

An Empirical Analysis of Key Factors to Employer Branding With Reference to IT Companies in Chennai City

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Abstract- The tech market is overwhelmed making the bid for talented employees is higher and shows no sign of slowing down. The companies need to change their strategy in recruiting and in retaining the best staff. Competition is universal and without the promise of progression, benefits and grounding in a business with real staying power, candidates will look elsewhere. 'Employer Brand' describes the value given by the company to its employees which benchmarks the reputation and popularity from a potential Employer.. The phrase "employer brand" came in to existence in 1996 to describe how well a company is unique in offering the products, services and environment is different from other organizations. This paper examines how important the concept of employer branding is gaining importance in today's corporate world in order to retain the key talent, therefore organizations are focusing on building their corporate image in order to attract and retain the talented employees. The primary objective of this research paper is to examine the key factors which influences employer branding among IT employees. Primary data is used to support the study. The study was conducted among 110 employees working among various IT companies in Chennai were collected through questionnaire and convenient sampling method was adopted.

Keywords – IT Companies, Employer Branding, Human Resource Management

I. INTRODUCTION

Tim Ambler and Simon Barrow nurtured the term Employer Brand in the year 1990. Simon Barrow and Tim Ambler defined the employer brand as "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company". In this Increased Competitive World where everyone are aware of the term 'War for Talent' which gained importance for the term Employer Branding. Companies are focusing more on employer branding and use this as a technique to retain the talent employees. One Major Reason is the Aging population in most countries in the world and the other is the increased focus on matching company's culture and value with the talent acquired. Research says that Companies which invest in employer branding benefits as much as 3.5 higher revenue growths and 2.5 increases in the profit margin which gives a clear picture that companies who invest employer branding is more profitable and more successful. A Perfect employer brand is vital in today's competitive job market. It becomes Challenging from the perspective of Company if they down out in hiring and retaining the Skilled and Smart Employees. Corporate need Ingenious, leadership-bound workers to drive the business forward and the best way to find them is to cast the impression that company is a great place to work. A better Work Environment, benefit packages, salary, Work from home, advancement opportunities to weekly happy hours, the culture of organizations and the treatment of employees can greatly impact the impression of make on potential candidates.

Crafting and designing a Positive employer brand is all about fine storytelling. It's about how the organization needs to be perceived in the marketplace, using specific messaging to help attract the kind of prospects which we are looking for. But also, it's about living out that story. Satisfied employees play a vital role in the organization as they act as the loudest speaker box, particularly in an age of social media and user-generated feedback where employers are always in control of their own reputation. The process involved in how the company is marketed in order to attract the desired job seekers is known as Employer Branding, which can be done by showcasing the organization's unique cultural differentiators and working to amplify in order to position as one among the recognized work place. An employer brand is essential for a company, on how it's unique and what it stands for, and then crafting and

aligning those aspirations with the people to whom we are looking to attract. It communicates that organization is a good employer and a great place to work, which boosts recruitment efforts and the engagement and retention of the current employees.

1.1 Employer Branding – As a New HR Arena –

The term employer brand has evolved around years and even decades. The employer brand is still relevant in the corporate world and a Strategic lever in finding the best talent in this Digital Era. This is a result oriented Environment in which If Corporate have a good brand value in market, they will get better response from the talented Employee if not; it's very difficult to sustain in this competitive world. If the organization has a positive brand image in the market, it will help in acquiring right workforce at right time and at the same time it will have a curb over the employee cost. For an organization with flat brand image or no brand image has to expend lots of money to attract and retain the right candidate. Internal and External Branding are the two ways in which branding can be classified.

1.2 Benefits of HR Branding –

In the current Scenario, many organizations now use employer branding as a key factor for attracting and retaining talent .A good employer brand markets the organization's values, personality and reputation. It helps the corporate to stand out against competition and to appeal to top talent in the marketplace. Thus Corporate shower huge resources and efforts on building the value, culture, right image and character in the hope of engaging and attracting towards potential and current employees. Most prominently, the war for talent is better placed and won only by companies with stronger employer brand image among employees.

1.3 Objectives of the Study –

- To understand opinion regarding Work Environment Perceptions in the organisation among IT employees.
- To study the employees preference towards the factors measuring employer branding
- To determine the relationship between factors influencing Employer Branding.

1.4 Methodology –

The present study was conducted on 110 employees working in various IT companies in Chennai City. The sample represents employees from Tata Consultancy Services, HCL, Cognizant, Accenture etc.58 percent respondents were Female and remaining 41 percent respondents were Males. Method of Convenient Sampling was adopted for this research study. Participating employees were verbally informed that the study was being conducted for academic purpose and assured that the responses would be kept confidential. Google Form Questionnaire was used in order to collect the data from the respondents. The responses in questionnaire were then analyzed with help of SPSS Ver. 25.0.

1.5 Hypothesis of the Study –

H₀: Opinion regarding Statements on Work Environment Perceptions of Employees are equal to Average level.

H₀: There is no significant difference between Male and Female with respect to Factors of Employer Branding.

H₀: There is no significant difference among Age Group with respect to Factor of Employer Branding.

H₀: There is no relationship between Factors of Employer Branding

II. REVIEW OF LITERATURE

Avinash Pawar (2018) “Study On Employer Branding In IT Companies: The Indian Scenario” This paper throws the light on understanding the concept of employer branding in IT companies in India and the main focus is on recognizing and investigating the factors affecting Employer Branding from the viewpoint of the employees. The study shows that there is a positive correlation between factors of employer branding and brand value and it is statistically significant. Hence, companies should pay attention more on developing the brand value by delivering the right employer brand factors in the organization.

Dilhani Anuradha Akuratiya (2017) “Influence Of Perceived Employer Branding On Perceived Organizational Culture, Employee Identity And Employee Commitment” Research study was conducted to Identify the factors influence perceived employer branding on perceived organizational culture with reference to Leasing Industry in Sri Lanka .This paper was based on employer branding model on culture, identity and commitment in licensed financial companies. The sample population consisted Executive level employees of top ten licensed financial companies. Regression and Correlation tools were used to examine the data. Organizations focusing on employer branding stands

unique from its competitors. The result shows that there is a direct relationship between employee identity and employer branding, employee commitment and employee identity. .

Maria Tresita Paul V and Dr. S Kanthimathi (2017) "A conceptual study on employer branding in Indian organizations". The Research paper enlightens more on the concept of employer branding, definitions of employer branding, internal and external employer branding, and employer branding benefits. Today, an employer brand is essential for gaining competitive advantage in this Competitive World. Today, Indian corporations are becoming intentionally tactical to utilize the employer brand in order to attract and retain talent for the expansion and growth. The increasing focus of competitive advantage is leading many Indian firms to rethink their employer brands. Most essentially, the results show that the best employees stay on longer which allow the company to carry its operations smoothly. Ultimately, the leading factor towards a successful employer brand ensures that expectations are fully aligned with the existence of working environment in the organization.

III. RESEARCH METHODS AND MATERIALS

The present study enlightens on "the study of Employer Branding in IT sector". The parameter for this study is 110 samples collected from the IT employees in Chennai. This study paper consists of four main hypothesis namely, To test the opinion regarding Comfortable with work Environment among employees, to study the employees preference for employer brands with that of gender, to identify the attributes which are significant for a Employer branding. The hypothetical condition is tested using ANOVA to test the dependency level between two variables and One Sample Chi-Square test is adopted to test the goodness of fit under various conditions.

IV. ANALYSIS AND INTERPRETATION

4.1 Demographic Profile of Respondents –

| Characteristics | Frequency | Percentage |
|-----------------------|-----------|------------|
| Gender | | |
| Male | 46 | 41.8 |
| Female | 64 | 58.2 |
| Marital Status | | |
| Single | 84 | 76.4 |
| Married | 26 | 23.6 |
| Age | | |
| Less Than 25 | 32 | 29.1 |
| 25-35 | 75 | 68.2 |
| Above 35 | 03 | 2.7 |
| Graduation | | |
| Under graduate | 85 | 77.3 |
| Postgraduate | 7 | 7.3 |
| Professional | 18 | 15.5 |

The table given above summarizes the demographic profile of the respondents. The participants in this study consist of 110 respondents, Male 46 and Female 64. Out of 46 Male respondents 30 of them are Un Married and 16 are Married. Out of 64 Female respondents 54 of them are Unmarried and 10 of them are married. The Demographic study gives a clear picture that 68% of the respondents belongs to the age group of 25-35 and only 2.7% of the respondents were above 35.

H₀: There is no significant difference between Male and Female with respect to Factors of Job Description of Employees

4.2 Gender perceptions with respect to key factors which influence Employer Branding

| Factors of Job Description | Gender | | | | t -Value | P- Value |
|------------------------------|--------|-----|--------|------|----------|----------|
| | Male | | Female | | | |
| | Mean | SD | Mean | SD | | |
| Work Environment Perceptions | 25.97 | 5.5 | 26.3 | 3.91 | 0.35 | 0.727 |

| | | | | | | |
|--------------------|-------|------|------|-------|-------|-------|
| Work Life Balance | 18.15 | 5.1 | 17.6 | 3.74 | 0.577 | 0.566 |
| Job Satisfaction | 14.89 | 3.6 | 14.4 | 2.56 | 0.787 | 0.433 |
| Employee Retention | 16.71 | 4.9 | 16.9 | 3.53 | 0.275 | 0.784 |
| Total | 75.73 | 18.1 | 75.3 | 11.41 | 0.136 | 0.892 |

Since P value is greater than 0.05 with regard to factors of Work Environment perceptions, Work Life Balance, Job Satisfaction and Employee Retention. There is no significance difference between male and female employees with regard to the factors of Work Environment perceptions, Work Life Balance, Job Satisfaction and Employee Retention. Hence the null hypothesis is accepted at 5% level with regard to the factors of Employer Branding. From the above table it clearly shows both male and female are influenced high by the Work Environment Factor with respect to other factors in Employer Branding. In this Study we can see that both Male and Female had more or less equal perceptions towards the factors of Employer Branding.

H₀: Opinion regarding Statements on Work Environment Perceptions of Employees are equal to Average level

4.3 Employees Opinion towards Work Environment in the Organisation

| Statement on Work Environment Perceptions | Mean | SD | t Value | P Value |
|---|------|-------|---------|-----------|
| My organisation offers me a relatively stress free environment | 3.75 | 0.771 | 10.134 | < 0.001** |
| My organisation is Supportive for its Employees | 3.67 | 0.791 | 8.919 | < 0.001** |
| My role is well defined in the Organisation | 3.43 | 0.953 | 4.704 | < 0.001** |
| There exists a positive relationship between superior and subordinates in My Organisation | 3.50 | 1.147 | 4.570 | < 0.001** |
| There exists a strong team spirit among employees in my organization | 3.54 | 0.853 | 6.593 | < 0.001** |
| My workplace has a pleasant physical environment | 4.11 | 0.734 | 15.852 | < 0.001** |
| I am provided with adequate infrastructure and facilities to perform my duties in my organization | 4.18 | 0.719 | 17.237 | < 0.001** |

Note : ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with regard to all the Statements on Work Environmental Perceptions of Employees. Hence the opinion regard to all the Statements on Environmental Perceptions of Employees is not equal to average level. Based on mean score, opinion regard to all the Statements on Environmental Perceptions of Employees is above average level. The employees are satisfied with their physical environment and agree that adequate infrastructure and facilities are provided in the organisation.

H₀: There is no significant difference among Age Group with respect to Factors of Role Description of Employees

4.4 Age Group of the respondents with respect to Key Factors influence Employer branding

| Factors of Employer Branding | Age Group in year | | | F Value | P Value |
|------------------------------|-------------------|-------------------|-------------------|---------|---------|
| | Less than 25 | 25-35 | 35-45 | | |
| Work Environment Perceptions | 26.62a (3.92) | 25.66 a (4.75) | 34.00 b (0.00) | 5.209 | 0.007** |
| Work Life Balance | 17.59 a (4.35) | 17.68 a (4.24) | 25 b (0.00) | 4.420 | 0.014* |
| Job Satisfaction | 14.06 a (3.77) | 14.64 a (2.58) | 20.00 b (0.00) | 5.527 | 0.005** |

| | | | | | |
|--|--------------------|--------------------|-------------------|-------|---------|
| Employee Retention | 16.21 a (4.65) | 16.92 a (3.92) | 22.00 b (0.00) | 2.738 | 0.069* |
| Over all description of Employer Branding | 74.50 a (15.39) | 74.90 a (13.53) | 101 b (0.00) | 5.144 | 0.007** |

Note : 1. The value within bracket refers to SD; 2. ** denotes significant at 1% level; 3. * denotes significant at 5% level

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to Factors to Employer branding towards Work Environment Perceptions, Job Satisfaction and Overall description for factors of Employer branding. Hence there is significance difference among Age of employees with regard to the Factors of Employer Branding towards Work Environment Perceptions, Job Satisfaction and Overall description for factors of Employer branding. Based on Duncan Multiple Range Test (DMRT), the age group of less than 25 and 25-35 is significantly differ with age group of above 35 at 5% level of significance with respect to Work Environment Perceptions. In Job Satisfaction the age group of less than 25 and 25-35 is significantly differ with age group of above 35 at 5 level of significance. In Overall Job Description the age group of less than 25 and 25-35 is significantly differ with age group of above 35 at 5 level of significance which clearly states age factor plays a vital role with regard to the Work Environment Perceptions and Job Satisfaction.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to Factors of Work life Balance and Employee Retention. Hence there is significance difference among age group in years of employees with regard to the Factors of Work life Balance and Employee Retention. Based on Duncan Multiple Range Test (DMRT), the age group of less than 25 and 25-35 is significantly differ with age group above 35 at 5 level of significance.

H0: There is no relationship between Factors of Employer Branding

4.5 Karl Pearson Correlation Coefficient between Factors of Employer Branding

| Factors of Employer Branding | Work Environment Perceptions | Work Life Balance | Job Satisfaction | Employee Retention |
|------------------------------|------------------------------|-------------------|------------------|--------------------|
| Work Environment Perceptions | 1.000 | 0.590** | 0.75** | 0.810** |
| Work Life Balance | - | 1.000 | 0.745** | 0.670** |
| Job Satisfaction | - | - | 1.000 | 0.817** |
| Employee Retention | - | - | - | 1.000 |

** . Correlation is significant at the 0.01 level (2tailed).

Correlation Coefficient between Work Environment Perceptions and Employee Retention is 0.810 which indicate (0.8102 = 0.6561) 65.6 percentage positive relationships between Work Environment Perceptions and Employee Retention which is significant at 1% level. The correlation coefficient between Work Life Balance and Job satisfaction is 0.745 (0.7452 = 0.5550) 55.50 percentage positive relationship which is significant at 1% level. Correlation Coefficient between Job Satisfaction and Employee Retention is 0.817 which indicates (0.8172=0.6674) 66.74 percentage positive relationship which is significant at 1% level. The correlation table shows that there is a high positive relationship between Job Satisfaction and Employee Retention and there exist a low positive relationship between Work Environment Perception and Job Satisfaction.

V.FINDINGS

Employer Branding is a strategic method adopted by the corporate in order to attract and retain the talented Employees in this 21st Century. The research was conducted in order to examine factors which play a key role in determining the concept of Employer Branding. The result clearly states that Employees are more satisfied with their Work Environment factors. When the opinions with regard to the factors of Employer Branding were examined with respect to gender both Male and Female have same perceptions towards the factors of employer branding and with respect to age of the sample it clearly states there exist a significant difference with respect to the factors of employer branding with age group less than 25 and 25-35. The study examined in order to determine the Opinion regarding Statements on Work Environment Perceptions of Employees, in which employees has a positive response towards the pleasant physical environment and adequate infrastructure and facilities to perform the duties in organization.. In

understanding the relationship between the Factors of Employer Branding there exist a high positive Correlation between Job satisfaction and Employee retention, which shows in order to retain the employee in the organisation Employee's Job satisfaction plays a vital role therefore organisations must concentrate more in order to make the employees satisfied which in turn increases the Employer brand value in the Economy.

VI.CONCLUSION

Employer branding is required to construct and manage an employment brand are powerful tools that can be used to add value in organization through strategy adopted in HR. Human Resource practices peeks to impact the bottom line of the firm by executing cost-containment initiatives. A positive employer brand fosters a great work environment, which encourages current employees to refer the organization to other professionals. Such initiatives can increase the quality of employees, help inspire them to become more productive and open opportunities to the company in the marketplace that might not have been open before. In short, employer branding can address many of the issues faced by the corporate today. The present study has involved an empirical investigation of key factors of employer branding influencing the employees of Indian IT companies. This paper confirms that Work Environment and Employee Retention are the most important attributes of an employer of choice, over all demographic categories. The respondents of the study depicts that employees are benefited through Employer Branding with well defined policies, Proper Work Life Balance, Work Environment Perceptions, Job Satisfaction and Retention in the Organization. Organizations must have good ethical and moral values, strong competency, and culture, well defined HR policies, and must aligned organizational structures, operations and culture with Brand Values and also receives regular internal communications details about the Brand.

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