

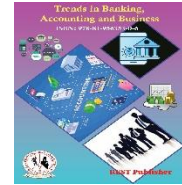


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# A Study on Employer Branding Strategy

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**Abstract:** Employer branding is the new modern word for marketers as well as in human resource management. The strategy can be tuned to drive recruitment, retention, and productivity management efforts. The organizations use many methods to recruit and hire, but now it is time to use the organization's brand to attract talents the organization would like. Employer brand is "the image of an organization as a 'great place to work' in the mind of current employees and key stakeholders in the external market." Brands are among a firm's most valuable assets and as a result brand management is a key activity in many organizations. The key to developing the employer brand strategy is to arrive at a comprehensive understanding of the organizational culture, key talent drivers (engagement factors), external perceptions, leadership vision, and management practices. Brand Management have been applied by the HR in order to attract, engage and retain employees in the same way as marketing applies such tools to attract and retain customers. This paper will define about Employer Branding, Employer Branding Process and Importance, Steps in Building employer brand to attract, engage & retain talent, suggestions to attract, keep & motivate employees, Employee Retention Strategy. The study concludes that most of the research done on the employer branding and employee value position, reiterating how a brand is presented in the market and to the potential employees, can be done by both observing branding strategies and presenting a strong EVP. It is all about placing the brand in the limelight where it is prominent for the workforce.

**Keywords:** Branding, Employer Branding, Brand Equity, Target Reception, Employee value proposition (EVP)

## 1. INTRODUCTION

Employer branding is the process of managing and influencing your reputation as an employer among job seekers, employees and key stakeholders. It encompasses everything you do to position your organization as an employer of choice. Your employer brand is your organization's reputation as an employer. In simple terms, it's what job seekers and employees really think of you. It's what they tell their friends and family when you aren't around. Though it may not be tangible, your employer brand is an asset that requires constant cultivation. Organizations are struggling to differentiate themselves in the job marketplace and yet unable to control their cost per hire. Therefore, the need for Employer Branding.

### Objectives:

- 1) Make the company attractive to potential candidates.
- 2) Help recruit candidates to your company.
- 3) Retain current employees.
- 4) Every strategy is in place to achieve an ultimate goal. Similarly, an employer branding strategy too is in place to achieve certain objectives like attracting and retaining talented employees.
- 5) A strong employer branding strategy that gains recognition in the industry will also help attract investments and PR for your company.

**Scope of the study:** Employer branding is a relatively new approach toward recruiting and retaining the best possible human talent within an employment environment that is becoming increasingly competitive. It has the potential to be a valuable concept for both managers and scholars. Managers can use employer branding as an umbrella under which they can channel different employee recruitment and retention activities into a coordinated human resource strategy. Also, the scholars and academicians can be instrumental in formulating a model employer branding framework for recruiting prospective talents. The employer branding concept can be especially valuable in the search for organizing framework for strategic human resource management. The researchers can also focus on knowing the perceptions of the aspirants about characteristics of employer branding. Further a qualitative assessment can also facilitate in identifying the determinants associated with employer brand value as perceived by its potential aspirants.

## 2. LITERATURE REVIEW

The Review related literature involves the systematic identification, location and analysis of documents containing information related to the research problem.

**Davies (2008):** This chapter identified the positive influence of employer branding on: employee’s perceived loyalty, retention, satisfaction, affinity with the employer, and differentiation from other competitor brands. Organizations which actively use employer branding are thought to benefit from increased interest from potential employees and higher levels of loyalty and commitment from current employees.

**Marchington and Wilkinson (2012):** Both similarly state that having a good induction and training programme can positively influence an employee’s journey within a company and increase commitment due to the early integration into the brand. It has been identified that all staff within an organization must be made aware of internal employer brand values.

**Casico (2014):** Employer branding and employee retention 245 enhancing the complete employment experience by increasing organizational commitment, satisfaction, and engagement, thus leading to higher levels of retention.

**Crawford (2015):** Leading to employee retention through the means of employee brand commitment and engagement, who states that rewards and benefit strategies must be present during the employment cycle to motivate staff and increase satisfaction.

## 3. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. Methodology of research provides a framework for how research is planned, conducted, and analysed, and it guides researchers in making decisions about the most appropriate methods to use in their research. This research is explained in descriptive analysis. It is the overall strategy or approach used by researchers to conduct research.

## 4. DATA ANALYSIS

The systematic application of statistical and logical techniques to describe the data scope, modularize the data structure, condense the data representation, illustrate via images, tables, and graphs, and evaluate statistical inclinations, probability data, and derive meaningful conclusions known as Data Analysis. These analytical procedures enable us to induce the underlying inference from data by eliminating the unnecessary chaos created by its rest. Data generation is a continual process; this makes data analysis a continuous, iterative process where the collection and performing data analysis simultaneously.

**Sampling method:** The sampling method for this study on satisfaction level of employees will be a combination of stratified random sampling and purposive sampling. Stratified random sampling will be used to ensure that the sample of employees is representative of the population in terms of important demographic variables, such as age, gender, and job level. The population will be stratified based on these variables, and then a random sample of employees will be selected from each stratum. This will help to ensure that the sample is diverse and that the findings can be generalized to the population of interest.

**Tools used:** The various tools used are correlation, chi square and percentage analysis.

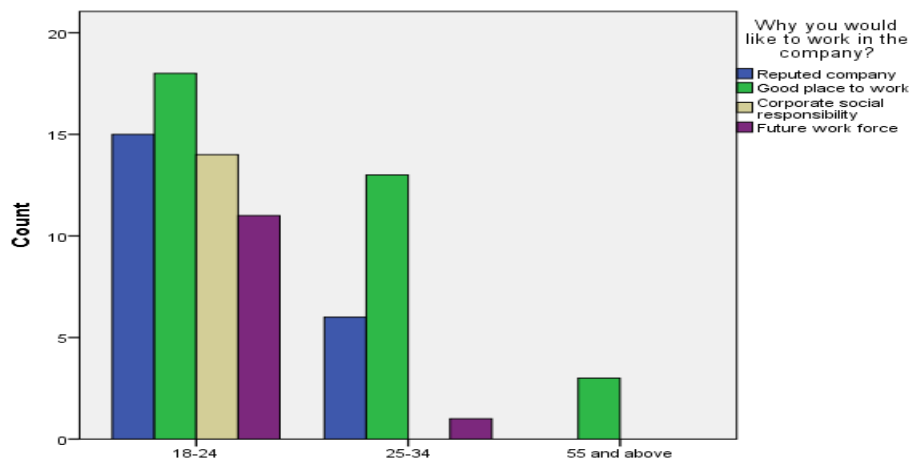
**TABLE 1.** Correlation

Correlations			
		How do you rate the working Environment of the organization?	What is your current employment status?
How do you rate the working Environment of the organization?	Pearson Correlation	1	-.058
	Sig. (2-tailed)		.609
	N	81	81
What is your current employment status?	Pearson Correlation	-.058	1
	Sig. (2-tailed)	.609	
	N	81	81

The table shows the relationship between the dependent variable (The current employment status) and the independent variable (The rate of the working environment of the organization).

**TABLE 2.** Chi-Square Test

What is your age? * Why you would like to work in the company? Crosstabulation						
Count		Why you would like to work in the company?				Total
		Reputed company	Good place to work	Corporate social responsibility	Future work force	
What is your age?	18-24	15	18	14	11	58
	25-34	6	13	0	1	20
	55 and above	0	3	0	0	3
Total		21	34	14	12	81



**FIGURE 1.** Chi square test

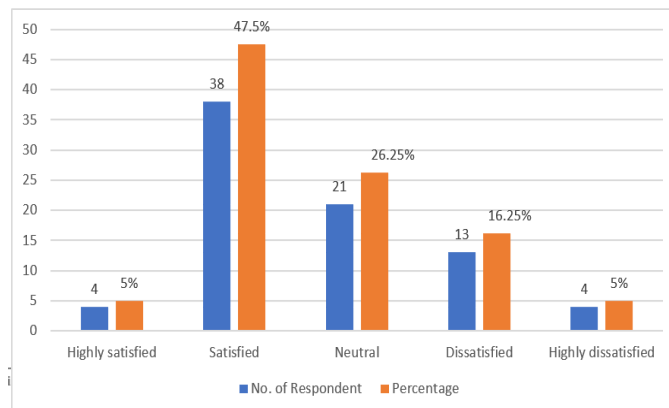
The above graph shows the relationship between the dependent variable (Employees convenient to work in the organization) and the independent variable (Age of the employees in the organization).

**Percentage Analysis:**

**TABLE 3.** Employees interact with employer brand analysis.

Particulars	No. Of respondent	Percentage
Highly satisfied	4	5
Satisfied	38	47.5
Neutral	21	26.25
Dissatisfied	13	16.25
Highly dissatisfied	4	5
Total	80	100

Source: Primary Data



**FIGURE 2.** Percentage analysis

From the above chart shows that out of 80 responses 47.5% are Satisfied i.e., 38 employees and 26.25% are Neutral i.e., 21 employees and 16.25% are the Dissatisfied i.e., 13 employees and 5% are both Highly satisfied & highly dissatisfied i.e., 4 employees.

#### **Findings:**

1. Lower Cost per Hire: A strong employer brand fosters a great work environment and makes your brand more attractive to potential candidates. This in turn means that your employees will be more inclined to refer your organization to other professionals and that you may have a ready-made talent community from which to draw.
2. Faster Time to Hire: By investing in employer branding, you're able to attract more talent. And companies that can attract more talent can also hire that talent faster, thereby hire. One of the main benefits of having a strong employer brand is that you'll have a larger and better talent pool from which to fill vacancies.
3. Lower Employee Turnover: One of the strong employer brands allows you to attract qualified applicants. And usually speaking, you want to keep your best assets, meaning you won't be replacing them anytime soon. And create a bond with prospective employees before and during the recruitment process including onboarding, you're encouraging those future employees to have a high level of engagement with the company.
4. Savings on Salaries: A very important factor is, top talent candidates, seek more than just an attractive salary. Investing in employer branding gives you a competitive advantage and enables you to hire top talents without necessarily having to break the bank.
5. Attract Passive Candidates: While offering a higher salary is generally the most effective way of attracting passive candidates, having a strong employer brand provides your organization with more selling points with which to pull them. Passive candidates could be just as tempted by a company that offers better growth opportunities or a healthier work/life balance, once again underlining the potential impact of investing in employer branding.

#### **Suggestions:**

1. Time and resource commitment: Developing and maintaining a strong employer brand can be time-consuming and resource-intensive.
2. Misalignment with company culture: If the employer brand does not accurately reflect the company culture and values, it can create misalignment and disappointment among employees and candidates.
3. Reputation risk: If the company does not follow through on its employer brand promises, it can damage the company's reputation and credibility.
4. Legal risks: Employer branding efforts that make false or misleading claims can expose the company to legal risks.
5. Competition for top talent: A strong employer brand can make it more competitive to attract top talent.

## **5. CONCLUSION**

Employer branding is gaining increasing importance both in academic literature and practitioners. This present research has focused on the importance of employer branding from the human resource management perspective. This study provides an overview of what employer branding really means and also focuses on employee engagement, employee retention and employee satisfaction as the major outcomes of employer branding. This research can be starting point on the subject area and gives a relatively clear understanding on the importance of employer brand management. From the discussion, it can be concluded that employer branding is about incorporating strategies which conveys a distinctive and positive image to the current as well as potential employees. Therefore, every organization need to build a good reputation to attract the talented workforce.

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