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A Study On Influence Of Employer Branding On Recruitment

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Abstract: Effective recruitment techniques are crucial for organizational success in the service-based sector, which depends heavily on human resources. The impact of employer branding on hiring practices in the service industry is examined in this study. It looks into how people's opinions about a company's image, values, and work culture affect hiring decisions and draw in top talent. The study examines how important aspects of corporate branding, including social media presence, organizational reputation, and employee value proposition, influence candidate behavior using both primary and secondary data. The results indicate that, especially in a highly competitive employment market, an organization's capacity to draw in and keep skilled applicants is much improved by having a strong and positive employer brand. The study's conclusions offer suggestions for how service-based businesses may best build and market their employer brands.

INDEX TERMS -EMPLOYER BRANDING, RECRUITMENT, ORGANIZATIONAL GROWTH.

I. INTRODUCTION

Employer branding is a communication tactic intended to influence how prospective and existing workers view a business as a place to work. Employer branding helps businesses attract top talent, retain top talent, and even save money on hiring by creating a positive work environment, a strong reputation, and clear career advancement opportunities. For India's IT industry, which has grown quickly in recent years and has to attract a smart and diverse workforce to stay competitive, this is especially important. Human capital mobility, which increased the market share of big businesses in employing this kind of talent, was felled by the expansion of regional and international trade ties. The notions of "knowing the employee" and "workplace stability" needed to be redefined following a thorough and multidisciplinary analysis of their constituent parts.

The concept of employee branding necessitates that the employee conveys his objectives and the company's values in order to connect with the marketing identity. In other words, a conduct assessment of an employee that goes beyond their employment relationship is carried out.

II. NEED OF THE STUDY

Employers who have a great employer brand are much more likely to draw in top personnel who share their values and culture. Research indicates that the way prospective employees perceive the company is greatly influenced by employer branding, which makes the hiring process more enjoyable and engaging. The need for expensive advertising and outside recruiting agencies is also often reduced for companies with a strong employer brand, which decreases hiring costs overall. Aligning recruitment marketing strategies with employer branding initiatives helps the firm achieve its bigger business objectives and improves its competitive position in the labour market.

III. objectives of the study

- To identify the factors influencing Employer branding in recruitment.
- To study the perception of Employer branding constructs on the employees Before and After the recruitment.
- To identify the employer branding value propositions that influence employee attractiveness.
- To research how employer branding affects staff retention.

IV. SCOPE OF THE STUDY

Employer branding's use in the hiring process is the study's main focus. Employer brand promotion on social media, recruitment portals, and review websites is facilitated by the study. In order to align the employer and talent brands, the study attempts to look at the processes, challenges, and duties involved. The study would be useful to in analysing, forecasting, and developing strategies to improve employer branding and draw in young talent.

V. LIMITATION OF THE STUDY

The results' overall applicability may be diminished by the possibility that the responses gathered do not accurately reflect the workforce or the general population looking for work. The study's findings cannot be applied to other businesses or areas because it solely focuses on Genxlead and perhaps a single location. The short time period might not account for shifting patterns or the long-term effects of hiring and retaining employees. Personal opinion-based data may contain biases or provide erroneous answers, which compromises the results' objectivity.

VI. REVIEW OF LITERATURE

Francis, S. (2025) in the study Employer branding is a recent area of human resource management (HRM) that has gained importance. Despite its importance, the employer branding literature is scattered due to the absence of a comprehensive evaluation that harmonizes the field's conceptual framework. To close the current knowledge gap, this study used the Tableau software package to conduct a systematic literature review and bibliometric analysis using scientific mapping and performance analysis. The study has established a path for future research and identified an integrative framework. It offers helpful guidance for HR professionals, with an emphasis on integrating technology into employer branding initiatives and incorporating sustainable practices to increase organizational appeal. This research has improved our understanding of the term "employer branding."

R., Pingle, et.al, (2024) in the study on influence of Employer branding on recruitment. The study found that private banks can successfully enhance their employer branding by cultivating supportive and bureaucratic cultures. The study highlights the outcomes of company branding initiatives and shows that they assist workers in developing brand equity. Staff members become brand ambassadors for the bank they work for, which leads to ongoing commitment and support for the business. The study improves our knowledge of the relationship between organizational culture, employer branding, and employee brand equity in addition to providing practical recommendations for the private banking sector seeking to improve employee engagement and develop their employer brand.

Pandita, D. (2022) the study looks at how a corporation might use innovative workplace branding to draw in the incoming "Gen Z" workforce. This essay aims to provide readers a better understanding of how generation Z is different from previous generations and what makes them unique. Additionally, in order to influence and attract the increasing number of generation Z workers, this study intends to investigate and help readers understand innovative employer branding tactics and the resources that come under this broad category. According to this survey, Gen Z is creative, has high expectations for their careers, and has positive working and learning styles. This necessitates that the flexibility be independent and confident.

Maurya, K.K., et.al, (2021) in the study on influence of Employer branding on recruitment. Employee perceptions have a significant impact on work-life balance, but the study has not yet considered how these beliefs impact other organizational traits that human resource management upholds. The newest approaches to managing employees' personal and professional lives are thriving due to changing demographics and the youth population's replaceable role in society and enterprises.

O Starineca (2015) in the study Employer brand (EB) development is the main topic of this paper's research, which helps public sector firms draw in Latvia's young, skilled professionals. The author examines the circumstances and possible results of the suggested strategy for human resource recruitment and

selection using the monographic research technique, selection, comparison, Induction, and statistical data interpretation.

I. RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used.

3.1 Research Design

- The descriptive research method is used for data collection.
- The research design followed for this research study is descriptive research design.

3.2 Descriptive research

Descriptive research design is called explanatory design. This describes the demographic characteristics of employers who are attending training programs. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, occupation, experience, etc., a descriptive study is necessary. Hence the researcher has chosen the descriptive research method for the study.

3.3 Convenience sampling

A convenience sample consists of the people who are most convenient for the researcher. This method is simple and affordable for collecting preliminary data, but it cannot yield conclusions that can be applied to a larger population because it is impossible to determine whether the sample is representative of the community. Both sampling bias and selection bias can affect convenience samples.

3.4 Sample Size

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The researcher has drawn 106 respondents as sampling for data collection and the sample size is determined.

3.5 Statistical tools

- Chi-square
- Kruskal Wallis Test

3.6 Non- Parametric Test

Non parametric statistics refers to a statistical method in which the data are not assumed to come from prescribed models that are determined by a small number of parameters.

3.4.1 Chi-square

A chi square test is a statistical test commonly used for testing independence and goodness of fit.

χ^2 -Test for goodness of fit:

Testing for goodness of fit determines if an observed frequency distribution matches a theoretical frequency distribution.

3.4.2 Kruskal Wallis Test

A non- parametric method for one-way analysis of variance used to determine if three or more samples originate from the same distribution. The Kruskal Wallis test essentially a standard one-way analysis of variance, with ranks assigned to the data points replacing the data points themselves, and is applicable to more than sample groups.

IV. RESULTS AND DISCUSSION

4.1 Test of Normality

GENDER OF THE RESPONENT	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
EXPERIENCE OF THE 1 RESPONENT	.294	57	.000	.751	57	.000
2	.363	48	.002	.684	48	.002

Table 4.1 The Kolmogorov-Smirnov test for normality was conducted on the sample data, and it is found that the significance value (P value) is less than 0.00, 0.00, 0.010, 0.001 i.e., $P < 0.05$. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The sample data does not follow the normal distribution.

H_0 : The data is normally distributed.

H_1 : The data is not normally distributed.

4.2 Chi-square

Null Hypothesis (H_0): There is no significant difference in perceptions of employer branding among different experience groups. **Alternative Hypothesis (H_1):** There is a significant difference in perceptions of employer branding among different experience groups.

A chi square test is a statistical test commonly used for testing independence and goodness of fit.

χ^2 -Test for goodness of fit:

Testing for goodness of fit determines if an observed frequency distribution matches a theoretical frequency distribution.

Table 4.2: Ranks

Table 4.2.1: Test statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Employer branding	105	1.89	.800	1	5
Experience	105	1.64	.652	1	4

			Employer branding	Experience
Chi-Square			107.143 ^a	83.381 ^c
df			4	3
Asymp. Sig.			.000	.000
Monte Carlo Sig.	Sig.		.000 ^b	.000 ^b
	95% Confidence Interval	Lower Bound	.000	.000
		Upper Bound	.028	.028

Table 4.2 There is a significant difference in perceptions of employer branding across different experience levels ($p = 0.000$). Given that the p -value falls below 0.05, we reject the null hypothesis, indicating a significant influence of experience on individuals' perceptions of employer branding in recruitment.

4.3 Kruskal Wallis Test

Null Hypothesis (H_0): There is no significant association between gender and perception of employer retention.

Alternative Hypothesis (H_1): There is a significant association between gender and perception of employer retention.

A non- parametric method for one-way analysis of variance used to determine if three or more samples originate from the same distribution. The Kruskal Wallis test essentially a standard one-way analysis of variance, with ranks assigned to the data points replacing the data points themselves, and is applicable to more than sample groups.

Table 4.3: Kruskal Wallis Test

	N	Mean	Std. Deviation	Mini mum	Maxi mum
Employer retention	105	2.02	.734	1	4
Gender	105	1.46	.501	1	2

			Employ retention
Kruskal-Wallis H			.770
df			1
Asymp. Sig.			.380
Monte Carlo Sig.	Sig.		.390 ^c
	95% Confidence Interval	Lower Bound	.297
		Upper Bound	.484

Table 4.3 Due to the p-value (0.380) exceeding the 0.05 significance threshold, there is no statistically significant correlation between gender and employer retention perception. Because gender has no discernible impact on the sample's opinions of employer retention, the null hypothesis (H_0) is accepted.

VII. REVIEW OF LITERATURE

Workers between the ages of 18 and 25 are thought to comprise the majority of replies, and men are thought to make up the majority of respondents. The Most responders are probably employees with less than a year of experience. The p-value falls below 0.05, we reject the null hypothesis, indicating a significant influence of experience on individuals' perceptions of employer branding in recruitment. The p-value falls below 0.05, we reject the null hypothesis, indicating a significant influence of experience on individuals' perceptions of employer branding in recruitment. The 0.05 significance criterion is surpassed by the p-value (0.380). Because gender has no discernible impact on the sample's opinions of employer retention, the null hypothesis (H_0) is accepted.

VIII.SUGGESTIONS

- A positive hiring process creates a lasting impression. The organization should uphold this quality and further improve its employer brand by utilizing applicant comments and endorsements.
- Through onboarding programs and ongoing engagement initiatives, the organization should make sure that internal experiences match the expectations set during the recruitment process in order to maintain good employee perceptions after joining.
- To promote long-term retention, employer branding should be consistently reaffirmed even after hiring, with an emphasis on career advancement, employee engagement, and appreciation.
- To bring employee expectations and actual experiences into line, the organization should hold frequent feedback sessions and make the required adjustments to communication and work culture.

IX.CONCLUSION

The survey makes it abundantly evident that employer branding has a big impact on hiring decisions and how candidates view an organization. The results indicate that a company's reputation, core principles, and overall hiring experience are highly valued by job seekers. The study identifies a number of advantages for the business, including a satisfying hiring process and sense of pride among staff members. However, it also highlights areas that need work, especially when it comes to coordinating pre-recruitment expectations with experiences after joining. It also became clear that internal engagement and the sense of professional growth opportunities are essential elements of a great employer brand.

The business must keep making investments to create an engaging employer brand that embodies its culture, values, and prospects for advancement if it wants to be competitive in the talent market.

X. ACKNOWLEDGMENT

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