A STUDY ON THE IMPACT OF EMPLOYER BRANDING ON EMPLOYEE RETENTION

*SHOBA S **Mrs. SHIREEN FATHIMA. S

II MBA Student, Panimalar Engineering College, Chennai.

***Assistant Professor, Panimalar Engineering College, Chennai.*

ABSTRACT

The study explores the relationship between employer branding and employee retention, highlighting the importance of transparent communication, leadership development, and inclusive workplace cultures. It also highlights the interconnectedness of career development opportunities, diversity and inclusion initiatives, and recognition programs in boosting employee retention. The study emphasizes the need for organizations to adapt and innovate continually to respond to evolving workforce expectations and technological trends. It provides valuable guidance for organizations to strategically invest in employer branding as a key driver of talent retention and long-term organizational success in the competitive modern workplace.

INTRODUCTION

Employer branding is crucial in the face of organizational struggles, as it impacts talent acquisition, retention, and the business's impression both internally and externally. In today's changing business climate, businesses face various challenges, such as economic uncertainty and organizational upheaval, which require perseverance and strategic thinking. Employer branding strategies undergo transformation in the face of adversity, serving as a vehicle for organizational resilience, a rallying point for workers, and a beacon indicating the organization's dedication to overcoming obstacles together. Building open and honest communication channels, implementing targeted employee support programs, and investing in skill-development projects are essential methods for overcoming problems and maintaining a good workplace environment. Consistent communication of long-term goals and aspirations provides employees with a clear understanding of the broader purpose, motivating them to contribute to the organization's recovery and future success. Promoting team collaboration elevates the collective strength of the workforce, fostering a resilient and cohesive organizational culture.

REVIEW OF LITERATURE

Cunningham Lucy, (2017), The study investigates the impact of employer branding on employee retention, identifying seven key themes: brand values, induction, training, internal brand communication, organisational culture, rewards, benefits, brand commitment, and employer brand management. **Maurya Kamlesh Kumar, (2017),** This paper explores the influence of organizational talent management practices on perceived employer branding, highlighting the importance of talented employees in organizational success. Employer branding is crucial in today's economic competitiveness and globalization, highlighting the challenges faced by employers in hiring and maintaining outstanding employees. **Sally Raouf Ragheb Garas, (2018),** The study explores the impact of internal branding on bank employees' brand supporting behavior, focusing on role clarity, affective commitment, and continuance commitment to foster brand champions. **Manoj Menon and Ranjith Kumar, (2018),** The article explores the relationship between talent management and employee retention, utilizing RBV and Social Exchange theories, and develops a model explaining talent perception congruence and organizational justice. **Aduesh Paswan, (2018),** The study explores the relationship between internal branding and brand management criteria, revealing that internal branding facilitates brand orientation and strategic management, ultimately influencing brand performance, despite the direct relationship between these factors. **Alina Mihalcea, (2018),** In the digital era, firms must reinvent themselves and become more management-focused. Digital maturity in human resource management involves employee engagement, learning, and talent search. Employer branding is crucial for recruiting and retaining high-potential individuals. **Lan Lings (2018),** Employer branding, encompassing psychological, economic, and functional benefits, can help organizations attract skilled employees in competitive labor markets by understanding job seekers' perceptions, investments, and brand portfolio. **Kanchana Vinoth (2019),** The paper examines the impact of employer branding on employees, examining the techniques used by firms and how workers perceive their employer brand, a concept gaining traction in India. **Mumin Abubaker, (2019),** This article explores the evolution of social media as a competitive tool and its impact on organizational strategy and practice, using the interpretivist philosophy and strategy as practice' lens to understand its impact on organizations. **Manfred Auer, (2019),** This study explores the intra-organizational processes and structures involved in developing an employer brand in a large industrial organization. It provides a qualitative case study, identifying three types of brand creation activities and highlighting the importance of strategic and functional design in this process. **Monteiro. B**

(2019), This study investigates Coiids pvt ltd's attraction to employers, considering perceptions of quality and customer concern, and challenges management ideas beyond employer branding and strategic design. **Abdullah A. Aldousari, (2020)** The study explores the employer brand through branding, focusing on its interconnected internal and external images and efficiency results, using both quantitative and qualitative research approaches. **William D. Frye, (2020),** This study investigates factors affecting Generation Y employees' intention to stay in the hospitality industry. Results show that work environment, empowerment, pay, and manager relationships significantly influence job satisfaction, commitment, and intention to stay. The study's implications are discussed. **Jeannette Paschen, (2021),** The authors discuss the importance of employer branding in managing IT companies' reputations as "great places to work," focusing on IT workers' preferences, essential values, and strategies for recruitment and retention to stay competitive. **Kalinska-Kula, M, (2021).** The study found that intense external and internal branding activities directly affect employer attractiveness, influencing employees' perception of an organization's attractiveness, contributing to the understanding of employer branding literature. **Anshita Srivastava (2021),** The study of the imperative to organizations as positive employer branding play's significant role in attracting and recruiting prospective employees in the competitive environment, skilled and talented work force plays an important role in gaining competitive advantage. private and global economy and open market could be achieved without compromising on quality and cost only through the development of valuable human capital. **Suad Dukhaykh, (2022),** Employer branding is a strategy that enhances a company's employer brand, attracting and retaining top talent. It differentiates products and builds economic value, resulting in increased attraction and retention. Effective branding leads to a competitive advantage, internalizing company values, and promoting employee retention. **Attia Aman- Ullah (2023),** The study examined the impact of employer branding on organizational identification and employee retention in healthcare personnel. It found a significant positive association between branding and retention, with organizational identity acting as a mediator. Psychological engagement and employee loyalty also moderated this relationship. **M Gupta, (2023),** The research design used for this study is descriptive study. Descriptive study is a factfinding investigation with an adequate interpretation. It is the simplest type of research and is more specific. Mainly designed to gather descriptive information and provides information for formulating more sophisticated studies. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Here, the study focuses on examining the shift work towards employees comprehensive well- being.

The goal of this study is to make strategic recommendations for German MEs in industry on how to attract foreign intrapreneurs through strategic employer branding. The focus will be on identifying employer traits relevant to foreign.

OBJECTIVES OF STUDY

- ❖ To Identify and determine the effectiveness of Employer Branding strategies for retaining the employees.
- ❖ To Assess the importance of Internal Employer Branding strategies to retain talent.
- ❖ To Assess the perception of Employees towards Employee Branding.
- ❖ To Identify the various employer branding activities undertaken at company.
- ❖ To Assess the factor influencing the Employer Branding.

NEED OF THE STUDY

The study examines the impact of an organization's branding on talent attraction, employee engagement, and satisfaction. It reveals that a strong brand enhances candidate pool, affects applicant quality, and contributes to employee retention. The study also examines the financial implications of branding, leadership's role in shaping the brand, and its impact on perceptions of diversity, inclusion, career development opportunities, and well-being initiatives.

SCOPE OF THE STUDY

The study examines the influence of employer branding on employee retention across various industries, evaluating employee perception, alignment with organizational culture, and effectiveness of communication channels. It also examines the relationship between branding and key organizational aspects, and compares branding initiatives with competitors. Future research should consider emerging trends.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher problem along with the logic behind them. It is necessary for the researcher to know not only the research methods or techniques but also the methodology.

The research design used for this study is descriptive study. Descriptive study is a factfinding investigation with an adequate interpretation. It is the simplest type of research and is more specific. Mainly designed to gather descriptive information and provides information for formulating more sophisticated studies. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Here, the study focuses on examining the shift work towards employees comprehensive well- being.

DESCRIPTIVE RESEARCH

Descriptive research is adopted in this study. Descriptive research is a research method describing the characteristics of the population or phenomenon studied. This descriptive methodology focuses more on the "what" of the research subject than the "why" of the research subject. The method primarily focuses on describing the nature of a demographic segment without focusing on "why" a particular phenomenon occurs. This type of research provides a detailed and accurate picture of the characteristics and behaviors of a particular population or subject. By observing and collecting data on a given topic, descriptive research helps researchers gain a deeper understanding of a specific issue and provides valuable insights that can inform future studies.

- Mann-Whitney U Test
- Regression
- Kruskal Wallis H Test

MANN-WHITNEY U TEST

NULL HYPOTHESIS H0: There is no significant difference between the mean rank of male & female with respect to the variables.

ALTERNATIVE HYPOTHESIS H1: There is a significant difference between the mean rank of male & female with respect to the variables.

TABLE SHOWING U TEST SIGNIFICANCE WITH GENDER AS GROUPING VARIABLE

TEST STATSTICS

	EFFECTIVENESS OF EMPLOYER BRANDING STRATEGIES	INTERNAL EMPLOYER BRANDING STRATEGIES TO RETAIN TALENT	PERCEPTION OF EMPLOYEES TOWARDS EMPLOYEE BRANDING	EMPLOYER BRANDING ACTIVITIES UNDERTAKEN IN THE COMPANY
Chi-Square	.005	.051	.416	.415
Df	1	1	1	1
Asymp. Sig.	.943	.821	.519	.519

a. Kruskal Wallis Test

b. Grouping Variable: Gender

INFERENCE: The Mann – Whitney U test was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., P>0.05. Therefore, the null hypothesis (H0) is accepted. There is no statistically significant difference between the mean rank of male & female with respect to the variables. So, the alternative hypothesis is rejected.

REGRESSION

NULL HYPOTHSESIS H0: There is no significant relationship between the independent variables and the dependent variable.

ALTERNATIVE HYPOTHSESI H1: There is a significant relationship between the independent variables and the dependent variable.

TABLE SHOWING THE REGRESSION BETWEEN THE VARIABLES

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.103	.215		-.478	.633
EFFECTIVENESS OF EMPLOYER BRANDING STRATEGIES	-1.205	.092	-2.600	-13.124	.000
INTERNAL EMPLOYER BRANDING STRATEGIES TO RETAIN TALENT	-.043	.157	-.159	-.274	.784
PERCEPTION OF EMPLOYEES TOWARDS EMPLOYEE BRANDING	-.490	.192	-3.613	-2.547	.012
EMPLOYER BRANDING ACTIVITIES UNDERTAKEN IN THE COMPANY	.481	.092	6.989	5.226	.000
a. Dependent Variable: Educational Qualification					

INFERENCE

The R Square for the variable is 0.747, which is a good fit. So, the null hypothesis is rejected. There is a significant relationship between the independent variables and the dependent variable.

KRUSKAL WALLIS H TEST

Hypothesis:

NULL HYPOTHESIS H0: There is no significant difference between the mean rank of the employees age with respect to the variables.

ALTERNATIVE HYPOTHESIS H1: There is a significant difference between the mean rank of the employees age with respect to the variables.

TABLE SHOWING H TEST SIGNIFICANCE WITH AGE AS GROUPING VARIABLE

Test Statistics				
	EFFECTIVENESS OF EMPLOYER BRANDING STRATEGIES	INTERNAL EMPLOYER BRANDING STRATEGIES TO RETAIN TALENT	PERCEPTION OF EMPLOYEES TOWARDS EMPLOYEE BRANDING	EMPLOYER BRANDING ACTIVITIES UNDERTAKEN IN THE COMPANY
Chi-Square	107.791	72.263	73.077	72.059
Df	3	3	3	3
Asymp. Sig.	.000	.000	.000	.000
a. Kruskal Wallis Test				
b. Grouping Variable: Age				

INFERENCE

The Kruskal Wallis H test was conducted on the sample data, and it is found that the significance value (P value) for all the variables is less than 0.05 i.e., P<0.05. Therefore, the null hypothesis (H0) is rejected. There is a statistically significant difference between the age of the employees with respect to the variables. So, the alternative hypothesis is accepted.

FINDINGS

It is Inferred that 67% of the respondent of employees are belonging to the age group of 31-35 years. .It is Inferred that 59.5% of respondent are Male. It is Inferred that 24% of respondent are Married. .It is Inferred that 65% of respondents of employees are possessing the educational qualification of under graduate. It is inferred that 64% of respondents of employees are experience of 6-10 Years**.** The inference says 43.5% of respondent are Agree with the employer brand is well known and recognized in industry. The inference says that 28.5% of respondent are Agree with the strategies have influenced by decision to join company. The inference says that 43.5% of respondents are satisfied with the employer branding opportunities for career growth and professional development. The inference says that 56% of respondents are said No to the employer effectively communicates the benefits and values company offers. The inference says that 33.5% of respondents are accepts that Company communicates changes or improvements made to the employer branding strategy to employees feedback and improve employer branding retention. The inference says that 28.5% of respondents are agree with the organization actively seeks and values feedback on internal employer branding initiatives. The inference says that 60% of respondents are said No to the onboarding experience aligns with employer branding those facilities a smooth transition for new employees. The inference says that 31% of respondents are satisfied with the internal employer branding retention promotes the culture of adaptability and innovation. The inference says that 31.5% of respondents are agree with the internal employer branding strategy emphasizes the importance of work-life balance and well-being. The inference says that 37% of respondents are effective in the internal employer branding retention communicates opportunities for career growth and professional development. The inference says that 59.5% of respondents are said Yes to the employer branding positively influences the job satisfaction. The inference says that 33% of respondents are agree with the employer branding role in commitment its core values and mission. The inference says that 32.5% of respondents are agree with the organization employer branding effectively communicates a long -term values and values. The inference says that 36% of respondents are significantly have a role in commitment to career and with the organization. The inference says that 61.5% of respondents are said Yes to frequently use of branding in various internal and external platforms. The inference says that 32.5% of respondents are the employee testimonials and success stories shared by the company on its website or other communication channels activities that implemented in company. The inference says that 26% of respondents are Moderately Engaged in employer in branding initiatives. The inference says

that 61% of respondents are said Yes to the activities aligns with the actual employee experience with in the company. The inference says that 26% of respondents are agree with the activities positively influence the company ability to attract top talent. The inference says that 30.5% of respondents are agree with the employers actively contribute to promote the employer brand are recognized and appreciated.

SUGGESTIONS

The company's onboarding process can be improved by reflecting its values and culture. Feedback mechanisms should be established, and opportunities for career growth should be promoted. Highlighting employee success stories attracts top talent. Regularly reviewing and refining the employer branding strategy based on employee feedback fosters a culture of continuous improvement. Investing in leadership development programs empowers employees. Communication strategies should focus on diversity, inclusion, engagement, and corporate social responsibility. Regular surveys assess employee satisfaction and promote internal mobility and career advancement.

CONCLUSION

The study on the impact of employer branding on employee retention highlights the importance of a positive employer brand in fostering a committed workforce. It suggests that a holistic approach, including transparent communication, leadership development, and inclusive workplace cultures, can enhance retention rates. The study also highlights the correlation between well-defined career development opportunities, diversity and inclusion initiatives, and robust recognition programs. It emphasizes the dynamic nature of employer branding and the need for organizations to remain adaptable to evolving workforce expectations and technological trends. The study suggests that employer branding is a dynamic process that requires strategic attention and investment to sustain a positive organizational identity and foster employee loyalty.

REFERENCE

- Abdullah A. Aldous Ari and Alan Robertson, 2020, IJOA (International Journal of Organization Analysis) volume (22)

- Amir Dabiri an and Jeannette Paschen, 2021, volume (2) (International journal of hospitality management volume 85)

- Anas A. Salameh and Attia Aman – Ullah, 2023, (Universitas Panca Marga Probolinggo) Journal (3)

- Alina Mihalcea, 2018, IJEBD (International Journal of Business Strategies) 7(2): 156-164

- Arezoo Davari and Aadesh Paswan,2018, IJOA (International Journal of Organization Analysis) volume (22)

- Banita Lal and Mumin Abubaker, 2019, (Journal of Business Strategy Market)

- Deemah Alkaid and Suad Duckhawk, 2022, (International Journal of Entrepreneurship and Business Development) 6(2): 156-162

- Gilani, Hasan and Cunningham Lucy, (2017) The marketing review West burn publications volume 17(2)

- M Gupta and U Lenka, 2023, IJOA (International Journal of Organization Analysis) volume (22)

- Kalinska-Kulm and Stanine, I 2021, (Journal of Business Strategy Market)

- Manfred Auer and Andreas Molk, 2019, (International Journal of Entrepreneurship and Business Development) 6(2): 156-162

- Manoj Menon and Ranjith Kumar (2018), Journal of Management volume 18(2)

- Maurya Kamlesh Kumar and Manisha Agarwal, 2017, volume (2)

- Sally Raouf Ragheb Garas, and Amir Fouad Mahran, (2018), A Journal of product and brand management volume 27 (1)

- S Vasantha, Kanchana Vinoth, 2019, (Universitas Penca Marga Probolinggo Journal (3)

- Vibha Yadav and Anshita Srivastava, 2021, Ghana Institute of journalism volume 5 (2)

- William D. Frye and Soonhwa Kang, 2020, (International journal of hospitality management) volume (85)