

IMPACT OF EMPLOYER BRANDING ON ATTRACTING YOUNG TALENT

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ABSTRACT

In today's highly competitive job market, attracting and retaining young talent has become a major challenge for organizations, making employer branding a critical area of study. This research aims to examine the impact of employer branding on attracting young talent and to identify the key factors that influence their job preferences and application decisions. The study is based on primary data collected from 50 respondents through a structured questionnaire.

The findings reveal that a majority of respondents are aware of employer branding and consider it an important factor while evaluating potential employers. Factors such as work culture and company reputation were found to have a significant influence on employer brand perception, while platforms like employee reviews and social media play an important role in shaping candidates' opinions. The study also indicates that strong employer branding significantly affects job application decisions and helps organizations attract better talent. Statistical analysis using the Chi-Square test confirms that employer branding has a significant impact on attracting young talent.

The research highlights the importance of developing a strong employer brand through effective communication, positive work culture, and employee-centric practices. It concludes that organizations must focus on both tangible and intangible factors to enhance their employer image and successfully attract and engage young talent, thereby ensuring long-term organizational growth and competitiveness.

KEYWORDS: Employer Branding, Young Talent, Talent Attraction, Organizational Image, Work Culture, Recruitment, Employee Perception

INTRODUCTION

In the contemporary business environment, organizations are increasingly recognizing the importance of human resources as a key driver of competitive advantage. With rapid changes in technology, globalization, and evolving workforce expectations, attracting and retaining talented employees has become more challenging than ever. Among various human resource strategies, employer branding has emerged as a powerful tool for organizations to position themselves as desirable employers and attract young talent.

Employer branding refers to the process of creating and promoting a positive image of an organization as a great place to work. It encompasses various elements such as organizational culture, work environment, compensation and benefits, career growth opportunities, and overall employee experience. A strong employer brand helps organizations differentiate themselves from competitors and enhances their ability to attract skilled and competent candidates.

Young talent, particularly individuals belonging to the millennial and Gen Z workforce, have different expectations compared to previous generations. They are not only motivated by salary but also seek meaningful work, a positive work culture, work-life balance, growth opportunities, and alignment with organizational values. As a result, employer branding plays a crucial role in influencing their perceptions, attitudes, and job application decisions.

In today's digital era, information about organizations is widely available through social media, company websites, job portals, and employee review platforms. These sources significantly shape the employer brand image in the minds of potential candidates. A positive employer brand can attract a larger pool of qualified applicants, while a negative image may discourage talented individuals from applying.

NEED FOR THE STUDY

In today's dynamic and competitive business environment, organizations are facing increasing challenges in attracting and retaining young talent. With the rise of globalization, digital transformation, and changing workforce expectations, traditional recruitment strategies are no longer sufficient. Young job seekers, particularly millennials and Gen Z, are more informed, selective, and value-driven when choosing their employers.

Many organizations struggle to attract young talent due to a lack of effective employer branding strategies. Negative perceptions regarding work culture, lack of growth opportunities, or poor employee experiences can discourage potential candidates from applying. At the same time, candidates increasingly rely on digital platforms, employee reviews, and social media to evaluate organizations before making career decisions.

Objectives of Study

The main objective of the study is to analyze the impact of employer branding on attracting young talent. The specific objectives are as follows:

- To study the level of awareness of employer branding among young job seekers.
- To identify the key factors influencing employer brand perception.
- To examine the impact of employer branding on job application decisions.
- To analyze the role of different platforms such as social media and employee reviews in shaping employer brand perception.
- To evaluate whether strong employer branding helps in attracting better talent.
- To understand the importance of employer branding in comparison to salary and other job-related factors.

Importance of the Study

The study holds significant importance for organizations, HR professionals, and researchers as it provides valuable insights into modern recruitment trends and candidate behavior.

- It helps organizations understand the importance of employer branding in attracting young talent.
- It provides insights into the key factors that influence job seekers' perceptions and decisions.
- It assists HR managers in developing effective recruitment and branding strategies.
- It highlights the role of digital platforms and employee reviews in shaping employer image.
- It contributes to improving talent acquisition processes and organizational competitiveness.
- It supports long-term organizational growth by helping companies attract and retain high-quality talent.

REVIEW OF LITERATURE

In recent years, employer branding has gained significant attention among researchers and practitioners due to its growing importance in attracting and retaining talented employees, especially young job seekers. With increasing competition in the labor market and changing workforce expectations, organizations are focusing on building a strong employer image to enhance their attractiveness.

Backhaus and Tikoo (2004) were among the early researchers to conceptualize employer branding as a strategic tool that helps organizations create a distinct employer image and improve talent attraction and retention. Their study emphasized that a strong employer brand enhances organizational culture and employee loyalty, ultimately improving overall organizational performance.

Cable and Turban (2003) examined the role of employer reputation in recruitment and found that organizations with a positive reputation are more likely to attract a larger pool of qualified applicants. Their research highlighted that job seekers often rely on organizational image and reputation when making employment decisions.

Kakkad et al. (2021) conducted an empirical study on employer branding and found that factors such as career growth opportunities and company image are the most influential attributes for job seekers. The study revealed that employer branding significantly affects candidates' preferences and their intention to join an organization.

Dassler et al. (2022) carried out a systematic literature review on employer attractiveness and concluded that employer branding plays a crucial role in shaping both potential and current employees' perceptions. The study emphasized the need for a clear conceptual understanding of employer attractiveness and its determinants.

Nagar and Sanehal (2025) explored the role of employer branding in modern recruitment strategies and found that it significantly influences talent acquisition and retention. Their research highlighted that employer branding aligns organizational values with employee expectations, reduces hiring costs, and enhances employee retention.

A study published in the *International Journal of Organizational Analysis* (2025) analyzed employer branding strategies and identified key components such as work environment, HR practices, organizational management, and social networks. The findings indicated that a strong employer brand positively impacts both talent attraction and retention, providing organizations with a competitive advantage.

RESEARCH METHODOLOGY

Research Design

The present study adopts a **descriptive and analytical research design** to examine the impact of employer branding on attracting young talent. The descriptive research design is used to systematically describe the perceptions, awareness, and preferences of young individuals regarding employer branding. It helps in presenting a clear understanding of how job seekers evaluate organizations based on various branding factors such as work culture, company reputation, and employee reviews.

Research Approach

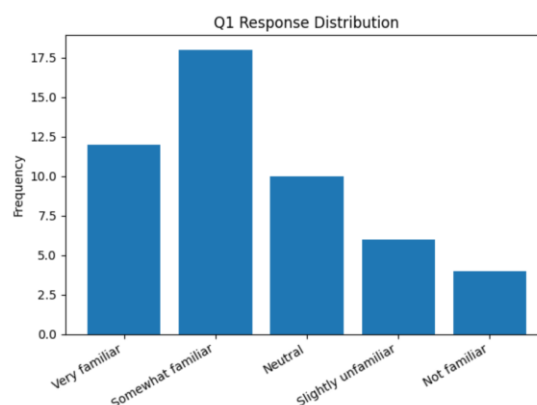
The study follows a **quantitative research approach**, which is based on the collection and analysis of numerical data. This approach is appropriate as it allows for objective measurement of respondents' perceptions and facilitates statistical analysis of the impact of employer branding.

Sampling Framework

- **Sampling Technique:** Convenience sampling
- **Respondents:** Working professionals from different organizations
- **Sample Size:** 50 respondents
- **Data Collection Tool:** Structured Likert-scale questionnaire
- **Analysis Techniques:** Percentages and Chi-Square tests

DATA INTERPRETATION

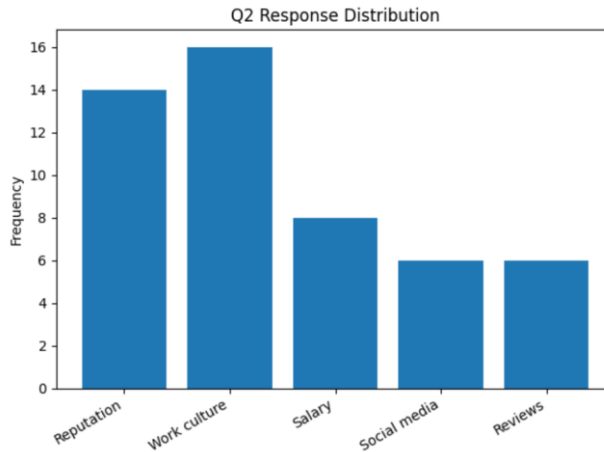
Q1: Familiarity with Employer Branding



The majority of respondents (60%) are either *very familiar* or *somewhat familiar* with employer branding, indicating a reasonably high level of awareness among young talent.

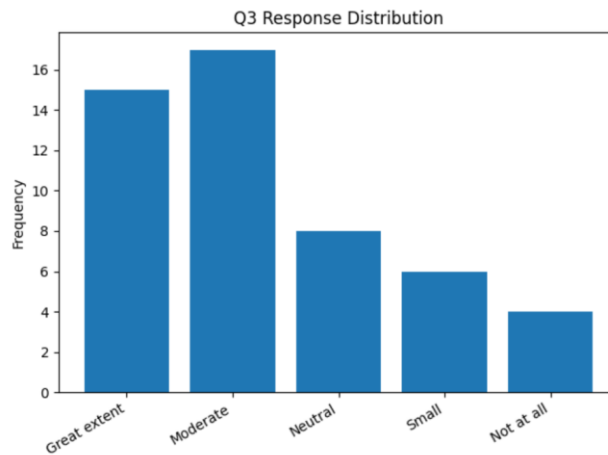
Only 20% fall on the unfamiliar side, suggesting that employer branding is a known concept but not universally understood. This reflects growing exposure to corporate branding practices among job seekers.

Q2: Factors Influencing Employer Brand Perception



Work culture (32%) and company reputation (28%) emerge as the most influential factors shaping employer brand perception. Salary and benefits (16%) play a secondary role, while social media presence and employee reviews (12% each) have comparatively lower influence. This suggests that intrinsic organizational qualities are more impactful than external promotional channels.

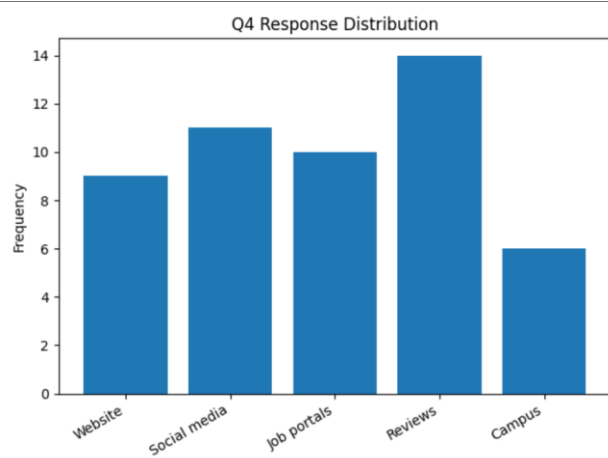
Q3: Impact of Employer Branding on Job Application Decision



A significant proportion of respondents (64%) agree that employer branding influences their decision to apply for a job, either to a great or moderate extent. Only 20% indicate minimal

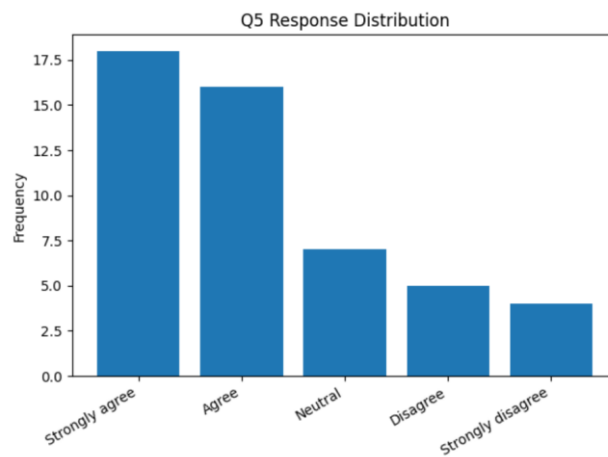
or no influence. This clearly demonstrates that employer branding plays a critical role in attracting potential candidates.

Q4: Preferred Platform to Evaluate Employer Branding



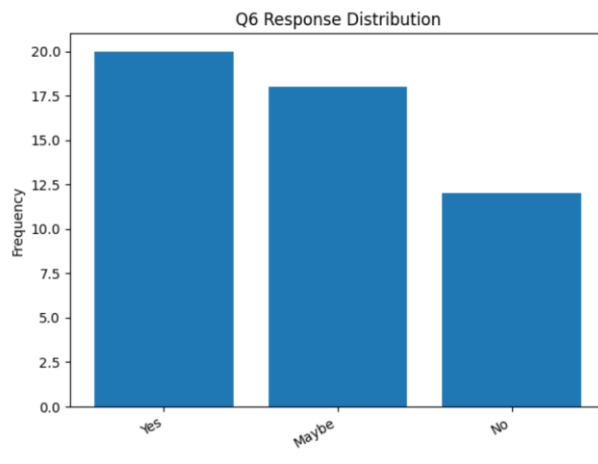
Employee reviews (28%) are the most trusted source for evaluating employer branding, followed by social media (22%) and job portals (20%). Company websites (18%) and campus placements (12%) are less preferred. This indicates that candidates rely more on **peer-generated and transparent information** rather than company-controlled communication.

Q5: Employer Branding Attracts Better Talent



A strong majority (68%) of respondents agree that employer branding helps attract better talent. Only 18% disagree, while 14% remain neutral. This highlights a widely held perception that strong employer branding enhances the quality of applicants and strengthens talent acquisition.

Q6: Preference for Branded Company over Higher Salary



While 40% of respondents prefer a well-branded company even with a slightly lower salary, a significant 36% remain uncertain. Additionally, 24% prioritize salary over branding. This indicates that although employer branding is important, compensation remains a critical deciding factor, reflecting a trade-off in job selection decisions.

HYPOTHESIS TESTING

Objective:

To examine the impact of employer branding on attracting young talent.

Hypothesis 1: Employer Branding and Job Application Decision

Step 1: Hypothesis

- H_{01} (Null Hypothesis): Employer branding has no significant impact on job application decisions.
- H_{11} (Alternative Hypothesis): Employer branding has a significant impact on job application decisions.

FINDINGS

Based on the analysis and interpretation of data collected from 50 respondents regarding the impact of employer branding on attracting young talent, the following key findings have been derived:

- The study reveals that a majority of respondents are aware of the concept of employer branding. Around 60% of respondents indicated that they are either very familiar or somewhat familiar with employer branding, reflecting a moderate to high level of awareness among young job seekers.

- Work culture and company reputation emerged as the most important factors influencing employer brand perception. This indicates that young talent values organizational environment and credibility more than purely financial aspects.
- Employer branding has a significant impact on job application decisions. A large proportion of respondents (64%) stated that employer branding influences their decision to apply for a job to a great or moderate extent, highlighting its importance in recruitment.
- Employee reviews and feedback platforms were identified as the most trusted source for evaluating employer branding. This suggests that candidates rely more on real employee experiences rather than company-promoted information.
- The study found strong agreement among respondents that organizations with a strong employer brand are more successful in attracting better talent. This reinforces the strategic importance of employer branding in talent acquisition.
- However, when comparing employer branding with salary, the results indicate a mixed response. While 40% of respondents prefer a well-branded company even with a lower salary, a significant portion remains uncertain or prioritizes compensation. This shows that salary continues to be an important factor in decision-making.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations are proposed to help organizations strengthen their employer branding and effectively attract young talent:

- Organizations should focus on building a strong and positive work culture, as it is one of the most influential factors in shaping employer brand perception. A supportive and inclusive work environment can significantly enhance employer attractiveness.
- Companies must invest in maintaining and improving their organizational reputation through ethical practices, transparency, and consistent communication. A strong reputation helps in gaining the trust of potential candidates.
- Organizations should actively manage their presence on employee review platforms such as Glassdoor and LinkedIn. Encouraging satisfied employees to share positive experiences can enhance credibility and attract potential applicants.
- Social media should be strategically used as a tool for employer branding. Companies can showcase their work culture, employee achievements, and organizational values to create a positive image among young job seekers.

- Employers should focus on providing clear career growth opportunities and professional development programs. Young talent is highly motivated by learning and advancement prospects.
- While employer branding is important, organizations should not ignore compensation and benefits. A balanced approach that includes both financial and non-financial rewards is essential to attract and retain talent.
- Companies should implement structured employer branding strategies that align with the expectations and preferences of young talent, particularly focusing on flexibility, work-life balance, and meaningful work.
- Regular feedback and engagement with employees should be encouraged to understand their perceptions and continuously improve the employer brand.
- HR departments should adopt data-driven approaches, such as surveys and analytics, to monitor employer branding effectiveness and make informed decisions.
- Organizations should ensure consistency between their projected employer brand and actual employee experience, as any mismatch can negatively impact credibility and trust.

CONCLUSION

The present study highlights the growing importance of employer branding as a key factor in attracting young talent in today's competitive job market. With changing workforce expectations and increased access to information, young job seekers are no longer influenced solely by financial incentives but also consider various non-financial aspects such as work culture, organizational reputation, career growth opportunities, and employee experiences.

The findings of the study indicate that employer branding has a significant impact on job application decisions and plays a crucial role in shaping candidates' perceptions of an organization. A majority of respondents acknowledged that a strong employer brand enhances the attractiveness of an organization and increases its ability to attract skilled and competent individuals. Factors such as work culture and company reputation were found to be the most influential elements of employer branding.

LIMITATIONS

While the study provides valuable insights into the impact of employer branding on attracting young talent, certain limitations should be considered while interpreting the results:

- The study is based on a **sample size of 50 respondents**, which may not fully represent the larger population of young job seekers. A larger sample could provide more generalized and reliable results.
- The research adopts a **convenience sampling method**, which may introduce sampling bias as respondents were selected based on accessibility and willingness to participate.
- The data collected is based on **self-reported responses**, which may be influenced by personal opinions, perceptions, or temporary attitudes, leading to possible response bias.

The study primarily focuses on selected factors of employer branding such as work culture, company reputation, and salary. Other important variables like leadership style, organizational policies, employee engagement, and job security have not been explored in depth

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