



# Factors Influencing The Employer Brand Perceptions of Campus Recruits:

## An Empirical Evidence From India

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### OBJECTIVE OF THE STUDY

To identify the factors that influence the campus recruits' perception of an organization's employer brand and brand building strategies the most, and the campus recruits' intention to apply to the organization in an Indian context.

### LITERATURE REVIEW

- Establishing the importance of employer branding

Employer branding has attained utmost importance in organizations today due to the need for hiring the right employees. Irrespective of their size, organizations have started allotting a part of their budget for enhancing their employer brand similar to the organizational brand. Surveys show that SMEs too have understood the importance of Employer Branding in today's organizations.

- Study of perceptions among prospective employees

Many surveys have been conducted over the years to identify the perception of prospective employees regarding employer branding. The perceptions were found to vary based on factors like the attributes being considered, the age group, cultural differences of respondents and so on.

- Factors influencing perceptions of prospective employees and attributes of employer branding:

Numerous surveys have been conducted to identify the factors that influence prospective employees' perceptions of employer brand. Over the years, more research has been undertaken in order to frame strategies that would help in bringing together talents pools that organizations are typically looking for.

### RESEARCH GAP

All the research done so far, as per the literature reviewed, Prospective employees include campus recruits (final year students) as well as those who are already working. This paper concentrates only on campus recruits and the attributes that influence campus recruits to apply to organizations that visit the campus for recruitment.

### RESEARCH METHODOLOGY

#### SAMPLING DESIGN:

Sample: Final year engineering and management students

Sample size: 271 responses

Sampling Method: Online surveys through Convenient Sampling

#### VARIABLES CONSIDERED

Campus recruits' perceptions of:

Pre-recruitment process

CSR

Intrinsic and Extrinsic rewards

Internship activities

Seminars and workshops

Social media and online portals

Official website

#### ANALYSIS:

Linear Regression Analysis

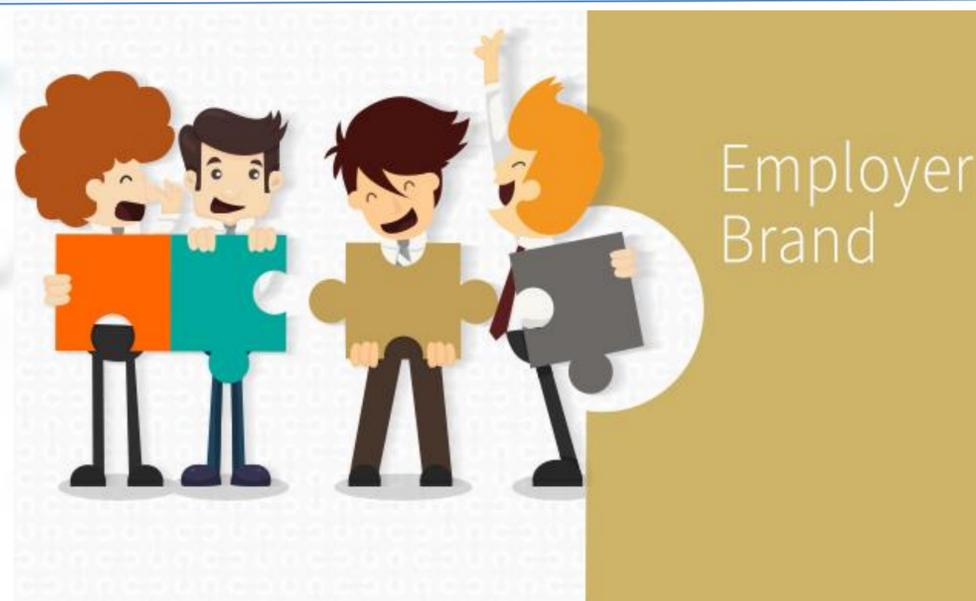
TABLE 1 PROFILE OF SURVEY PARTICIPANTS

	N=270	PERCENTAGE
<b>GENDER</b>		
Female	134	49.63%
Male	136	50.37%
<b>AGE</b>		
21 to 24 years	132	49.1%
25 to 27 years	84	31%
28 years and above	17	6.30%
Less than 21 years	37	13.70%
<b>PRESENCE OF PLACEMENT OFFICE IN THE RESPECTIVE INSTITUTIONS</b>		
No	27	10.00%
Not aware	9	3.33%
Yes	234	86.67%
<b>FREQUENCY OF INTERACTION WITH SENIORS/ALUMNI</b>		
No interaction	12	4.44%
Often	77	28.52%
Rarely	22	8.15%
Sometimes	61	22.59%
Very often	85	31.48%
Very rarely	13	4.81%

### RESULTS AND DISCUSSION

The linear regression analysis showed that there is a significant relationship between the variables Corporate Image and Social media and online portals, official website, CSR and pre-recruitment process.

This shows that Social media and online portals, official website, CSR and pre-recruitment process have a strong influence on Corporate Image unlike the factors intrinsic and extrinsic rewards, internship activities and competitions do not have as much influence on corporate image or the employer brand of the organization as the above mentioned variables.



### ANALYSIS

Linear Regression was carried out with the data collected

Models	R <sup>2</sup> Value	Adj. R <sup>2</sup> Value	Standariz-ed Coefficients Beta	t value	Sig.
Pre-recruitment process	0.417	0.398	.129	2.101	.037
Intrinsic rewards			.069	1.135	.257
Extrinsic rewards			.108	1.726	.086
CSR			.133	2.275	.024
Internship activities			.087	1.351	.178
Competitions			-.001	-.013	.990
Social media and online portals			.136	2.287	.023
Official website	.231	3.608	.000		

Dependent variable: Corporate image

Excluded variable: Seminars and workshops (Due to multicollinearity)

### CONCLUSION

Social media, online assessments and building employer brand need to become top priorities for recruiters. There needs to be an increase in the importance that has been given to employer branding strategies in order to keep up with the competing organizations to lay hands on the best talent in the market especially keeping the above factor ins mind. Maintaining an up-to-date website, implementing innovative and interacting pre-recruitment strategies as well as engaging in CSR activities that make an impact on society may act as leverage in creating a highly positive employer branding strategy. This would eventually lead to an effective talent pool from which to hire from.

### IMPLICATIONS FOR FUTURE RESEARCH

There is immense scope for further research that can carried out keeping in mind the diverse streams that the respondents are currently pursuing, the age and experience of the respondents and so on. Further, there lies a scope in constructing a scale for the current talent market to understand how employer brand perceptions of campus recruits can be effectively measured. It would entail a completely different process; however, it would help organizations immensely. The study done here is just a primary, exploratory work.