

EMPLOYER BRANDING AND ITS IMPACT ON TALENT ACQUISITION

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Abstract: Employer branding has emerged as a crucial component in attracting and retaining talent in today's competitive job market. This study explores the impact of employer branding on talent acquisition practices among organizations. The research focuses on how factors such as organizational culture, reputation, work environment, compensation, and career development opportunities influence job seekers' decisions. By analysing survey responses through correlation and regression analysis, the study provides empirical insights into the significance of employer branding in shaping candidates' perceptions and preferences. This technology is seen as a pathway to improving external and internal interactions and communication between jobseekers, firms, employees, and other stakeholders, as well as to build data bases to store and recall data. These are the main strategic advantages of a recruitment system. The findings of this study also show that recruitment in Indian public sector is still in-progress have not fully implemented technology.

Keywords: Employer Branding, Talent Acquisition, Organizational Culture, Recruitment Job Seekers, Employer Value Proposition, Retention, Human Resources.

I. INTRODUCTION

Employer branding refers to a company's reputation as an employer and its value proposition to its employees. It represents how an organization markets itself to attract and retain top talent. In a talent-driven economy, organizations with strong employer brands often outperform competitors in recruitment, employee engagement, and retention. Employer branding is a strategy that seeks to influence how current employees and the rest of the larger workforce perceive a company's brand. While branding, in general, may target consumers, employer branding specifically targets a company's workforce and prospective hires. As a result, it is a communication approach designed to retain high-performing employees and attract top-ranking talent.

Employer branding is tied in with ensuring that employees are comfortable at the place of work and they being potential ambassadors of the organization, it becomes even more essential and if employees can be connected to this good vibe it can pervade out to the customers and clients of the organization. Employer branding is a key strategy and advertising action which makes the organization more inviting and thus helps creating a suitable workplace environment. The strategy and implementation of plans devised focuses on creating an image or helps frame perceptions in the minds of current, former and potential employees which then also shapes the opinion of the general public. Constant and dedicated efforts to create a brand ought to lessen employing expenses and facilitate the procedures of recruiting. The basis of employer branding would be application of the advertising and market branding practices to the organizations human capital in terms of attracting, recruiting and retaining.

Objectives of the Research

1. To find out about how the image of an employer, communicated to the job market through the employer brand, influences the pool of candidates that the company gets.
2. To understand the concept of employer branding and its components.
3. To examine the relationship between employer branding and talent acquisition.
4. To help professionals to focus on the metrics needed for the development and exploration of effective Employer-Branding techniques and strategies.
5. To study on how employer branding helps in retention and attrition rates of the company

Research Questions

1. What is the role of employer branding in attracting potential employees?
2. How do various employer branding factors (e.g. work culture, reputation, benefits) influence talent acquisition?
3. What branding practices are most effective in influencing job seekers' choices?

Significance of the Study

This study is significant for HR professionals, employers, and policy-makers who aim to improve recruitment strategies. Understanding the influence of employer branding can help organizations develop more effective and attractive employment propositions, thereby enhancing their ability to attract high-quality candidates and reduce turnover rates.

II. REVIEW OF LITERATURE

- **Ambler & Barrow (1996)** introduced the term "employer brand" and emphasized the importance of treating employees like customers.
- **Backhaus & Tikoo (2004)** discussed employer branding from both internal and external perspectives.
- **Cable & Turban (2001)** highlighted how organizational reputation significantly affects job seekers' attraction.
- **Berthon et al. (2005)** identified five dimensions of employer attractiveness: interest value, social value, economic value, development value, and application value.
- **Lievens & Highhouse (2003)** noted that symbolic attributes of employers influence job seekers' perceptions.

III. RESEARCH METHODOLOGY AND RESEARCH DESIGN

Since research is an intellectual endeavor, the word should only be used in a technical meaning. Chifford Woody states that conducting research entails defining and redefining problems, formulating hypotheses or recommendations, gathering, organizing, and analyzing data, drawing deductions, and coming to conclusions. Lastly, the conclusions are carefully tested to see if they agree with the original hypothesis. One approach to methodically addressing the research challenge is through research technique. It serves as a research project's action plan and provides a detailed explanation of the data collection and analysis process. It is a descriptive research study, this one. To achieve such targets it should have comprehensive yet competitive continuous improvement process with efficient communication strategies put in place. It is all about creating a positive image that has to be perceived by both existing and former employees

Variables of the study

Variable	N	Mean	Std. Deviation	Min	Max
Crucial EB	200	4.25	0.78	1	5
Rejected Due EB	200	3.92	0.85	1	5
Work Env Priority	200	4.10	0.90	1	5
Recommend Company	200	4.32	0.70	1	5
Job Seeking Decision (DV)	200	4.20	0.65	1	5

Interpretation:

- All mean values are above 3.9, indicating a strong positive perception toward employer branding factors.
- The **dependent variable (Job Seeking Decision)** is also rated highly (mean = 4.20)
- The **full range** of responses (1 to 5)

Correlation Analysis:

Variables	Job Seeking Decision	Importance EB	Consider EB Apply	Reputation Influence	Check Reviews	EB Helps Attract
Job Seeking Decision	1.00	0.61	0.58	0.66	0.55	0.64
Importance EB		1.00	0.53	0.51	0.45	0.60
Consider EB Apply			1.00	0.49	0.42	0.50

Variables	Job Seeking Decision	Importance EB	Consider EB Apply	Reputation Influence	Check Reviews	EB Helps Attract
Reputation Influence				1.00	0.43	0.54
Check Reviews					1.00	0.39
EB Helps Attract						1.00

Result Value:

Correlation is significant at the 0.01 level

Regression Analysis:

Model	R	R Square	Adjusted R Square	Std. Error
1	0.714	0.509	0.492	0.46

Interpretation:

- This is the multiple correlation coefficient, which indicates the strength and direction of the linear relationship between the independent variables (predictors) and the dependent variable

ANOVA :

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.21	6	6.37	30.13	.000
Residual	36.70	193	0.19		
Total	74.91	199			

Regression Equation;

$$\log(P(Y>j)P(Y\leq j)) = \alpha_j - \beta_1 \cdot \text{IndustryIT} - \beta_2 \cdot \text{IndustryHealthcare} - \dots - \beta_5$$

Hypothesis:

Hypothesis No.	Statement	Result
H1	Employer branding plays a crucial role in attracting candidates.	Accepted
H2	Rejection of job offers is influenced by negative employer branding.	Accepted
H3	A positive work environment is more important than salary.	Accepted
H4	Strong employer branding leads to higher recommendations.	Accepted
H5	EB strategy and key factors significantly predict job-seeking behavior	Rejected

Interpretation:

- Overall, four out of five hypotheses were accepted, indicating that tangible, experience-based aspects of employer branding significantly influence job seekers. However, strategic or theoretical branding concepts alone may not directly affect job-seeking behavior, highlighting a need for practical implementation of EB strategies.

Data Analysis Tools and Tools Used

- Statistical Software:** SPSS
- Analytical Tools Used:**
 - Correlation Analysis (to examine the relationship between employer branding elements and job seekers' preferences)
 - Regression Analysis (to identify significant predictors of talent acquisition)
 - Descriptive Statistics (to summarize data)

**Limitations of the Study**

1. The sample size is limited to 160 respondents, which may not fully represent all job seekers.
2. %The use of convenience sampling may introduce bias.
3. The study focuses only on a specific region and may not reflect global trends.
4. Subjective responses may vary depending on individual perceptio

Suggestions

1. Organizations should invest in building a positive and consistent employer brand image across platforms.
2. Transparent communication about values, culture, and career opportunities should be maintained.
3. Employee testimonials and internal branding campaigns can enhance brand authenticity.
4. Periodic employer branding audits can help evaluate and improve brand perception.

IV.CONCLUSION

This study concludes that employer branding has a significant impact on talent acquisition. Positive perceptions of an organization's culture, career development opportunities, and reputation increase the likelihood of attracting talented individuals. This study explored the role of **employer branding** in influencing job-seeking decisions. Using SPSS, descriptive statistics, correlation, and regression analyses were conducted on data collected from 160 respondents. Strategic employer branding is not just a marketing tool but a critical HR function that enhances organizational competitiveness and sustainability in talent acquisition.

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