

**EMPLOYER BRANDING: A VEIN OF TALENT ACQUISITION**

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**ABSTRACT**

At present, employees are undoubtedly attracted to the employer brand. It doesn't matter for them whether they are undergoing hardship in work or bullied; they cherish and encourage themselves because of their employer brand. Employer plays a major role among employees. Employees want to build their reputation among friends and relatives so they choose the best employer brand organisation. Important purpose of this study is to measure the impact of employer branding on talent acquisition. The descriptive study was adopted to study the impact of employer branding on talent acquisition. Structured questionnaire was used. Ninety one employees were selected from Madurai IT/ITES Sector through Convenience sampling. Chi-square test and Regression was used to find the association and impact of the variables. Through research, it was found that Employer brand strongly influences the employee to be a part of the organisation. Employer need to create an employer brand to acquire employees to their organisation. It was clearly found that employer branding plays a important role in Talent acquisition.

**Key Words:** Employer branding, Talent acquisition, IT/ITES, Madurai.

**I. INTRODUCTION**

The trendy function of the corporate talent acquisition apparatus is a discipline known as employer branding. Now-a-days organisations are using branding as a strategy in business environment. Employer branding plays an influential role in acquiring employees with a

talented. A talented employee feels to be recognized by the organisation. Talented employees strongly believe that working in a reputed organisation builds their image among Friends and Relatives. Just to build their reputation among friends and relatives, talented employees are ready to undergo any difficulties in their working place. Firms are applying brands and branding to acquire talented employees, even though brands and branding are not new idea (Wents & Suchard, 1993). It is very clear that employer branding has the budding to attract employee. Employer branding has the potential to attract the human capital that best fits and contributes to the strategic aims and bottom line of organisations. (Backhaus and Tikoo 2004; Martinet, 2011). Employer branding normally used to enhance the candidate experience from prehire to employment. The employer brand gives best shot on image promoting the organisation as a preferred employer to work for. Talented employees are more likely to identify with the employer brand about which they have gathered positive insights and thus, will choose to seek membership with the organisation. Organisation have found that effective employer branding lead to competitive advantage helps employees internalize company values and retain a talented employees (Dell & Ainspan, 2011). Now-a-days recruiting right talented employees are so difficult. Therefore, recruiting right type of talented employees became more critical, as does the employer brand image in the recruitment market (Ewing, 2002). Most of the organisation retain talent in the organisation using employer branding. Employer branding hitch employee loyalty through effective recruitment, engagement and retention practices.

## **II. LITERATURE REVIEW**

Literature search was conducted which focused on employer branding and acquiring talented employees.

Cleary (1981) found that the purpose of branding is essentially to build the product's image.

Armstrong (2006) found that employer branding aim is to become an employer of choice, a place where people prefer to work.

Berthon et. al. (2005) stated that employers who have high employer brand value are perceived by potential employees as more attractive than those with lower employer brand value.

Taylor (2010) acknowledged benefits to employer branding related to talent acquisition.

Aggerholm, Andersen and Thomsen (2011) found that employer branding as a successful talent acquisition strategy.

Backhaus and Tikoo (2004) stated that employer branding reach the qualified workforce outside of the organisation which the organisation wishes to attract.

Wilden, et al.(2010) found that brand signals convey the desired messages to the potential talent in the job market.

Oladapo (2014) found that one of the main concerns of many organisation today is talent acquisition. This author stated that employer branding is one of the best way to attract a talented employees.

### **III. RESEARCH METHODOLOGY**

91 employees working for various IT/ITES companies at Madurai, Tamil Nadu were chosen using Convenience Sampling to study the association between employer branding and talent acquisition and also the impact of employer branding on talent acquisition. The collected data were analysed using Chi-Square test and Multiple Regression Analysis.

### **IV. RESULTS AND FINDINGS**

In order to study the association between employer branding and talent acquisition, chi-square test was used.

$H_0$ :There is no significant association between employer branding and talent acquisition.

$H_1$ :There is a significant association between employer branding and talent acquisition.

Table 1

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	133.544 <sup>a</sup>	8	.000
Likelihood Ratio	98.707	8	.000
Linear-by-Linear Association	50.667	1	.000
N of Valid Cases	91		

<sup>a</sup>. 12 cells (80.0%) have expected count less than 5.  
The minimum expected count is .10.

From Table 1 it was understood that Pearson Chi-Square statistic,  $\chi^2 = 133.544$ , and  $p = 0.001$ . The calculated value is lesser than the table value 26.296 at 5% level of significance. The null hypothesis is rejected. Since,  $p < 0.05$ . Accepting alternative hypothesis states that there is a significant association between employer branding and talent acquisition. From the above analysis, it's clear that employer branding influences talented employees to be a part of the organisation.

In order to measure the impact of employee branding on talent acquisition, Regression analysis was used.

$H_0$ : There is no impact of employer branding on talent acquisition.

$H_1$ : There is an impact of employer branding on talent acquisition.

Table 2 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868	.838	.866	1.34

From the above table 2, Model Summary can be a multiple correlation coefficient.  $R$  can be considered to be one measure of the quality of the prediction of the dependent variable (Talent Acquisition). A value of 0.868, indicates a good level of prediction. The "R Square" column represents the  $R^2$  value, which is the proportion of variance in the dependent variable (Talent Acquisition) that can be explained by the independent variable (Employer Branding).  $R^2$  value is 0.838 that our independent variables explain 83.8% of the variability of the dependent variable (Talent Acquisition).

Table 3 : Anova table

Mode		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.303	1	13.303	39.094	.000(a)
	Residual	33.687	99	.340		
	Total	46.990	100			

a Predictors: (Constant), Employer Branding

b Dependent Variable: Talent Acquisition

The above table 3, shows that the independent variables statistically significantly predict the dependent variable,  $F(1, 99) = 39.094, p < .0005$  (i.e., the regression model is a good fit of the data).

Table 4 : Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.894	.183	5.830	.000
	Employer Branding	.764	.065	.749	.000

The above table 4, explains unstandardized coefficients indicate how much the dependent variable (Talent Acquisition) varies with an independent variable (Employer Branding) are held constant.

Regression equation is:

$$\text{Talent Acquisition} = 0.894 + (0.764 * \text{Employer Branding})$$

Regression table represents relationship between employer branding and talent acquisition of the employees  $<0.000$ , which is less than 0.05, and indicates that, the regression model statistically significant predicts the outcome variable. There is an impact of employer branding on talent acquisition. From the above analysis, it's clear that employer branding helps to acquire a talented employees.

## V. CONCLUSION

Organisation operate in a very competitive environment and they are in urge to hire talented employees to achieve their goal and prosper. By the analysis of this paper, it's found that branding has become a major tool for organisations to attract talented employees. Employees today are choosing to work for reputable organisations because they want to build their reputation among friends and relatives. Organisation should aim to attract talent employees through employer branding. As organisations are facing talent crux, it's mandatory to develop employer brand to acquire talented employees. As employer branding and image campaigns have become more sophisticates so have the tools companies use to measure their success. It's very clear that smaller organisation with equally good working environment disappear in the

background with no potential talented candidate interested to join them. With branding, any smaller organisation can now compete fair and square in talent acquisition.

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