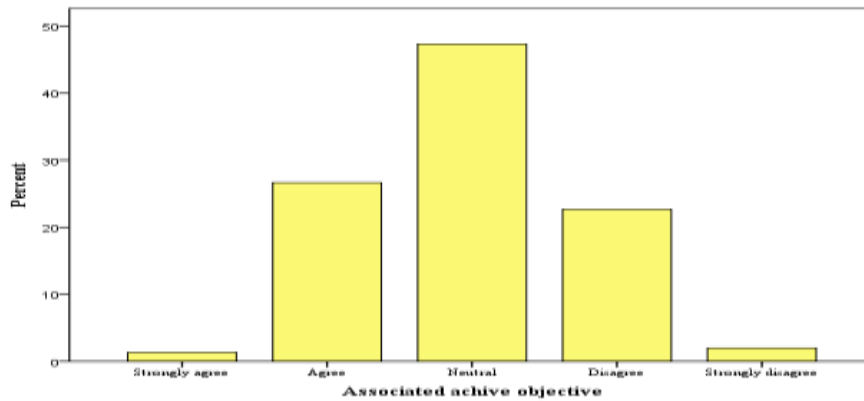|	Frequency	Percent
Strongly agree	2	1.3
Agree	40	26.7
Neutral	71	47.3
Disagree	34	22.7
Strongly disagree	3	2.0
Total	**150**	**100.0**

Figure 1.2 Associated achieve objective

Inference:

From the responses received for associated achieve objective, the responses are 47.3% of the employees are neutral, 26.7% of the employees are agree, 22.7% of the employees are disagree, 2% of the employees are strongly disagree, 1.3% of the employees are stronglyagree.

Significant role attracting

Table 1.3 Significant role attracting

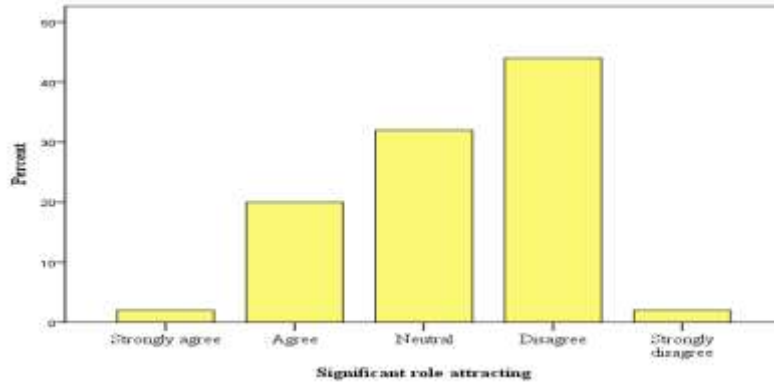|	Frequency	Percent
Strongly agree	3	2.0
Agree	30	20.0
Neutral	48	32.0
Disagree	66	44.0
Strongly disagree	3	2.0
Total	**150**	**100.0**

Figure 1.3 Significant role attracting

Inference:

From the responses received for Significant role attracting, the responses are 40% of the employees are disagree, 32% of the employees are neutral, 20% of the employees are agree, 2.0% of the employees are strongly disagree, 2.0% of the employees are stronglyagree.

Retain top talents

Table 1.4 Retain top talent

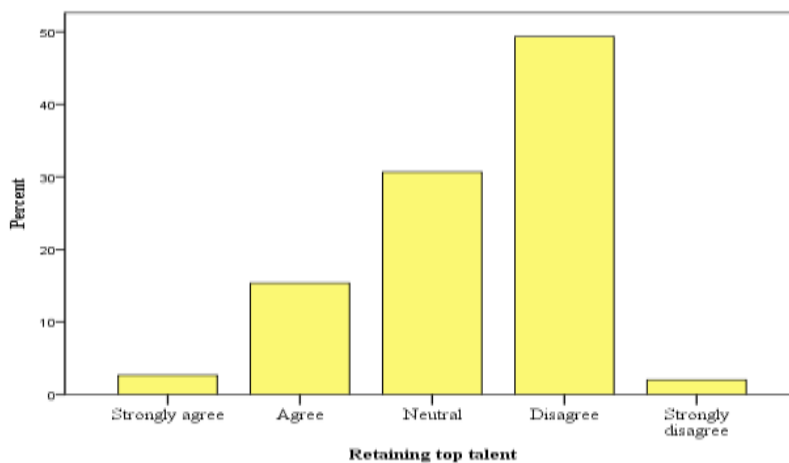|	Frequency	Percent
Strongly agree	4	2.7
Agree	23	15.3
Neutral	46	30.7
Disagree	74	49.3
Strongly disagree	3	2.0
Total	**150**	**100.0**

Figure 1.4 Retain top talent

Inference:

From the responses received for Retain top talent, the responses are 49.3% of the employees are disagree, 30.7% of the employees are neutral, 15.3% of the employees are agree, 2.7% of the employees are stronglyagree, 2.0% of the employees are strongly disagree.

EVP communicate employee brand

Table 1.5 EVP communicate employee brand

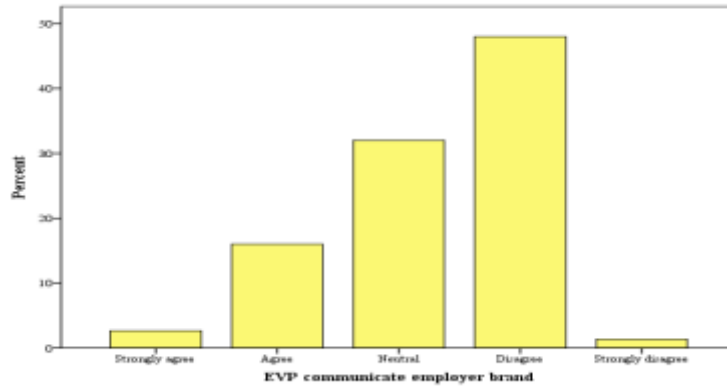|	Frequency	Percent
Strongly agree	4	2.7
Agree	24	16.0
Neutral	48	32.0
Disagree	72	48.0
Strongly disagree	2	1.3
Total	**150**	**100.0**

Figure 1.5 EVP communicate employee brand

Inference:

From the responses received for EVP communicate employee brand, the responses are 48% of the employees are disagree, 32% of the employees are neutral, 16% of the employees are agree, 2.7% of the employees are stronglyagree, 1.3% of the employees are strongly disagree.

Chi-Square Tests

Null hypothesis

H0: There is no significant association between the attracting high-quality candidate and Employee satisfaction retention

Alternative hypothesis

H1: There is significant association between the attracting high-quality candidate and Employee satisfaction

Summary of chi-square

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Attract high quality candidates Employee satisfaction retention	150	100.0%	0	0.0%	150	100.0%

Table. No.1.6 Summary of the chi-square

	Value	df	Asymp
Pearson Chi-Square	24.503[a]	16	.079
Likelihood Ratio	21.640	16	.155
N of Valid Cases	150		

Table no. 1.7 Test Statistics

Inference

From the above table 4.28, the significant value is p = .079 which is greater than 0.05. So, alternative hypothesis (H1) is accepted, it reveals that there is significant association between colleagues and work well together & development and growth

Correlation test

Null hypothesis

H0: There is no relationship between motivation work effectively and Performance productivity profitability.

Alternative hypothesis

H1: There is relationship between motivation work effectively and Performance productivity profitability.

Correlation

		Motivation work effectively	Performance productivity profitability
Motivation work effectively	Pearson Correlation	1	-.116
	Sig. (2-tailed)		.159
	N	150	150
Performance productivity profitability	Pearson Correlation	-.116	1
	Sig. (2-tailed)	.159	
	N	150	150

Table. No. 1.8 Correlation

Inference:

From the above table, it is inferred that, r = -.116 (r value lies between -1 to +1), hence it is clear that there is a positive correlation relationship between motivation work effectively and Performance productivity profitability. So, H1 is accepted. There is significant relation motivation work effectively and Performance productivity profitability.

1.6 Suggestions

- Make continuous use of all available channels, including social media, the company website, and recruitment materials, when informing current and prospective employees about the EVP.

- To highlight the good experiences of current employees and draw in people who share your values, display employee testimonials, success stories, and workplace activities.

- A strong employer brand can lower attrition, which lowers recruiting and training expenses and boosts long-term profitability.

- Consistently assess the efficacy of employer branding initiatives using performance metrics, feedback mechanisms, and surveys in order to pinpoint areas in need of development and guarantee ongoing alignment with talent-related procedures.

- Encourage trust and participation among staff members by actively listening to their input and exhibiting a commitment to resolving issues or putting recommendations into practice.

1.7 Limitations of the study

- Many of the respondents are not willing to fill the questionnaires.

- The challenging task is collecting primary data because of their hectic work schedule.

- It is difficult to gather responses because the majority of respondents are male.

1.8 Conclusion

Creating a strong employer brand is essential for attracting and retaining top talent, fostering employee engagement, and enhancing organizational reputation. A robust employer brand communicates the company's values, culture, and benefits, setting it apart from competitors. It involves

a strategic blend of authentic storytelling, consistent communication, and employee advocacy. By investing in employer branding, organizations can build a loyal, motivated workforce, improve recruitment efficiency, and ultimately drive long-term business success.

1.9 REFERENCE

- "Employer Brand Management: Practical Lessons from the World's Leading Employers" by Richard Mosley

- "The Employer Brand: Bringing the Best of Brand Management to People at Work" by Simon Barrow and Richard Mosley

- "Employer Branding for Dummies" by Richard Mosley and Lars Schmidt

- "The Talent Brand: The Complete Guide to Creating Emotional Employee Buy-In for Your Organization" by Jody Ordioni

- "The Employer Brand Handbook: Creating Employer Brand Advantages Through Leadership Excellence" by Brett Minchington