

# Study On Impact Of Marketing And Branding In Attracting Talented Employees Into The Company

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## Abstract

The study aimed at investigating whether the marketing and branding activities carried by the company attract talented employees to the organization. Further, the study explores the important factors that are attracting talented employees to an organization. The descriptive research approach was used for this examination. Purposive sampling strategies were used to acquire the information. Wherein newly employed employees who were highly qualified and skilled in 19 branded companies in the FMCG industry were approached using structured questionnaires and 416 data was collected. The great majority of the respondents worked in the FMCG business, according to the findings of the research were male belonging to age category between 25-35 years with 5.1-7 years of industry experience. Further, it was found that there is “no significant difference in opinion among the respondents belonging to different demographic profiles for the Impact of Marketing and Branding in Attracting Talented Employees”. Furthermore, the overall mean score indicates that most of the respondents agree that the brand value and marketing effort of the company had attracted them to apply for the job. Also, it was identified that the important reason for selecting a branded company by the employees is that, The company brand made them perceive that there is better scope for a career than in previous companies, the company marketing and branding activity itself embellishes them to apply for a job position, the prominent fact that branded companies provide a better pay scale, being a part of the branded company gives recognition in society and family and In the limelight, it is apparent that branded companies provide better rewards and recognitions.

**Keywords:** Marketing, Branding, Talented Employee

## Introduction

In the last two decades, marketing's prominence as an academic discipline and as a management activity has shifted dramatically. Many marketing experts and practitioners believe that certain classic marketing principles are losing traction, and that mass marketing strategies that were popular in the 1960s and 1970s are losing effectiveness. According to the authors, market globalisation, media proliferation, and the emergence of a new generation of Information and Communication Technologies – the Internet being the most prominent of these – are changing marketing rules and market dynamics by weakening corporate competitive positions

while simultaneously providing individuals with a plethora of new and empowering opportunities.

Businesses want to be seen as appealing employers by both prospective applicants and current employees, since the competition for highly qualified workers has grown almost as fierce as the competition for customers. The basic idea is that human capital provides value to a company and that investing correctly in human capital may help an organization's operations function better. As a consequence, the "war for talent" has emerged as a word to characterise heightened competition among businesses to hire the finest

people. In today's globalised economic world, businesses of all sizes are putting in their best efforts to win the fight for talent. Employer branding is an important instrument in this fight that should not be neglected or undervalued. In order to attract more competent employees to their organisations, companies have recently began to use branding concepts and strategies in the field of human resources management. The term "employer branding" refers to the application of branding principles to an organization's image in the area of human resources management. (Almıçık et al., 2014)

In recent years, employee branding has become a hot topic in the world of human resource management. Despite the fact that a great deal of research has been done on the topic, there are still certain concerns to be resolved. Various cultures see different aspects of "employer branding" or "employer attractiveness" as equally important. The goal of this page is to offer answers to these kind of inquiries. This approach, characteristics of attractiveness in employer branding are identified, as well as their relative importance in two distinct countries, which is the focus of this study. We begin by highlighting the various aspects that contribute to the impression of an attractive workplace in the eyes of current and future employees, as well as why employer branding is important for organisations. We wish to uncover cross-cultural disparities, as well as similarities and contrasts in attractiveness variables in workplace branding.

Human capital has evolved as one of the most significant sources of competitive advantage in the global economy, from the Industrial Revolution to the Information Revolution. The ability of a firm to recruit, acquire, and retain great people resources from the labour market has become a vital strategic component of its success in today's world. In order to acquire better staff, firms have recently been increasingly interested in using branding concepts and practises in the field of marketing management (MM). The term "employer branding" refers to the use of branding concepts

to the MM business. "The conclusion of a firm's efforts to convey to present and future workers that the organisation is a desirable place to work," according to another definition. A substantial number of organisations have established formal employer branding initiatives since the 1990s. The fact that businesses are investing so much on employer branding indicates that they understand the value of this approach. Furthermore, the concept of employer branding has become a hot topic in the marketing industry, with an increasing number of companies seeking to be recognised as the "Best Employer" in their various sectors of expertise. Despite the fact that employer branding is becoming more popular among human resource professionals, there is a scarcity of employer branding literature and academic research on the issue. In order to close this gap, we undertook this study to determine the attractiveness aspects of employer branding in the market. Our research looked at the relative importance of several aspects of employer branding, as well as any differences in respondents' perceptions based on their age, gender, and job title (Eriksson et al., 2022). These advancements have given new life to the long-held belief that a new marketing strategy is required. At this moment, it seems that a broad understanding of the need to reconsider marketing strategies is developing. While some marketing experts advocate for relationship-focused marketing as a viable alternative marketing strategy, others advocate for a customer-centric paradigm built on transparency, engagement, cooperation, co-creation, and a desire to serve rather than dominate customers. (Dhiman & Arora, 2020)

The Internet, especially advances linked with the Web 2.0 era, as well as the relevance of social media, are gaining in prominence in today's increasing marketing environment. Marketers must lessen their dependence on old mass-marketing strategies in a world where consumers are empowered; recognising the role of technology in influencing the marketplace and, perhaps more

crucially, integrating social media into the marketing toolkit have become strategic imperatives. The following basic message should be kept in mind by marketing professionals: According to the author, in a changing marketing climate where technology is becoming more important, marketers are under increasing pressure to change their techniques for connecting and interacting with their customers. This paper examines current literature and field experiences, analyses and categorises the numerous possible uses of social media marketing company as marketing parameters, and describes how social media marketing company contributes to consumer empowerment, with a special emphasis on the nature of the Web 2.0 domain. Marketers often see advancements in the social media marketing business as threats, but as the article demonstrates, there are a variety of methods to turn these trends into strategic opportunities. Small businesses now have a new opportunity to boost their competitiveness and create new types of consumer value by working with social media marketing organisations, attracting new consumers, and assisting them in creating long-term relationships with those customers. In this research, it is recommended that social media marketing company applications be classed according to their purposes as part of the 21st century marketer's marketing arsenal. (Herhausen et al., 2019)

## **Review of Literature**

Employer branding is a concept that has emerged as a result of applying marketing concepts to the subject of internal marketing. Internal marketing is founded on the idea that employees are the company's internal customers and that jobs are the company's internal commodities. For a company to have happy customers, it must first have happy employees. In this context, the word "employer branding" refers to the "bundle of functional, economic, and psychological benefits provided by employment, and identified with the employing organisation." A strategy for

managing stakeholders' knowledge, perceptions, attitudes, and beliefs about a certain organisation." Employer branding is described as an organization's endeavour to communicate to internal and external audiences what makes them a desirable and unique employer: Potential workers, it's all about instilling in them the idea that their company is a "great place to work."

According to numerous researchers, organisations with a "great" employer brand are more likely to recruit more talented individuals. Through its effect on individual, team, and organisational engagement, employer branding also supports in the retention of talented people, the building of trust in leadership, and the establishment of stronger bonding linkages. Employer branding that is positive may save recruiting costs by improving recruitment performance. It may also improve organisational culture while increasing employee retention and decreasing turnover. In order to develop a good employer brand, managers must understand what attributes are necessary to attract potential recruits to their organisation. (Alnıaçık & Alnıaçık, 2012).

The "organisational attractiveness" of a company refers to the expected benefits that a potential employee would get as a consequence of working for that company. Consider it a "force" that draws applicants' attention to a company's employer branding efforts and motivates existing employees to stay committed to the goal and vision. It is commonly understood that organisational attractiveness is a requirement for success when it comes to the bigger concept of employer brand equity. The attractiveness of an organization's multidimensionality is generally recognised as a multi-dimensional notion. Many attempts have been made to determine the varied qualities of organisational attractiveness when it comes to building employer branding. A multi-item scale was designed and tested in order to identify and operationalize the qualities that influence an employer's attractiveness as a place to work.

The authors define five distinct dimensions of employer attractiveness and give evidence to back up the validity and reliability of the scale used to assess these qualities. They also believe that further research should be done in order to develop and perfect the scale. The instrumental symbolic paradigm was utilised to explore features of both employer image and organisational identity, as well as their relationships, using the instrumental symbolic paradigm (Slatten et al., 2021).

Employer brand attributes associated to diverse factors of employer attractiveness were identified and grouped into four categories: economic, psychological, functional, and organisational. Other aspects of an employer brand should be considered by both practitioners and academics. Organizations must be aware of the importance given to each quality, as well as the fact that this value varies based on cultural variations, demographic factors, and a person's current employment circumstances. In order to uncover and monitor cross-cultural differences, further examination of the employer attractiveness scale in various cultures is necessary, as previously indicated. Various organisational qualities and human resource techniques are appraised differently by potential employees, according to the results of these studies. Non-monetary factors were shown to be more relevant in terms of attracting and retaining workers in general, whereas monetary factors were found to be less so. The purpose of this study was to investigate similarities and variations in the elements of attractiveness in employer branding.

Employer branding is described as a company's attempt to communicate to internal and external audiences what makes them an attractive and distinguished place to work: Employee branding is the practise of making a company seem to potential workers as a "fun place to work." A company's employer branding strategy is based on the idea that human capital provides value to the organisation and that prudent human capital expenditures may boost business performance.

Businesses with a strong employer brand may be able to reduce the cost of recruiting new workers while simultaneously enhancing the quality of their workplace interactions. Some organisations with strong employer brands may be able to give equivalent personnel a lower pay than companies with weaker employer brands. Businesses must set themselves apart from their competitors in order to be seen as desirable employers by both prospective recruits and current employees. This is particularly crucial since the battle for the best staff has grown almost as fierce as the battle for customers. It is vital for businesses to understand what attracts job seekers to a certain company in the first place. "The envisioned benefits that a potential employee sees in working for a certain firm" are defined as follows in the context of organisational attractiveness (Mikáčová & Gavlaková, 2014).

There is a variety of literature that focuses on, among other things, workplace attractiveness and company branding. Several academic research have been done with the sole purpose of establishing the qualities of employer attractiveness. According to recent research, employer attractiveness is a complicated phenomena. A variety of studies have been conducted to determine the various aspects of an employer's attractiveness. The available study, on the other hand, does not give full answers to questions about the perceived importance levels of each dimension, nor does it provide information on differences in perceptions across people of diverse characteristics (Alniacik et al., 2011). Social media marketing company are relatively new additions to the Internet and marketing lexicon, and there is still no universal consensus on what they truly mean. Online applications that share a number of common characteristics, including "the Web as a platform," "harnessing of collective intelligence," "data as the next intelligence inside," "the end of the software release cycle," "lightweight programming models," and "rich user experiences," among others. Social media marketing company is

described as a collection of economic, social, and technical tendencies that together constitute the framework for the next generation of the Internet, which will be a more mature, separate medium marked by user engagement, openness, and network effects (Constantinides, 2014) .

Social media marketing company is a collection of interactive, open source, and user-controlled Internet applications aimed at improving the experiences, collaboration, knowledge, and market power of users as participants in commercial and social activities. It is feasible to develop informal user networks that enable the exchange of information, ideas, and expertise. Encourage innovation and creativity by making it easier to create, distribute, share, and modify information. Every day, Social media marketing company apps grow in popularity (Azoury et al., 2013). The most important variables from a marketing standpoint, according to this notion, are Application Types and Social Effects. Despite the fact that the terms are often used interchangeably, the concept of Social media marketing company differs from the definition of Social media marketing company. "Material designed to be distributed through social interaction, produced using highly accessible and scalable publishing technologies," according to Wikipedia. In contrast to one-to-many broadcast media monologues, social media technologies like the Internet and web-based technologies aid people in their yearning for social connection." Social media marketing

company facilitates peer-to-peer communication and social networking. Knowledge and information are becoming more available to everyone as a consequence of discussion and social networking, and individuals are moving from content consumers to content producers. The term "social media marketing company" is often associated with user-generated content, a notion shared by many academics and practitioners. (Joniaková & Blštáková, 2015)

### Objectives

The study aimed at investigating whether the marketing and branding activities carried by the company attract talented employees to the organization. Further, the study explores the important factors that are attracting talented employees to the organization.

### Methodology

For the study, the descriptive research design was adopted. The data was collected using purposive sampling techniques. Wherein newly employed employees who were highly qualified and skilled in 19 branded companies in the FMCG industry were approached using structured questionnaires and 416 data was collected.

### Analysis and Interpretation

Herein analysis was carried to identify the reliability of the questionnaire using the Cronbach Alpha technique.

**Table No. 1: Reliability Statistics**

Reliability Statistics				
Cronbach's Alpha		N of Items		
.769		8		
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The company brand made me perceive that there is better scope	28.8365	15.612	.329	.718

for a career than in previous companies.				
Being a part of the branded company gives recognition in society and family.	29.0457	12.940	.579	.766
The company marketing and branding activity itself embellishes to apply for a job position.	28.9784	14.031	.429	.701
It is prominent fact that branded companies provide a better pay scale.	29.0337	13.445	.551	.775
Branded companies are inculcating thoughts that, they have a better working environment.	29.3870	14.826	.307	.724
It is conspicuous thought that the branded companies will be offering challenging jobs for the competitiveness and talent.	29.4351	13.523	.402	.707
In the limelight, it is apparent that branded companies provide better rewards and recognitions.	29.0986	12.407	.703	.740
It is noticeable discernment that branded companies offers better learning opportunities.	29.4063	16.179	.112	.759

Source: (Primary data)

The estimated overall Cronbach alpha value is 0.769, which is greater than 0.7 [Std. Value]. Further, all the items value is also greater than 0.7, this indicates the construct is reliable and items have a significant amount of internal consistency.

Herein percentage analysis was carried on the demographic profile of the respondents considered for the study.

**Table No. 2: Demographic Profile – Percentage Analysis**

Gender			
		Frequency	Percent
Gender	Female	195	46.9
	Male	221	53.1
	Total	416	100.0
Age	Less than 25 Years	81	19.5
	25-35 Years	94	22.6
	36-45 Years	65	15.6
	46-55 Years	76	18.3
	More than 55 Years	100	24.0
	Total	416	100.0

Experience	Less than 3 Years	62	14.9
	3-5 Years	79	19.0
	5.1-7 Years	103	24.8
	7.1-9 Years	87	20.9
	Greater than 9 years	85	20.4
	Total	416	100.0

Source: (Primary data)

From the percentage analysis, it can be perceived that most of the respondents working in FMCG were male belonging to the age

category between 25-35 years with 5.1-7 years of industry experience.

**Table No.3: Multivariate test - Impact of Marketing and Branding in Attracting Talented Employees**

Multivariate Tests						
Effect		Value	F	Hypothesis df	Error df	Sig.
Gender	Pillai's Trace	.031	1.422 <sup>b</sup>	8.000	359.000	.186
	Wilks' Lambda	.969	1.422 <sup>b</sup>	8.000	359.000	.186
	Hotelling's Trace	.032	1.422 <sup>b</sup>	8.000	359.000	.186
	Roy's Largest Root	.032	1.422 <sup>b</sup>	8.000	359.000	.186
Age	Pillai's Trace	.096	1.110	32.000	1448.000	.308
	Wilks' Lambda	.907	1.113	32.000	1325.522	.305
	Hotelling's Trace	.100	1.116	32.000	1430.000	.302
	Roy's Largest Root	.052	2.358 <sup>c</sup>	8.000	362.000	.018
Experience	Pillai's Trace	.151	1.778	32.000	1448.000	.105
	Wilks' Lambda	.856	1.781	32.000	1325.522	.104
	Hotelling's Trace	.159	1.780	32.000	1430.000	.107
	Roy's Largest Root	.075	3.395 <sup>c</sup>	8.000	362.000	.101
Overall Mean Score - 4.164663462						
Tests of Between-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	The company brand made me perceive that there is better scope for a career than in previous companies.	.958	1	.958	2.908	.089
	Being a part of the branded company gives recognition in society and family.	.721	1	.721	1.072	.301
	The company marketing and branding activity itself embellishes to apply for a job position.	3.053	1	3.053	4.779	.029

	It is prominent fact that branded companies provide a better pay scale.	.401	1	.401	.694	.405
	Branded companies are inculcating thoughts that, they have a better working environment.	.112	1	.112	.160	.690
	It is conspicuous thought that the branded companies will be offering challenging jobs for the competitiveness and talent.	.059	1	.059	.065	.799
	In the limelight, it is apparent that branded companies provide better rewards and recognitions.	2.387	1	2.387	4.416	.036
	It is noticeable discernment that branded companies offers better learning opportunities.	.003	1	.003	.003	.953
Age	The company brand made me perceive that there is better scope for a career than in previous companies.	1.582	4	.395	1.200	.311
	Being a part of the branded company gives recognition in society and family.	1.347	4	.337	.501	.735
	The company marketing and branding activity itself embellishes to apply for a job position.	3.306	4	.826	1.293	.272
	It is prominent fact that branded companies provide a better pay scale.	4.227	4	1.057	1.827	.123
	Branded companies are inculcating thoughts that, they have a better working environment.	2.475	4	.619	.878	.477
	It is conspicuous thought that the branded companies will be offering challenging jobs for the competitiveness and talent.	2.148	4	.537	.590	.670
	In the limelight, it is apparent that branded companies provide better rewards and recognitions.	1.924	4	.481	.890	.470
	It is noticeable discernment that branded companies offers better learning opportunities.	3.681	4	.920	1.260	.285



Experience	The company brand made me perceive that there is better scope for a career than in previous companies.	5.917	4	1.479	4.488	.001
	Being a part of the branded company gives recognition in society and family.	5.450	4	1.363	2.027	.090
	The company marketing and branding activity itself embellishes to apply for a job position.	7.890	4	1.972	3.087	.016
	It is prominent fact that branded companies provide a better pay scale.	3.095	4	.774	1.338	.255
	Branded companies are inculcating thoughts that, they have a better working environment.	4.321	4	1.080	1.533	.192
	It is conspicuous thought that the branded companies will be offering challenging jobs for the competitiveness and talent.	5.609	4	1.402	1.541	.190
	In the limelight, it is apparent that branded companies provide better rewards and recognitions.	6.835	4	1.709	3.161	.014
	It is noticeable discernment that branded companies offers better learning opportunities.	1.630	4	.407	.558	.693

Source: (Primary data)

The estimated Pillai's trace statistics is significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different demographic profiles for the Impact of Marketing and Branding in Attracting Talented Employees. Also, the overall mean score of 4.17 indicates that most of the respondents agree that the brand value and marketing effort

of the company had attracted them to apply for the job.

Having found there is no significant difference in opinion among the respondents belonging to different demographic profiles for the Impact of Marketing and Branding in Attracting Talented Employees, an overall rank analysis was carried out to find the important items that attract the talented employees.

**Table No. 4 – Rank analysis - Impact of Marketing and Branding in Attracting Talented Employees**

Descriptive Statistics			
	N	Mean	Rank

The company brand made me perceive that there is better scope for a career than in previous companies.	416	4.480769231	1
Being a part of the branded company gives recognition in society and family.	416	4.271634615	4
The company marketing and branding activity itself embellishes to apply for a job position.	416	4.338942308	2
It is prominent fact that branded companies provide a better pay scale.	416	4.283653846	3
Branded companies are inculcating thoughts that, they have a better working environment.	416	3.930288462	6
It is conspicuous thought that the branded companies will be offering challenging jobs for the competitiveness and talent.	416	3.882211538	8
In the limelight, it is apparent that branded companies provide better rewards and recognitions.	416	4.21875	5
It is noticeable discernment that branded companies offers better learning opportunities.	416	3.911057692	7

Source: (Primary data)

From the rank analysis carried using the mean score the important reason for selecting a branded company by the employees is that, The company brand made them perceive that there is better scope for a career than in previous companies, the company marketing and branding activity itself embellishes them to apply for a job position, the prominent fact that branded companies provide a better pay scale, being a part of the branded company gives recognition in society and family and In the limelight, it is apparent that branded companies provide better rewards and recognitions.

### Findings and Conclusion

From the analysis performed it was understood that, that most of the respondents working in FMCG were male belonging to age category between 25-35 years with 5.1-7 years of industry experience. Further, it was found that there is no significant difference in opinion among the respondents belonging to different demographic profiles for the Impact of Marketing and Branding in Attracting Talented Employees. Furthermore, the overall mean score indicates that most of the respondents agree that the brand value and marketing effort of the company had attracted them to apply for the job. Also, it was identified that the important reason for selecting a branded

company by the employees is that, The company brand made them perceive that there is better scope for a career than in previous companies, the company marketing and branding activity itself embellishes them to apply for a job position, the prominent fact that branded companies provide a better pay scale, being a part of the branded company gives recognition in society and family and In the limelight, it is apparent that branded companies provide better rewards and recognitions.

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