



INFLUENCE OF EMPLOYERS BRANDING ON JOB SEEKERS PERFORMANCE TOWARDS JOBS

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ABSTRACT

Employer branding has become an essential strategy for organizations to attract and retain talented employees in a highly competitive job market. This study examines the influence of employer branding on job seekers performance towards job opportunities. The research focuses on how organizational reputation, work culture, salary transparency, career growth opportunities, and social media presence affect job seekers awareness, confidence, and preparation during recruitment processes.

The study is based on a survey conducted among 101 job seekers, and the data was analysed using percentage analysis and correlation analysis. The findings indicate that a strong employer brand positively influences candidates job search behaviour, interview preparation, and overall motivation. Job advertisements, social media platforms, and company websites were identified as the major sources through which job seekers become aware of employer branding practices. The results suggest that organizations that maintain a strong and transparent employer brand are more likely to attract talented candidates and improve recruitment outcomes.

KEYWORDS: Employer Branding, Job Seekers, Recruitment Performance, Organizational Reputation, Job Preference

INTRODUCTION

In the modern competitive labour market, organizations are not only competing for customers but also for talented employees. Employer branding refers to the image and reputation of an organization as a desirable place to work. A strong employer brand helps companies attract skilled candidates, improve recruitment efficiency, and retain talented employees.

Employer branding includes several factors such as organizational reputation, work culture, compensation and benefits, career development opportunities, and employee experience. Companies with strong employer brands are often perceived as more attractive by job seekers because they promise better working conditions, professional growth, and job security.

Job seekers today actively research organizations before applying for jobs. They use multiple sources such as job advertisements, company websites, social media platforms, and employee reviews to gather information about employers. Positive branding encourages candidates to prepare better for interviews, present themselves confidently, and demonstrate greater commitment during recruitment processes.

However, despite the growing importance of employer branding, many organizations still lack a clear understanding of how their brand image influences job seekers' behaviour and performance. This study focuses on analysing the influence of employer branding on job seekers' performance and decision-making during the job search process.

RESEARCH OBJECTIVES

1. To assess the level of awareness of employer branding among job seekers.
2. To identify key employer branding factors that

influence job preference.

3. To examine the impact of company reputation on job seekers' performance.
4. To analyse how employer branding influences job search behaviour and preparation.
5. To evaluate the role of digital platforms in employer branding awareness.

LIMITATIONS OF THE STUDY

1. The study is limited to a sample of 101 respondents, which may not represent the entire population of job seekers.
2. The research is confined to a specific geographical region.
3. The data is based on self-reported responses from participants.
4. Time and resource limitations restricted the scope of the study.
5. The findings may vary across different industries and countries.

SCOPE OF THE STUDY

This study focuses on understanding the role of employer branding in influencing job seekers' performance and behaviour. The research examines various factors including:

1. Organizational reputation
2. Work culture and environment
3. Salary and compensation transparency
4. Career growth opportunities
5. Social media presence

The study helps organizations improve their recruitment strategies by understanding how employer branding affects job seekers' perceptions and preparation during the hiring process.



STATEMENT OF THE PROBLEM

In today's competitive employment environment, organizations are investing heavily in employer branding to attract talented candidates. However, there is limited understanding of how effectively these branding practices influence job seekers' awareness, motivation, and performance during recruitment processes.

Many job seekers rely on company reputation, employee reviews, and social media information before applying for jobs. When the employer brand is strong and positive, candidates may feel more motivated to prepare thoroughly for interviews and present themselves confidently. Conversely, negative branding or unclear organizational information may discourage applicants or reduce their confidence during recruitment.

Despite the growing importance of employer branding in human resource management, many organizations fail to understand how their branding efforts influence candidate behaviour. Therefore, this study aims to examine the relationship between employer branding and job seekers' performance towards job opportunities.

REVIEW OF LITERATURE

1. Saini and Kumar (2017) examined employer branding practices in Indian organizations and found that strong employer branding significantly increases job seekers' intention to apply for jobs.
2. Arora and Rangnekar (2015) studied employer branding and applicant attraction in India. Their findings showed that company reputation and career growth opportunities strongly influence job preference among candidates.
3. Barve and Bhatnagar (2017) investigated the relationship between employer branding and talent retention. The study concluded that organizations with strong employer brands attract more qualified applicants.
4. Gupta and Kumar (2018) analysed employer branding in the Indian manufacturing sector and reported that work culture and employee experience are critical factors affecting job seekers' perceptions.
5. Singh and Sharma (2018) explored employer branding in IT companies and found that social media platforms play an important role in shaping job seekers' perceptions of organizations.

RESEARCH METHODOLOGY

This study uses a descriptive research design to analyse the influence of employer branding on job seekers' performance. Both primary and secondary data were used in the research.

Primary data was collected through a structured questionnaire distributed to job seekers. The questionnaire included questions related to employer branding awareness, job search behaviour, and recruitment preparation.

The sample size for the study consists of 101 respondents, selected using the simple random sampling method.

The collected data was analysed using statistical tools such as:

1. Percentage Analysis
2. Correlation Analysis
3. Tabular Presentation

These methods helped interpret the relationship between employer branding and job seekers' performance.

ANALYSIS AND INTERPRETATION

TABLE 1

Age Distribution of Respondents

AGE GROUP	RESPONDENTS	PERCENTAGE
18-20	52	51.5%
21-30	43	42.6%
31-40	6	5.9%

Interpretation

The majority of respondents (51.5%) belong to the age group of 18-20 years, indicating that the study mainly represents young job seekers.

TABLE 2

Awareness of Employer Branding

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	70	69.3%
No	31	30.7%

Interpretation

The results show that 69.3% of respondents are aware of employer branding, indicating moderate awareness among job seekers.

TABLE 3

Main Source of Employer Branding

SOURCE	PERCENTAGE
Job Advertisements	69.3%
Social Media	31.7%
Company Websites	30.7%
Employee Reviews	6.9%

Interpretation

Job advertisements are the primary source of employer branding awareness, followed by social media platforms.

SUGGESTIONS

1. Organizations should strengthen their employer branding strategies through clear communication and transparency.
2. Companies should actively maintain their online reputation through social media and career websites.
3. Transparent salary information and job descriptions should be provided to improve candidate confidence.
4. Employee testimonials and recommendation programs should be encouraged to enhance credibility.
5. Organizations should conduct campus recruitment awareness programs to educate young job seekers about employer branding.

CONCLUSION

The study concludes that employer branding plays a significant role in shaping job seekers' perceptions, motivation, and performance during recruitment processes. Strong employer branding helps organizations attract talented candidates and encourages applicants to prepare more effectively for interviews and selection procedures.



The findings indicate that job seekers rely heavily on organizational reputation, work culture, career growth opportunities, and digital presence when evaluating potential employers. Companies that maintain a positive employer brand can improve recruitment efficiency and build stronger relationships with potential employees.

Therefore, organizations should focus on developing strong employer branding strategies to attract and retain talented individuals in the competitive job market.

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