
A STUDY ON “EMPLOYER BRANDING AND ITS IMPACT ON TALENT ACQUISITION”

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ABSTRACT

Employer branding has become one of the most important tools used by companies to build a positive image as a workplace. This study examines the role of employer branding and its impact on talent acquisition in Vinir Engineering Limited – Unit 3 at Kalukondapalli. The research aims to understand how employees perceive the company’s employer brand and how it influences recruitment and retention. Primary data was collected from 120 employees through questionnaires. The collected data was analyzed using percentage analysis and simple statistical methods. The findings show that employer branding plays an important role in attracting talented candidates, improving employee satisfaction, and strengthening the organization’s reputation. The study concludes that organizations should focus on building a strong employer brand to remain competitive and achieve long-term success.

KEYWORDS: Employer Branding, Talent Acquisition.

INTRODUCTION

Employer branding refers to the reputation of a company as a workplace. It reflects how current employees, potential candidates, and the public view the organization. A strong employer brand helps companies attract talented employees, reduce recruitment costs, and retain existing employees.

When employees feel satisfied with the work culture, growth opportunities, and management support, they are more likely to stay with the organization. Similarly, job seekers prefer to work in companies that have a good reputation and positive work environment.

This study focuses on understanding the impact of employer branding on talent acquisition in Vinir Engineering Limited. The research also examines employees' opinions about the company's recruitment practices and work environment.

II. LITERATURE REVIEW

Dabirian, Kietzmann, and Diba (2017) examined how social media platforms influence employer branding. Their study found that online platforms such as LinkedIn and company career pages play an important role in shaping candidates' perceptions of an organization. The research suggests that organizations that actively manage their online reputation can attract more qualified candidates.

Gupta, Bhal, and Singh (2018) studied employer branding in Indian organizations and observed that a strong employer brand improves employee satisfaction and organizational commitment. Their findings show that employees who feel proud of their organization are more likely to remain loyal and recommend the company to others.

Theurer et al. (2018) conducted a comprehensive review of employer branding research and concluded that employer branding combines both marketing and human resource management practices. According to their study, organizations with a strong employer brand receive better quality job applications and experience improved organizational performance.

Tumasjan and Strobel (2020) explored the relationship between employer brand orientation and organizational performance. Their research found that organizations that focus on building a positive employer brand experience higher recruitment efficiency and stronger employee engagement.

Mihalcea (2020) studied employer branding in the context of the digital era. The research highlighted that organizations that invest in employee development programs and leadership opportunities tend to build stronger employer brands. The study also emphasized the role of employee engagement in strengthening employer reputation.

Ghosh (2021) analyzed changes in talent acquisition strategies after the global shift toward digital work environments. The study revealed that organizations that promote flexible work arrangements and supportive work cultures are more attractive to modern job seekers.

Nitya (2021) examined the role of digital platforms in recruitment processes. The findings showed that organizations using digital tools such as LinkedIn and online job portals are able to reach a wider pool of candidates and improve their employer brand visibility.

Reis and Braga (2021) conducted research on employer branding strategies in technology-based organizations. Their study concluded that when an organization's external brand

message matches the internal employee experience, it strengthens trust among job seekers and improves recruitment outcomes.

Kaur and Popo-Olaniyan (2022) analyzed various studies related to employer branding and talent management. Their research suggested that work environment, organizational culture, and social networks are key elements that influence employer branding effectiveness.

Jose (2022) examined the impact of social media marketing on employer branding. The study found that frequent social media communication can increase employer brand awareness, but it must be supported by authentic employee experiences to maintain credibility.

Gupta and Sharma (2023) studied employer branding in the fintech sector and found that organizations attract talented professionals by offering meaningful work opportunities, career development, and innovative projects.

Deshmukh (2023) emphasized that talent acquisition should focus on long-term workforce planning rather than simply filling job vacancies. The study highlighted that employee referral programs are one of the most effective strategies for attracting skilled employees.

III OBJECTIVES OF THE STUDY

- To understand the challenges faced in implementing employer branding strategies.
- To study the influence of employee experiences on employer branding.
- To analyze the awareness of employer branding among employees.
- To identify the factors that encourage candidates to apply for jobs.
- To examine the talent acquisition strategies followed by the organization.
- To evaluate the effectiveness of recruitment methods used by the company.

IV RESEARCH METHIDODOLOGY

This research follows a descriptive research design, which helps in understanding employees' opinions about employer branding and recruitment practices.

Data Collection

Two types of data were used in the study:

Primary Data

Primary data was collected through questionnaires distributed to employees of Vinir Engineering Limited.

Secondary Data

Secondary data was collected from journals, books, company reports, and online sources related to employer branding.

Sample Size

A total of 120 employees from different departments participated in the survey.

Sampling Method

The study used the convenience sampling method, where respondents were selected based on their availability and willingness to participate.

Tools for Data Analysis

The collected data was analyzed using simple statistical tools such as:

- Percentage analysis
- Chi- square Test
- Correlation Analysis
- Anova

Research Objective

- To understand employer branding and how it affects talent acquisition in the organization.
- To understand employees' awareness of employer branding.
- To identify the factors that influence candidates to apply for jobs.
- To examine the talent acquisition strategies used by the company.
- To study challenges in implementing employer branding

V DATA ANALYSIS AND INTERPRETATION DEMOGRAPHIC ANALYSIS

The demographic profile not only contextualizes the data but also lends credibility to the findings by revealing whose voices and experiences are being captured. In this study, 120 employees of Vinir Engineering Limited – Unit 3, Kalukondapalli, were surveyed across seven demographic variables: gender, age, marital status, educational qualification, occupation, monthly income, and years of experience most respondents were male employees, representing about 77.5% of the sample. The majority of employees were between the age group of 31–40 years. Many employees had diploma or undergraduate qualifications, showing that the workforce consists mainly of technically skilled professionals. Around half of the respondents had 5–7 years of work experience, indicating a moderately experienced workforce. The study also found that recruitment marketing and social media presence play an important role in attracting candidates. Many respondents stated that professional social media platforms influence their decision to apply for jobs.

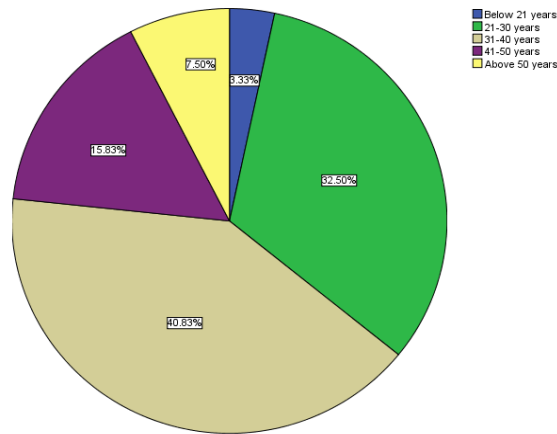


Figure 1 Age.

Interpretation

It shows that 3.3% of the respondents age are below 21 years, 32.5% of the respondents age are 21-30 years, 40.8% of the respondents age are 31-40 years, 15.8% of the respondents age are 41-50 years and remaining 7.5% of the respondents age are above 50 years.

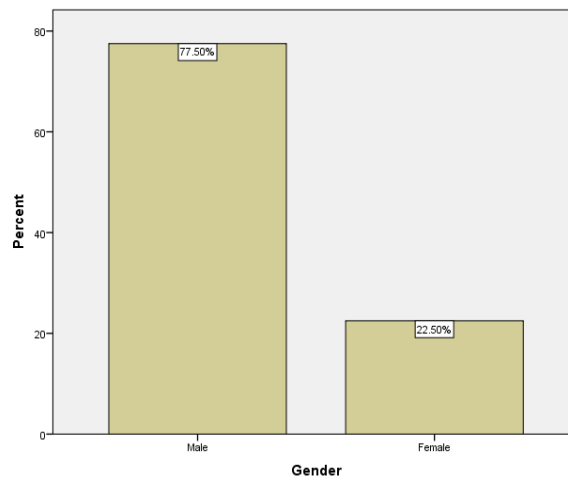


Figure 2 Gender.

Interpretation

The analysis shows that out of the total respondents ,77.5% of the respondents are male and 22.5% of the respondents are female. This indicates majority of the workforce in the organization consists of male employees.

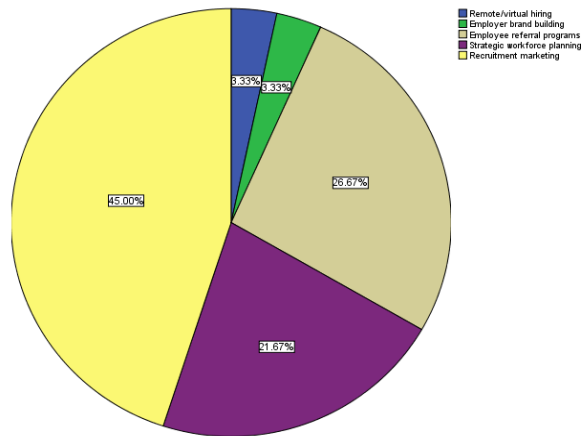


Figure 3 Talent Acquisition strategies are Implemented.

Interpretation

The study also examined the talent acquisition strategies followed by the organization. The findings show that 45% of the respondents stated that recruitment marketing is one of the major strategies used for talent acquisition in the organization. This indicates that the organization actively promotes its brand and job opportunities to attract skilled candidates.

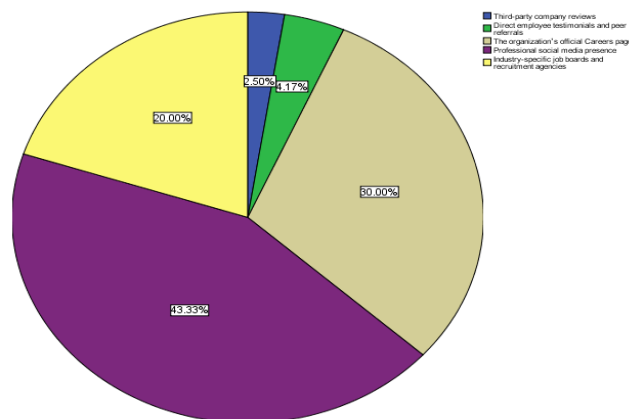


Figure 4 Factors Influencing Candidates to Apply for Jobs.

Interpretation

The analysis shows that 43.3% of respondents believe that a strong social media presence influences candidates to apply for jobs. This indicates that candidates often look at the company's online profile before applying. A positive image, good work environment, and opportunities for career growth also play an important role in attracting candidates. Overall, both digital presence and a supportive workplace encourage people to apply for jobs in the organization.

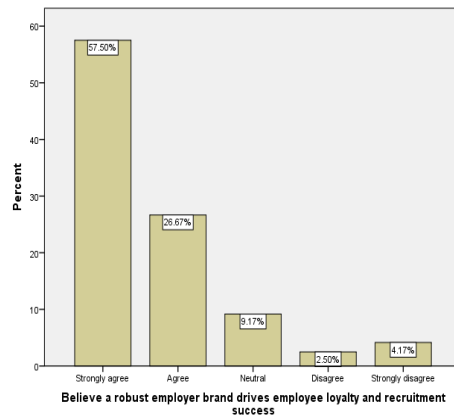


Figure 5 Employee Loyalty and Employer Branding.

Interpretation

It shows that 57.5% of the respondents are strongly agree, 26.7% of the respondents are agree, 9.2% of the respondents are neutral, 2.5% of the respondents are disagree and 4.2% of the respondents are strongly disagree. Majority 57.5% of the respondents are strongly agreed in believe a robust employer brand drives employee loyalty.

STATISTICAL ANALYSIS

Chi Square Test

The Chi-square test is used to examine the relationship between employer branding and factors influencing candidates to apply for jobs, particularly focusing on social media presence and candidate interest. H0: No significant relationship between social media presence and job application decisions H1: Significant relationship exists

The calculated p-value is less than 0.05 ($p < 0.05$), leading to rejection of the null hypothesis. Therefore, there is a significant relationship between social media presence and candidates’ decision to apply for jobs.

Interpretation

The Chi-square test shows that there is a relationship between social media presence and candidates’ decision to apply for jobs. This means that candidates are influenced by the company’s online presence. Overall, it shows that employer branding plays an important role in attracting candidates

ANOVA

ANOVA is used to compare the opinions of different groups of employees regarding employer branding and its impact on talent acquisition, especially factors like social media

presence and recruitment practices H0: No significant difference in employee opinions H1: Significant difference exists

Since $p < 0.05$, the null hypothesis is rejected. This indicates that employee opinions differ based on demographic factors such as age and experience.

Interpretation

The ANOVA results show that there is a difference in opinions among employees. This means that employees from different groups (such as age or experience) have different views about employer branding. Overall, it shows that not all employees think the same about employer branding and its impact

VI. FINDINGS

- Employer branding plays an important role in attracting candidates to the organization.
- Most respondents believe that a strong social media presence influences candidates to apply for jobs.
- The majority of employees belong to the 31–40 age groups, indicating a moderately experienced workforce.
- Recruitment marketing is one of the main strategies used by the organization to attract talent.
- Factors such as work environment, company reputation, and career growth opportunities influence job applications.
- Employees feel that a strong employer brand increases their loyalty toward the organization.
- The recruitment process and interview experience reflect the company's employer brand.
- Modern recruitment tools and technologies help improve the hiring process.
- The organization faces challenges in maintaining diversity and consistent employer branding.
- Overall, employer branding has a positive impact on both talent acquisition and employee retention.

VII. SUGGESTIONS

- The organization should improve its social media presence to attract more candidates.
- The company can share employee experiences and success stories to create a positive image.

- More focus should be given to providing career growth and learning opportunities for employees.
- The organization should maintain a friendly and supportive work environment to increase employee satisfaction.
- Recruitment processes should be made simple, clear, and transparent to give a better experience to candidates.
- The company should adopt modern recruitment tools and technologies to improve hiring efficiency.

VIII. CONCLUSION

The study concludes that employer branding is an important factor in attracting and retaining talented employees. A strong employer brand helps the organization create a positive image and attract skilled candidates.

The findings show that factors like social media presence, work environment, and career growth opportunities influence candidates' decisions. When employees feel satisfied and valued, they are more likely to stay with the organization.

Therefore, the company should focus on building a strong employer brand and improving employee experience. This will help in achieving long-term success and better talent acquisition.

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