

A Study on Employment Branding and its Influence on Job Seekers' Employment Choices

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Abstract - This research attempts to investigate the effect of the employer branding factor on job seekers' employment choices. There are tangible factors like salary and job security as well as intangible ones like the company culture and career development that influence the perceptions. Statistics from a survey show that career growth and work-life balance are very essential for employees. The ruling source of information in this genre is the digital platforms such as LinkedIn and Glassdoor. The statistical analyses present a strong link between the employer branding perception and that of company culture. However, branding is not good enough in bringing in applications when it lowers salary magnitude, as it then becomes an authenticity issue with actual workplace practice.

Key Words: Employer Branding, Job Seekers' Employment Choices, Career Development, Digital Platforms

1. INTRODUCTION

Employer branding has emerged as a key strategy within recruitment. It refers to the name and the reputation of an organization with regard to its value proposition to potential new hires as well as current employees. Somehow, such a branding strategy is for the semblance and future effect on potential job seekers with reference to information that may be reached through social media or digital platforms in the today competitive job environment. In addition to being a powerful pull factor for--salary, modern candidates evaluate work-life balance, organizational culture, leadership values, and opportunities to grow in their careers as determinants of employment decisions. Having a robust and authentic employee brand brings in quality applicants and increases their retention. An employee brand will fail if it does not match the realities of the workplace in terms of building confidence and having a long-term focus in talent attraction and retention.

1.1 Research Objectives

1. To analyze the impact of employer branding on job seekers' decisions.
2. To identify key employer branding factors influencing job preferences.

3. To assess variations in employer branding perception across different demographics.
4. To evaluate the importance of tangible vs. intangible branding factors in job seekers' choices.
5. To provide recommendations for companies to improve employer branding and attract talent.

2. LITERATURE REVIEW

Employer Brand Equity Framework (Ambler & Barrow, 1996): Ambler and Barrow were the first to articulate employer branding as the complete value proposition that an organization provides toward functional, economic, and psychological dimensions to employees. They also elaborated that the employer brand operates similarly to a consumer brand: it has the power to attract and retain employees by appealing to their perceptions and needs.

Employer Attractiveness Dimensions (Berthon et al., 2005): They proposed a model where five dimensions of employer attractiveness could be identified: economic value, development value, interest value, social value, and application value. Their work has brought a great emphasis on psychological factors like those related to innovation, work environment, and culture for employing choices.

3. RESEARCH METHODOLOGY

3.1 Area of Study: This research looks at the role that employer branding plays across different industries in attracting job seekers and working professionals across the demographic divides. It discusses how effective employer branding in terms of either tangible or intangible elements may be regarding employment decisions.

3.2 Sample of Study: This study is based on the response given to 116 people using a structured questionnaire. Sample comprises different age groups, qualification levels, and working statuses, including students, entry-level employees, experienced employees, and self-employed individuals. This ensures a complete perspective for the understanding of employer branding from various points of view.

3.3 Sampling Technique: The combination of random and convenient sampling techniques was used. The respondents were selected according to criteria of availability and willingness to participate. This helped ensure diversity and ease of collection of highly varied information regarding the area.

3.4 Type of Study: This study is basically based on quantitative and descriptive study design. It would describe and analyze the trend of people's views regarding employer branding as applicators to the decision-making process of applying and accepting jobs.

3.5 Tools for Data Collection: Data Collection was done by using a structured multiple-choice questionnaire (MCQ) via Google Forms. The questionnaire is designed to capture the perceived significance of employer branding, tangible vs. intangible branding elements, sources of employer brand information (e.g. social media, reviews), demographics (age, gender, education, employment status).

3.6 Method of Analysis: These data are analyzed through quantitative statistical methods like Chi-Square Test and Correlation Analysis.

4. LIMITATION OF STUDY

- Sample Size Limits:** The study sample comprises 116 respondents who may not fully represent the larger population of job seekers.
- Geographical Restrictions:** Online data collection may miss job seekers in remote or less connected areas.
- Self-Reported Data:** Responses are subject to personal biases or memory failures.
- Limited Depth:** Detailed open-ended responses could have been captured via a structured questionnaire.

5. ANALYSIS AND FINDINGS

5.1 Analysis of Data:

A. Relationship Between Employer Branding and Job Application Decisions

- Null Hypothesis (H₀):** There is no significant relationship between the perceived importance of employer branding and the probability of applying for a job with a company by job seekers.
- Alternative Hypothesis (H₁):** There is a significant relationship between the perceived importance of employer branding and the likelihood of job seekers applying to a company.

Statistical Test Used: Chi-Square Test of Independence.

- Chi-Square Value (χ^2): 8.90
- Degrees of Freedom (df): 8
- P-value: 0.351

Interpretation: Since the p-value (0.351) is more than the cut-off significance value of 0.05 and the null hypothesis is not rejected. This indicates that there is no statistically significant relationship between the perceived importance of employer branding and the likelihood of applying by job seekers to the company but is likely to pay a lesser amount than a company of great branding.

B. Relationship Between Source of Employer Brand Information and Perception of Negative Employee Reviews

- **Null Hypothesis (H₀):** There is no significant relationship between how job seekers learn about employer brands and how they perceive negative employee reviews.
- **Alternative Hypothesis (H₁):** There is a significant relationship between information sources and perception of negative reviews.

Statistical Test Used: Chi-Square Test of Independence

- Chi-Square Value (χ^2): 22.7
- Degrees of Freedom (df): 12
- P-value: 0.031

Interpretation: The p-value (0.031) is less than the significant value (0.05). Thus, we reject the null hypothesis. It shows, therefore, that the relationship from the sources of information directly affects how negative reviews impact decisions among job seekers.

C. Correlation Between Employer Branding Importance and Company Culture Preference

Table 1

	Employer Branding Importance	Company Culture Preference
Employer Branding Importance	1	0.77
Company Culture Preference	0.77	1

Interpretation: There is a **strong positive relationship** between the degree of importance assigned to employer branding and the preference for company culture. This indicates that those who value employer branding highly in their choices of companies also place a lot of importance on company culture when it comes to job acceptance.

D. Correlation Between Employer Branding Importance and Sensitivity to Negative Employee Reviews

Table 2

	Employer Branding Importance	Sensitivity to Negative Employee Reviews
Employer Branding Importance	1	0.82
Sensitivity to Negative Employee Reviews	0.82	1

Interpretation: There is a **very strong positive relationship** between individuals' importance on employer branding and the effect of negative employee reviews on them. This means that people for whom employer branding is considered very important were likely to accord much attention to negative employee feedback when evaluating potential employers.

5.1 Findings:

1. Demographic Insights

- Most respondents (41.4%) are aged 18–24, reflecting views of early-career job seekers.
- An overwhelming majority (85.3%) hold a Bachelor's degree or higher.
- The sample consists of employed (35.3%), students (29.3%), and self-employed individuals (26.7%).

2. Importance of Employer Branding

- 69% consider employer branding very important, while 27.6% find it somewhat important.
- However, branding alone does not lead to applications if pay is low (Chi-Square $p = 0.351$).

◆ Conclusion: However, branding is important but cannot help if the pay is low.

3. Factors Influencing Employer Brand Perception

- Topmost influences are career growth (43.1%), work-life balance (24.1%), and salary (22.4%).
- Important tangible factors are job security (50%) and pay (40.5%).
- Company culture is a priority for 87.7%, who rated it of extreme or medium importance.

4. Information Sources & Review Impact

- Social media (34.5%) and employee reviews (31.9%) remain the primary sources for employer brand information.

- Information source has significant impact on the negative review perception ($p = 0.031$).

◆ Conclusion: Information from peers, in particular, is a huge influence on employer brand perception.

5. Correlation Insights

- Strong correlation between the significance of branding and preference for corporate culture ($r=0.77$).
- Very strong correlation with being sensitive to negative reviews ($r=0.82$).

◆ Implication: Brand-conscious candidates place great value on culture and peer feedback.

6. Trust and Perception Gaps

- 45.7% trust employee reviews the most.
- 29.3% thought companies were better than expected, while 18.1% felt misled by branding.

6. CONCLUSION

The study has uncovered how significant aspects of employer branding contribute to enhancing job seekers' perceptions and choices of employment, with a special focus on young professionals. While employer branding is an important exercise, it should be complemented with factors like remuneration packages and other types of benefits, such as job security, to attract applicants. Online platforms, employee reviews, and company culture significantly influence job seekers' decision-making processes. Thus, while employer branding is a powerful tool, organizations must ensure that external perceptions correlate with internal practices and truly value their employees, in order to build a credible and attractive brand.

6. RECOMMENDATIONS

1. **Align Branding with Reality:** Ensure brand messaging matches with the actual workplace culture of your organization.
2. **Invest in Career Development:** Develop employees through learning opportunities and mentorships.
3. **Foster Positive Culture:** Put emphasis on work-life balance, inclusion, and mental health.
4. **Monitor online reputation:** Make sure to follow reviews and respond to platforms like LinkedIn and Glassdoor.

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