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Factors Affecting the Employer Brand Reputation Among Higher Education Job Seekers: A Descriptive Study

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## Abstract

Employer positioning, employer desirability on the labor market, and employer branding are the elements determining hiring decisions and job selection. These aspects contribute to employer branding. Employer branding is a hot topic outside of the field of scientific research. Internal and external branding are two categories of employer branding. The primary objective of this paper was to identify the employer branding-related elements affecting job search and selection based on the gender of respondents and faculty type. The potential is expanding more and more in the employment market, particularly on campuses, and it is now essential for enterprises to draw the proper candidates from this potential pool. Organizations should use this knowledge to their advantage by learning how campus recruits view employer brands and brand-building techniques to develop powerful employer brands for them. There is a lot of study being done on how campus recruits perceive employer branding, but very little literature is available that discusses the elements that influence campus recruits' opinion of the company's brand in the Indian setting.

**Keywords-** Brand Reputation, Higher Education, Job Seekers, Employer Positioning, Employer Desirability, Labor Market, Employer Branding, Brand-Building.

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## Introduction

Most firms in India now consider employer branding to be essential, and some studies are debating whether the practice is still relevant in this country. Studies have been done to determine the applicability of branding for employers in India and to determine whether it is more than just a passing trend or if it has certain innate qualities. Because of the sharp shifts in workforce trends and the fierce competition in the Indian labor market, businesses must build plans to establish a USP for themselves.

The most significant personnel concerns and issues for businesses in today's business environment are a lack of competent human resources, a never-ending search for qualified employees, as well as the preservation of human resources. Employer branding and HR marketing can transform these industries and open new prospects. A brand is not developed by

accident; rather, it is the result of a sequence of activities with buyers, consumers customers, or clients that are continuously and logically related and are carried out deliberately and methodically, either covertly or explicitly (Hillebrandt & Ivens, 2013). In the realms of management of human resources, personnel promotional activities, and brand marketing, employer image has been highlighted as a successful way for businesses to differentiate from other companies in the industry and obtain an unfair advantage in the labor market.

Employer branding has grown in importance as a key component of long-term company strategy in the face of numerous difficulties facing the corporate environment (Heilmann et al., 2013). It is expected that businesses will aim to control how people view both new and existing human resources. The success of organizations directly depends on their human resources given the ongoing technological advancement that characterizes modern society. Therefore, organizations must overcome several obstacles to develop, maintain, and gain a competitive edge in the present job market. Employers must also incorporate features into their approach that appeal to various demographics while delivering a distinct and realistic both within and outside the brand message. Establishing and promoting the image of a company as a top employer is known as employer branding. Employer branding, which was originally examined, focuses on creating a favorable perception of organizations to enhance the recruitment and retention of talent (Kashive and Khanna, 2017). A current and important trend for businesses is investing in their employer brands because finding skilled people is one of their toughest issues. When deciding which companies to apply to for a job, job seekers frequently consider several different companies, and they may utilize company image as an important source of information about the working conditions in various companies. Reputation is a group of organizational traits that are socially built and derived from previous activities of an organization. As a result, first decisions about a job are frequently influenced by the reputation or image of the business (Bellou *et al.*, 2015). An organization that has a good corporate reputation will therefore be more appealing to customers. In conclusion, company reputation and employer branding are important factors in luring and keeping the best workers.

## Literature Of Review

**Backhaus (2016)** said that many businesses are battling to attract, recruit, motivate, and keep the best employees in the contemporary globalized era's highly competitive employment market highest level of human performance. To separate their employer brand from that of their rivals and to advertise the benefits they provide, such as all the amenities that encourage employees to stay on the job, they use employer branding, a relatively recent strategy. It also demonstrates our position inside the company we choose to work for. Therefore, the employer must enhance its brand image to attract and keep critical talent.

**Arachchige and Robertson (2013)** described that all firms strive for ongoing competitive advantage to generate financial profit and survive in a market that is growing more global and competitive. In companies that primarily rely on experience, human resources (HR) can be the biggest expenditure because they are necessary for achieving a competitive advantage. To be a source of competitive advantage, the chosen staff members must possess a high level of ability and openness to exhibit productive behavior. If a company can attract and retain brilliant employees and integrate their skills more skillfully than its competitors, it will have an advantage.

**Stariņeca (2015)** told that in today's fiercely competitive global market, any company must overcome enormous challenges to grow, maintain, and gain a competitive edge. Because effective human resources are essential for a company's viability, finding skilled applicants has become a key component. Additionally, the current trend demands a far more comprehensive and strategic strategy for luring, employing, and keeping precious human resources. To compete in a labor market with a shortage of competent workers, every business has realized the importance of bringing in, hiring, and retaining employees. Companies are concerned about the opinions, loyalty, retention, and perceptions of their employees toward the business.

**Urbancová and Hudáková (2017)** Organizations can gain a competitive advantage in a talent battle by luring and keeping the best employees. However, if the finest talent chooses not to seek a job in the organization, this attraction-retention process could be halted right from the start. Examining the application behaviors of potential applicants thus becomes crucial Brand equity theory, which draws on marketing literature, can provide useful insights to help businesses build their brand equity and establish themselves as employers of choice for business school graduates, an invaluable talent pool for many organizations. Recruiters can focus on these important factors to improve their brand image and cost efficiency.

**Wilden et al., (2010)** revealed that the challenges of ferocious global rivalry, quick technical breakthroughs, and progressive growth in the significance of employee knowledge are all part of the current business environment. The demand for smart, self-reliant, and marketable people—in particular, young graduates—is growing daily as a result. It now all depends on employer branding and how they appeal to these recent grads to influence their decision to choose their company. Organizations create business strategies and focus their branding efforts primarily on corporate brands and developing products, but branding's use in the human resource sector receives less attention. Potential candidates' decision-making is significantly influenced by organizational behavior and activities at the earliest stage of the recruitment process.

**Schlager et al. (2011)** studied that employer branding is a topic that has been studied for its effect on employee perceptions generating a lot of interest among academics and professionals. This study's main objective is to investigate how business branding affects employee retention. A thorough analysis of both older and more recent scholarly publications on the topic revealed

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seven major elements that pertain to employer branding. Brand values, beginning training and induction ones, internal brand communication, corporate culture, perks, and benefits, dedication to the advertisement, and employer supervisory oversight of branding were some of these topics. The overall study of the literature research demonstrates that the organization's branding is integrated throughout the organization, and the multiple employer brand attributes, together with the organizational culture, have value for employees and aid in keeping them employed by the company.

**Gilani and Cunningham (2017)** highlighted that due to the changing environment, the acquisition is common among competitive and competitive firms keeping some of the best and most qualified workers has become essential for the organization's existence and for getting an advantage over other rival businesses. As may be seen from observations: The organization's most valuable resource is its people's capital. Employment and the retention of top human resources have become the primary goals of companies and employers in a labor market that is becoming increasingly crowded. This has sparked competition among organizations for the best talent. For businesses to remain competitive, they must take action to ensure talent is gathered and retained. Businesses are concentrating on fusing strategic human resource management methods with branding ideas.

**Vasanth and Vinoth (2017)** concluded that due to changing demographics and economic conditions, many industrialized countries are currently experiencing highly competitive job markets with severe competition for top talent. Making deliberate investments to draw in persons who are suitably qualified and knowledgeable is therefore advocated. One such strategy is employer branding. Employer branding, as it relates to hiring, refers to the variety of advantages—psychological, financial, and practical—that potential employees associate with operating for a particular company. Addressing these perceptions can help companies create an appealing and effective employer brand.

### Objectives of the study:

- To determine the factors affecting the employer brand reputation among higher education job seekers

### Research Methodology:

This study nature is empirical. 185 respondents were approached to give their view on the factors affecting the employer brand reputation among higher education job seekers. The data was analyzed through frequency distribution and data was presented with the help of pie charts.

### Data Analysis and Interpretation:

Table 1 Employer Positioning

Particulars	Agree	Disagree	Can't Say	Total
Respondents	163	16	6	185
% age	88.0	9.0	3.0	100

Table 1 represents the statement **employer positioning**, and 88.0% respondents admit with this statement.

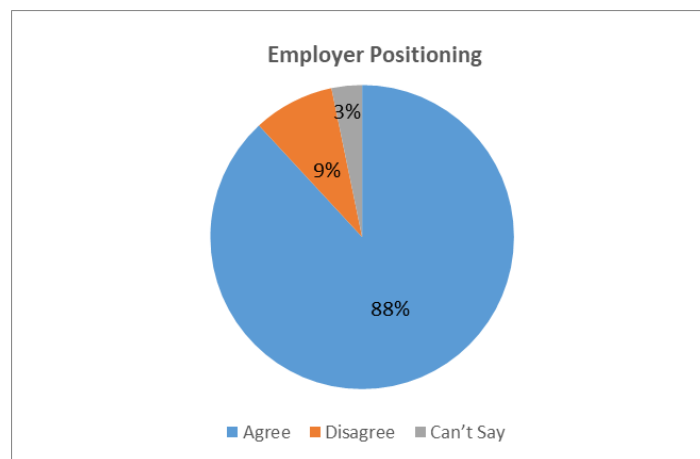


Figure 1 Employer Positioning

Table 2 Employer Desirability

Particulars	Agree	Disagree	Can't Say	Total
Respondents	159	19	7	185
% age	86.0	10.0	4.0	100

Table 2 represents the statement **employer desirability**, and 86.0% respondents admit with this statement.

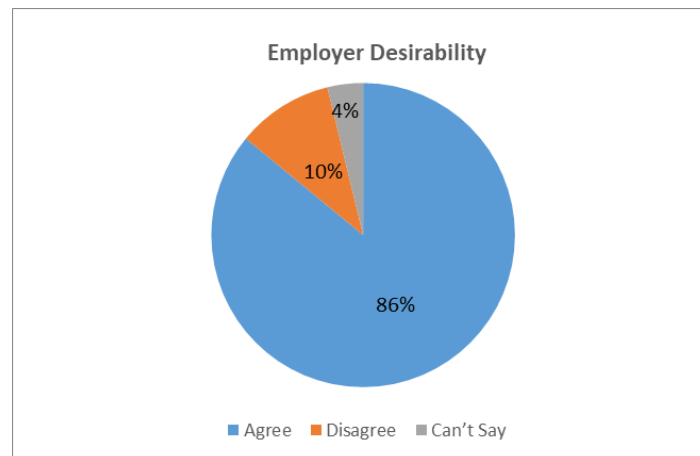


Figure 2 Employer Desirability

Table 3 Reputation of brand

Particulars	Agree	Disagree	Can't Say	Total
Respondents	168	15	2	185
% age	91.0	8.0	1.0	100

Table 3 represents the statement reputation of brand, and 91.0% respondents admit with this statement.

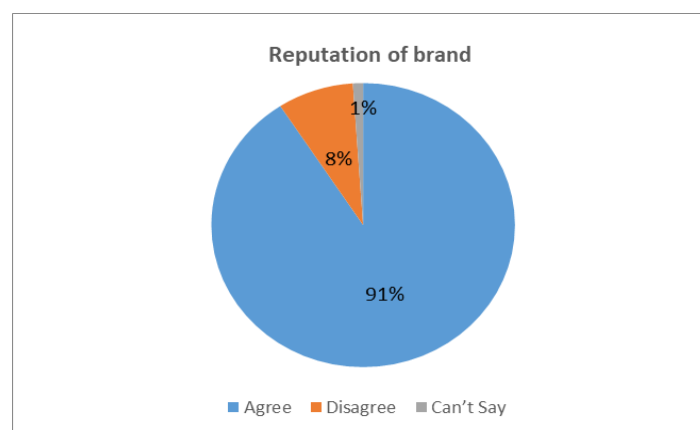


Figure 3 Reputation of brand

Table 4 Enhance Brand Image

Particulars	Agree	Disagree	Can't Say	Total
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Respondents	171	10	4	185
% age	93.0	5.0	2.0	100

Table 4 represents the statement enhance brand image, and 93.0% respondents admit with this statement.

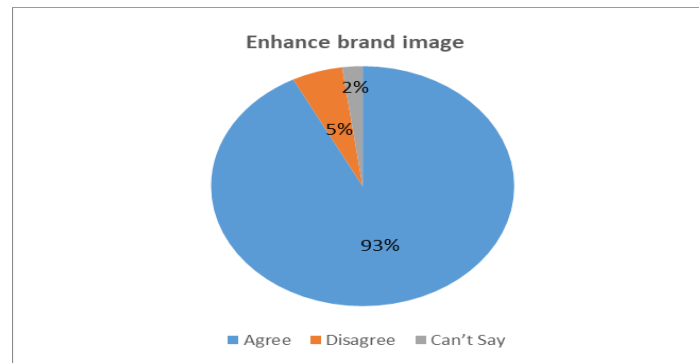


Figure 4 Enhance brand image

Table 5 Good working environment

Particulars	Agree	Disagree	Can't Say	Total
Respondents	175	8	2	185
% age	95.0	4.0	1.0	100

Table 5 represents the statement **good working environment**, and 95.0% respondents admit with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed that above factors are affecting the employer brand reputation among higher education job seekers.

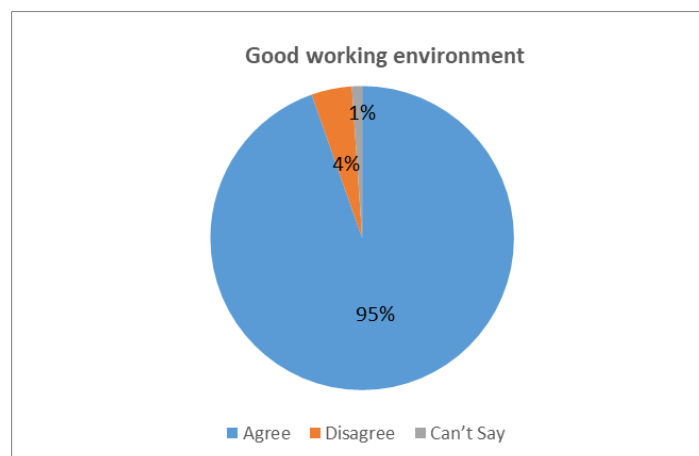


Figure 5 good working environment

## Conclusion

The findings and debates make it clear that if firms focused on increasing their social media presence, they would be more effective in luring talent for recruiting. Developing an employer brand, using social media, and using online tests should all be top goals for recruiters. Employer branding strategies need to be given more attention to competing with other companies for the best personnel on the market, especially with the considerations in mind. A very effective employer branding strategy can be developed by keeping a current website, using creative and interactive pre-recruitment techniques, and participating in charitable endeavors that have a positive impact on society.

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