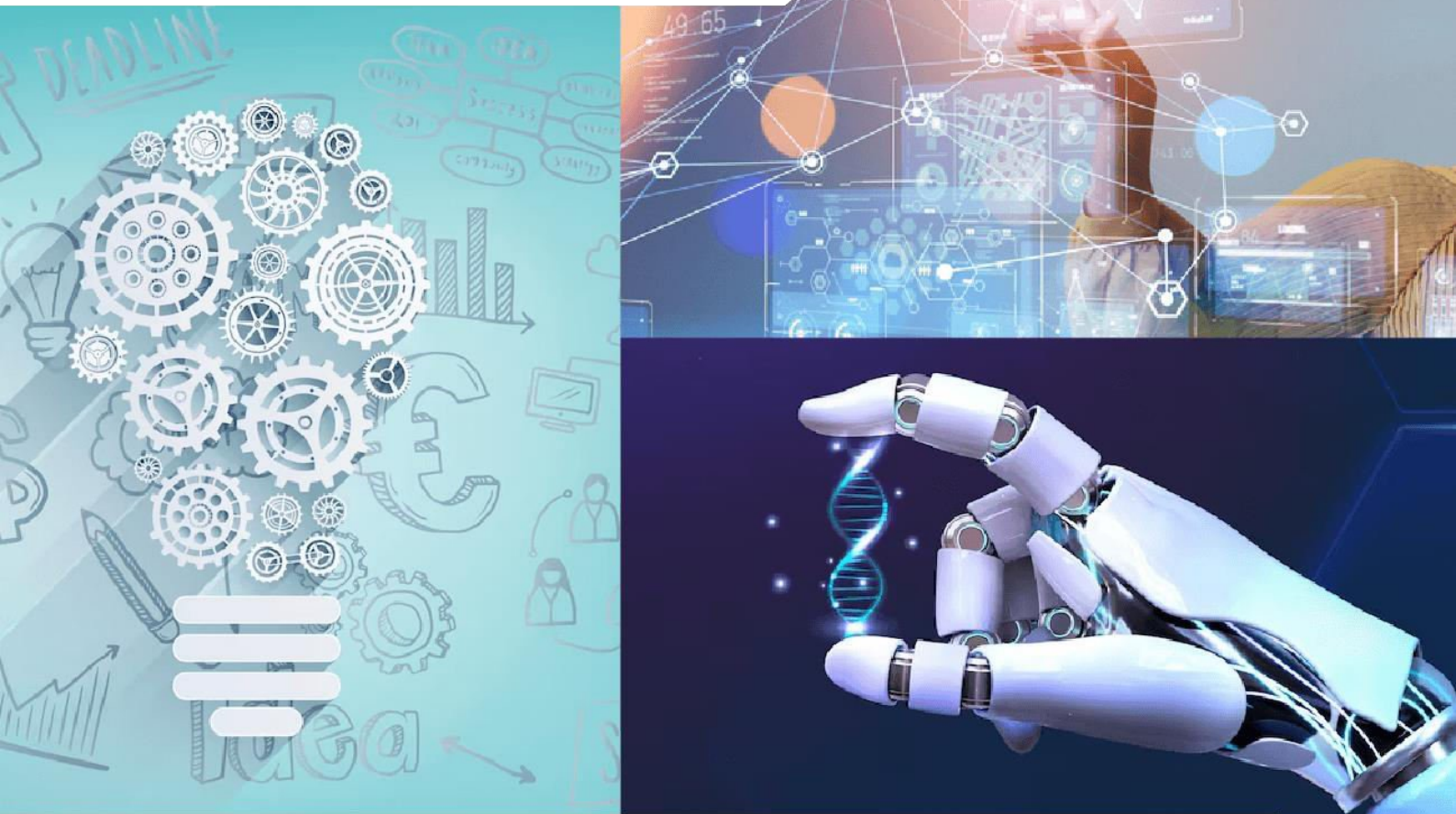




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A Study on the Impact of Employer Branding on Talent Attraction

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ABSTRACT: In today's highly competitive business environment, attracting and retaining talented employees has become a critical challenge for organizations. With the rapid growth of industries and increasing job opportunities, candidates are no longer influenced solely by salary packages; instead, they consider factors such as organizational culture, career development opportunities, work-life balance, and company reputation. This shift has led to the emergence of employer branding as a key strategic tool for organizations. Employer branding refers to the process of promoting a company as an attractive place to work. It involves creating a positive image of the organization in the minds of current and potential employees. A strong employer brand helps organizations differentiate themselves from competitors, attract high-quality candidates, and improve employee engagement and retention. The objective of the study is to analyse on the impact of employer branding on talent attraction. The sample of the study is 110. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis and anova statistical tools have been applied to reach the findings of the study. It is found that there is no significant association between age group of the respondents and their Level of Impact of Employer Branding on Talent Attraction. It is suggested that actively monitor and respond to reviews on platforms like Glassdoor. Addressing feedback shows transparency and builds trust. Ensure all communication (job postings, social media, interviews) reflects a consistent brand message. It is concluded that effective employer branding acts as a long-term strategic tool that reduces hiring costs, enhances employee retention, and builds a sustainable competitive advantage.

KEYWORD: Employer Branding, Talent Attraction, Brand Identity, Workforce Attraction, Brand Communication

I. INTRODUCTION

In today's highly competitive business environment, attracting and retaining talented employees has become a critical challenge for organizations. With the rapid growth of industries and increasing job opportunities, candidates are no longer influenced solely by salary packages; instead, they consider factors such as organizational culture, career development opportunities, work-life balance, and company reputation. This shift has led to the emergence of employer branding as a key strategic tool for organizations. Employer branding refers to the process of promoting a company as an attractive place to work. It involves creating a positive image of the organization in the minds of current and potential employees. A strong employer brand helps organizations differentiate themselves from competitors, attract high-quality candidates, and improve employee engagement and retention. This study focuses on analyzing the impact of employer branding on talent attraction at CustomerLabs, located in Teynampet. As a growing organization in the competitive business landscape, CustomerLabs aims to attract skilled professionals who align with its values and goals. Understanding how employer branding influences candidates' perceptions and decisions can help the company enhance its recruitment strategies. The study examines various factors of employer branding such as company reputation, work environment, employee benefits, career growth opportunities, and digital presence. It also explores how these factors influence job seekers' interest and intention to apply for positions within the organization.

Objectives of the Study

- To understand Job seekers perceptions of employer branding.
- To identify the key employer branding factor influencing candidates attraction towards the organization.
- To examine the role of online presence and communication in shaping employer image.

II. REVIEW OF LITERATURE

Sai Krishna Adabala (2026) “Employer Branding as Marketing: HRM Strategies for Talent Attraction in the Digital Era”. The study aimed to examine how employer branding functions as a marketing strategy in attracting talent in the digital era. The sample used was based on secondary data collected from journals, industry reports, and published HR analytics studies. The research design was conceptual in nature, and the tools used included literature review and thematic analysis. The findings revealed that employer branding has evolved into a strategic HR-marketing hybrid approach where organizations promote their culture and values like consumer brands. It highlighted that digital platforms such as LinkedIn and company career pages play a major role in influencing job seekers’ perceptions. Employee advocacy and storytelling were found to increase trust and authenticity. The study concluded that strong employer branding significantly enhances talent attraction and competitive advantage in the modern workforce.

Rajitha Chandragiri et al. (2025)– “The Role of Employer Branding in Attracting and Retaining Top Talent in IT Industry”. The objective was to analyze the role of employer branding in attracting and retaining IT professionals. The sample included 300 IT employees across multiple companies. Tools used included regression analysis, ANOVA, and structural equation modeling. The findings showed that organizational culture and career growth opportunities are the strongest factors influencing talent attraction. It also revealed that companies with strong branding have lower turnover rates. Communication transparency and recognition systems were found to enhance employer image. The study concluded that employer branding is essential for competitiveness in the IT industry.

Paul (2024) “Employer Branding and Organizational Identity”. The objective of the study was to analyze how employer branding contributes to organizational identity. The sample included employees and HR professionals. The tools used were qualitative interviews and thematic analysis. The findings revealed that employer branding strengthens organizational identity internally and externally. It was found that employees develop a sense of belonging. The study also highlighted that strong branding improves organizational reputation. It showed that communication consistency is important for identity building. The study concluded that employer branding enhances organizational identity and culture.

III. RESEARCH METHODOLOGY

In this study Descriptive sampling Technique are used. Sample of 110 respondents were taken into study. Primary data and secondary data are used in this study. In this study Convenient Sampling Method is adopted. Percentage analysis, Chi-square and Anova statistical tools are used in the study.

Data Analysis and Interpretation

Table No: 1 Age of the respondents

Age	No of respondents	Percentage (%)
Below 25	46	41.8
25-35	22	20.0
36-45	11	10.0
Above 45	31	28.2
Total	110	100.0

(Source: Primary data)

INTERPRETATION

From the above table it is shows that out of 110 respondents, 46 (41.8%) of the respondents age group of below 25 years, 22 (20%) of the respondents age group between 25-35 years, 11 (10%) of the respondents age group between 36-45 years and the remaining 31 (28.2%) of the respondents age group of above 45 years. The majority 46 (41.8%) of the respondents age group of below 25 years

Table No: 2 Gender of the Respondents

Gender	No of respondents	Percentage (%)
Male	56	50.9
Female	54	49.1
Total	110	100.0

(Source: Primary data)

INTERPRETATION

The above table 4.2 shows that out of 110 respondents, 56 (50.9%) of the respondents are male and the remaining 54 (49.1%) of the respondents are female. The majority 56 (50.9%) of the respondents are male.

Chi Square- Age and Level of Impact of Employer Branding on Talent Attraction

H_0 : There is no significant relationship between the two categories that are age of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

H_1 : There is significant relationship between age of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

Age	Level of Impact			Total
	High	Moderate	Low	
Below 25	7	7	32	46
25-35	4	5	13	22
36-45	2	3	6	11
Above 45	4	8	19	31
Total	17	23	70	110

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.102 ^a	6	.910
Likelihood Ratio	2.134	6	.907
N of Valid Cases	110		
a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.70.			

Calculated χ^2 Value:2.102

Degree of freedom: 6

Table Value: Five per cent level: 12.592

INTERPRETATION

Since the calculated χ^2 value (2.102) is less than the table value (12.592) at five percent level of significance. H_0 is accepted. Hence it is concluded that there is no significant association between age group of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

Chi Square- Gender and Level of Impact of Employer Branding on Talent Attraction

H_0 : There is no significant relationship between the two categories that are Gender of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

H₁: There is significant relationship between Gender of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

Gender	Level of Impact			Total
	High	Moderate	Low	
Male	8	15	33	56
Female	9	8	37	54
Total	17	23	70	110

Chi-Square Tests				
	Value	df	Asymptotic (2-sided)	Significance
Pearson Chi-Square	7.382 ^a	2	.304	
Likelihood Ratio	7.416	2	.299	
N of Valid Cases	110			
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.35.				

Calculated χ^2 Value:7.382

Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated χ^2 value (7.382) is greater than the table value (5.991) at five percent level of significance. H_0 is rejected. Hence it is concluded that there is a significant association between gender of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

Anova Table showing the Difference in Mean Scores Between Gender of the respondents &Level of Impact of Employer Branding on Talent Attraction

H₀: There is no significant relationship between the two categories that are gender of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

H₁: There is significant relationship between gender of the respondents and their Level of Impact of Employer Branding on Talent Attraction.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.418	2	3.209	14.711	0.000
Within Groups	42.977	107	0.218		
Total	49.395	109			

INTERPRETATION

The above table shows that the P value (0.000) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on gender of the respondents with respect to Level of Impact of Employer Branding on Talent Attraction. It is inferred that gender of the respondents its influence the Level of Impact of Employer Branding on Talent Attraction.

IV. SUGGESTIONS

➤ CustomerLabs should actively showcase its work culture, employee experiences, and achievements on platforms like LinkedIn, Instagram, and its careers page. Consistent storytelling builds a strong employer image.

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- Encourage employees to share their experiences online. Authentic employee voices are more trustworthy and significantly improve talent attraction.
- A transparent and inclusive work environment should be highlighted. Candidates today prefer organizations with strong values, flexibility, and a positive culture.
- Collaborating with colleges and offering internships can help build early connections with potential talent.
- Actively monitor and respond to reviews on platforms like Glassdoor. Addressing feedback shows transparency and builds trust.
- Clearly communicate salary competitiveness, learning opportunities, wellness programs, and work-life balance initiatives.

V. CONCLUSION

The study highlights that employer branding plays a crucial role in attracting high-quality talent to Customer Labs in Teynampet. A strong employer brand not only increases the number of applicants but also improves the quality and cultural fit of candidates. In today's competitive job market, job seekers evaluate organizations beyond salary they consider company reputation, work culture, growth opportunities, and employee experiences. Customer Labs has the potential to strengthen its talent attraction by strategically investing in its employer brand through digital engagement, employee advocacy, and transparent communication. Overall, effective employer branding acts as a long-term strategic tool that reduces hiring costs, enhances employee retention, and builds a sustainable competitive advantage. By aligning its branding efforts with employee expectations and market trends, Customer Labs can position itself as an employer of choice in the industry.

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