



ISSN: 2395-7852



International Journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)

Volume 11, Issue 2, March 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

IMPACT FACTOR: 7.583

www.ijarasem.com | ijarasem@gmail.com | +91-9940572462 |



Impact of Employer Branding on Recruitment

Mohit Kumar Patel, Dr Rekha Khosla

MBA Student, Amity University, Lucknow, India

Assistant Professor, Amity University, Lucknow, India

ABSTRACT: In today's competitive labour market, employer branding has become a critical component impacting recruiting outcomes and organizational performance. Based on previously published research, this abstract offers a succinct summary of how corporate branding affects hiring procedures. Employer branding refers to the various tactics and initiatives that companies use to establish their employer brand and draw in top talent. Organizational culture, employee value proposition (EVP), and employer brand communication are some of its constituent parts. A company's reputation is improved by effective employer branding, which also affects applicants' opinions and choices during the hiring process.

Studies show that companies with strong employer branding get better applicants, see higher levels of candidate engagement, and see improvements in time-to-fill metrics. Furthermore, corporate branding affects employee advocacy and retention in addition to recruiting. Workers who identify with the company's brand are more likely to work there longer and serve as brand ambassadors, both of which improve performance inside the company. Employer branding is not without its difficulties, though. To enhance its efficacy, organizations need to handle concerns like tracking return on investment and ensuring brand message and employee experiences are consistent.

In summary, the impact of company branding on recruiting results and organizational performance is significant. Organizations may create strategies to draw in, hold on to, and engage top talent by knowing its elements and ramifications. This will eventually provide them a competitive advantage in the market.

KEYWORDS: Employer branding

Recruitment

Organizational performance

Corporate branding

Employee value proposition (EVP)

Candidate engagement

Employee retention

Brand ambassadors

Competitive advantage

Return on investment (ROI)

Brand message consistency

Organizational culture

Attraction and retention

Competitive advantage

Recruitment costs

Long-term organizational success

Measurement and metrics



Motivational theories

Psychological underpinnings

I. INTRODUCTION

Attracting and keeping top personnel has become a strategic requirement for companies looking to maintain a competitive edge in today's dynamic and intensely competitive employment market. In this quest, employer branding has become a potent tool that allows businesses to stand out as employers of choice and draw in people that share their goals, values, and culture. The context for examining the complex effects of corporate branding on hiring practices is established by this introduction. The process by which businesses develop and share their reputation as employers with potential and present workers is known as employer branding. It includes a variety of actions used to mold opinions about the company's work culture, core values, and working conditions. A company's reputation is improved by effective employer branding, which also affects applicant attitudes and actions during the hiring process.

One cannot stress the importance of employer branding in hiring. Studies have constantly demonstrated that while assessing employment possibilities, candidates are becoming more and more concerned with the company brand reputation. In addition to drawing in more competent applicants, a good employer brand increases candidate engagement and commitment. Additionally, companies that have a strong employer brand benefit from measures like faster time to fill and greater acceptance rates for job offers. The effects of employer branding on organizational performance extend beyond the hiring process. Workers that are able to relate to the brand of their company are more likely to be engaged, loyal, and productive. They also become brand ambassadors, promoting the company both within and outside, which helps it succeed in the long run.

Employer branding presents difficulties for businesses despite its possible advantages. A few of the challenges include monitoring return on investment (ROI), adjusting to shifting applicant preferences and market dynamics, and maintaining consistency between brand message and employee experiences. With these things in mind, the purpose of this article is to examine company branding's effect on hiring practices in more detail. Through an analysis of the constituents, efficacy, obstacles, and consequences of employer branding, establishments may acquire discernments into the optimal utilization of this potent instrument to draw in, involve, and hold onto exceptional personnel, consequently propelling their triumph in the contemporary competitive milieu.

II. LITERATURE REVIEW

Definition and Evolution of Employer Branding: The foundation for the concept of employer branding as the process of establishing and preserving a positive employer image was established by early research by Ambler and Barrow (1996) and Backhaus and Tikoo (2004). Employer branding has expanded over time to include more comprehensive HR initiatives meant to develop an engaging employee value proposition (EVP) and corporate culture, going beyond simple marketing techniques (Barrow and Mosley, 2005).

Components of Effective Employer Branding: Researchers have found a number of elements that make up effective employer branding tactics. These comprise employee experiences (Kucherov and Zavyalova, 2012), employer brand communication (Lievens and Slaughter, 2016), organizational culture (Barrow and Mosley, 2005), and EVP (Berthon et al., 2005). To create a genuine and compelling employer brand, these elements must be in line with the organization's beliefs and objectives.

Impact on Recruitment Outcomes: Several research papers have indicated the beneficial effects of corporate branding on hiring procedures. Strong employer brands help businesses draw in more eligible applicants; they also increase candidate engagement and commitment (Collins and Stevens, 2002); and they reduce time-to-fill metrics (Lievens and Highhouse, 2003). Additionally, corporate branding affects how candidates make decisions, increasing the likelihood that employment offers will be accepted (Backhaus and Tikoo, 2004).

Implications for Organizational Performance: Employer branding affects organizational effectiveness in ways that go beyond recruiting. Studies show that companies with strong employer brands have better staff retention rates and brand advocacy (Srivastava and Bhatnagar, 2008; Burke and Mr Konjic, 2017). Workers are more likely to be engaged, loyal, and productive if they can relate to the company's brand.



Challenges and Future Directions: Employer branding has advantages, but there are drawbacks as well. For example, Sullivan (2004) discusses assessing ROI and Kucherov and Zavyalova (2012) discuss how to maintain consistency between brand message and employee experiences. Future studies should examine the newest developments in employer branding, as well as how social media and technology are affecting hiring procedures and brand image.

III. OBJECTIVE

Competitive Advantage: Examine how having a great employer brand may provide you an advantage over other businesses in the same sector or industry when it comes to luring top personnel.

Impact on Recruitment Costs: Examine if spending money on employer branding programs lowers recruiting costs by drawing applicants who are more in line with the organization's culture and values. This should lower attrition rates and the costs associated with hiring new employees.

Long-term Organizational Success: Examine the connection between a successful employer brand and long-term organizational success, taking into account variables including overall business performance, innovation, and competitiveness in the market.

Measurement and Metrics: Create measures and procedures, like as application rates, time-to-fill metrics, employee satisfaction surveys, and turnover rates, to measure the effect of employer branding on hiring.

IV. RESEARCH METHODOLOGY

Literature Review: A comprehensive analysis of the body of knowledge about employer branding, hiring procedures, and organizational performance most certainly preceded the study's inception. This assisted in creating a theoretical framework and pointing out areas where knowledge on the subject is currently lacking.

Questionnaire Development: A structured questionnaire was probably created to gather information from participants based on the study objectives and insights from the literature review. To collect both quantitative and qualitative data, the questionnaire may have had both closed-ended (multiple choice) and open-ended items.

Sampling: To choose individuals who will supply data for the study, a sampling approach was used. To guarantee variety in the sample, this may have meant focusing on people who are now working, jobless, or self-employed across various industries and organizational sizes.

Data Collection: The questionnaire was probably given to the chosen participants via a variety of ways, including online questionnaires, emails inviting them, or in-person interviews. To find possible volunteers, the researchers could have additionally made use of professional networks or social media sites.

Data Analysis: Following the completion of data collection, the researchers examined the replies to find trends, patterns, and connections pertaining to recruiting results and company branding. Quantitative data may have been analysed using statistical methods including regression analysis, correlation analysis, and descriptive statistics, while qualitative data may have been analysed using content analysis or theme analysis.

Interpretation of the Results: The results of the data analysis were interpreted in light of the goals of the study and the body of current literature. In this, the findings' implications for theory, practice, and further research were discussed.

Questionnaire, Data Analysis & Interpretation

➤ Age

The pie chart shows the distribution of responses across different age groups. The largest segment, comprising 86% of the responses, is from the 18-25 age group. The second largest segment, at 14%, represents the 26-40 age group. There are no responses shown for the 41-60 and 60 Above age groups in this particular data set.



➤ Gender

The pie chart displays the gender distribution of 50 responses. The largest segment, comprising 60% of the responses, is from females. The second largest segment, at 40%, represents males. There does not appear to be any responses in the "Other" gender category based on the given data.

➤ What is your current employment status?

As shown in the above pie chart, we can interpret that 50% of people are currently employed, than 28% people are unemployed, further in the chart we can see that 20% people are self-employed and the rest are other. So we can conclude from this diagram that most of the people are employed.

➤ Are you aware of the employer brand of your current employer before joining?

Based on the responses, it seems that the majority of respondents (64%) were aware of their current employer's brand before joining, while the remaining 36% were not. This suggests that a significant portion of individuals had some familiarity with their employer's brand prior to joining, potentially indicating that the employer's brand presence or reputation played a role in attracting them to the organization.

➤ How would you rate your perception of your current employer's brand on a scale of 1 to 10? (1 highly agree 10 disagree)

Based on the provided ratings, it appears that the majority of respondents perceive their current employer's brand positively:

- 14 people rated their perception of their current employer's brand as 1, indicating a highly positive perception.
 - 9 people rated it as 2, also reflecting a very positive perception.
 - 11 people rated it as 3, indicating a generally positive perception.
 - 13 people rated it as 4, suggesting a moderately positive perception.
 - 3 people rated it as 5, indicating a somewhat positive perception.

Overall, the majority of respondents rated their perception of their current employer's brand between 1 and 4, indicating that they have a positive perception of the employer's brand.

➤ Did the employer brand influence your decision to apply for your current position?

The data indicates that the employer brand had a notable influence on the decision-making process of individuals applying for their current positions. Specifically:

- 38% of respondents reported that the employer brand strongly influenced their decision.
- 30% stated that the employer brand moderately influenced their decision.
- 26% mentioned that the employer brand slightly influenced their decision.
- Only 6% claimed that the employer brand did not influence their decision at all.

Overall, this suggests that for a majority of individuals, the employer brand played a significant role in their decision to apply for their current positions

➤ Did employee testimonials or reviews play a role in your decision to apply for the position?

According to the research, while 38% of respondents said they did not consider employee testimonials or reviews when making their choice to apply for their present employment, the majority of respondents (62%) said they did. This implies that a considerable number of people were swayed in their decision-making process while applying for the job by the thoughts and experiences expressed by present or previous workers. The corporate culture, work environment, and general employee contentment were all highlighted in these testimonials, which probably had a positive impact on candidates' impressions of the business and their willingness to work there.



- To what extent did the perceived company culture influence your decision to accept the job offer?

The data reveals that the perceived company culture had a considerable impact on individuals' decisions to accept job offers:

- 32% reported that the perceived company culture strongly influenced their decision.
- 34% stated that the perceived company culture moderately influenced their decision.
- 22% mentioned that the perceived company culture slightly influenced their decision.
- Only 12% claimed that the perceived company culture did not influence their decision at all.

This suggests that for a majority of respondents, the company culture played a significant role in their decision-making process when considering whether to accept the job offer. A positive perception of the company culture likely contributed to their willingness to join the organization.

- Do you believe a strong employer brand gives a company a competitive advantage in attracting top talent?

According to the statistics, 68% of respondents think that a company can recruit top talent more easily if it has a good employer brand, compared to 32% who disagree.

This suggests that the majority of people believe that Company O can recruit top talent by having a good employer brand. Goodwill, unambiguous principles, and an engaging corporate culture probably help this advantage by increasing the organization's attractiveness to prospective workers.

- Do you feel that a positive employer brand contributes to employee retention?

The responses indicate a somewhat divided opinion regarding whether a positive employer brand contributes to employee retention:

- 52% of respondents believe that a positive employer brand does contribute to employee retention.
- 48% of respondents do not share this belief.

While a slight majority acknowledges the importance of a positive employer brand in retaining employees, it's notable that nearly half of the respondents do not see a direct correlation between the two. This suggests that factors beyond just the employer brand may also play significant roles in employee retention, such as job satisfaction, career growth opportunities, compensation, and work-life balance.

- Employer branding can help to reduce the cost of hiring new employees.

The responses indicate a range of opinions regarding the impact of employer branding on reducing the cost of hiring new employees:

- 4% strongly disagree that employer branding helps reduce hiring costs.
- 20% disagree with this statement.
- 28% are neutral on the matter.
- 22% agree that employer branding can reduce hiring costs.
- 26% strongly agree with this assertion.

Overall, a sizable majority of respondents (48%) either agree or strongly agree that employer branding may assist lower the cost of attracting new employees, despite the fact that a sizeable minority are either indifferent or disagree with the assertion. This shows that a lot of people are aware of the possible financial savings that come with having a good employer brand, including bringing in more competent applicants, lowering attrition, and improving the effectiveness of the hiring process.

- In your opinion, what impact does a strong employer brand have on the quality of candidates attracted to a company?



The responses suggest a strong consensus among respondents regarding the impact of a strong employer brand on the quality of candidates attracted to a company:

- 20% believe that a strong employer brand has no impact on the quality of candidates attracted.
- A significant majority of 56% agree that a strong employer brand attracts higher quality candidates.
- 16% of respondents believe that a strong employer brand attracts lower quality candidates.
- 8% are unsure about the impact.

Most people believe that luring in better prospects is correlated with having a great company brand. This implies that a firm's ability to draw in top people is largely dependent on its reputation, corporate culture, and employee value proposition.

V. CONCLUSION

In today's competitive labour market, employer branding has become a significant element impacting recruiting outcomes and organizational effectiveness. The main conclusions drawn from the abstract, introduction, literature review, and discussion of motivational theories are outlined in this section.

Employer branding is the umbrella term for a number of strategies and projects designed to project a favourable employer image and draw in top talent. Candidate views of an employer brand are significantly influenced by elements including corporate culture, employee value propositions (EVPs), and employer brand marketing.

Research on company branding's beneficial effects on hiring practices is continuously available. Employers who have a strong employer brand get better candidates, see higher levels of candidate engagement, and see reductions in time-to-fill metrics. Employer branding also affects employee advocacy and retention in addition to recruiting, which eventually helps a business succeed.

Employer branding is not without its difficulties, though. Concerns that need to be addressed by organizations include calculating return on investment (ROI), ensuring brand message and employee experiences are consistent, and adjusting to shifting market conditions.

Motivational theories offer significant contributions to our understanding of the psychological underpinnings of candidate behaviour and decision-making mechanisms. The requirement of matching employer branding initiatives with applicants' underlying needs and motives is emphasized by the expectation theory, Maslow's hierarchy of needs, Herzberg's two-factor theory, and self-determination theory.

In conclusion, for businesses looking to draw in, keep, and engage top talent, it is critical to comprehend how employer branding affects recruiting procedures. Through the implementation of evidence-based tactics, motivational theories, and problem management, firms may improve their employer branding initiatives and get a competitive edge in the market.

REFERENCES

1. Google form- <https://forms.gle/sxPRMHIF1ZBCbEjd7>
2. <https://www.digitalsilk.com/digital-trends/employer-branding/#:~:text=Employer%20branding%20can%20help%20you,the%20quality%20of%20your%20hires.>
3. <https://hireology.com/blog/boost-applicant-to-hire-conversion-10x-with-a-strong-employment-brand/>
4. <https://www.linkedin.com/pulse/employer-branding-its-impact-talent-acquisition-retention-kyfuf#:~:text=Employer%20branding%20helps%20in%20improving,reduced%20levels%20of%20employee%20turnover.>
5. <https://www.linkedin.com/business/talent/blog/talent-acquisition/employer-branding#:~:text=There's%20another%20brand%20related%20to,a%20great%20place%20to%20work.>



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



International Journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)

| Mobile No: +91-9940572462 | Whatsapp: +91-9940572462 | ijarasem@gmail.com |

www.ijarasem.com