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"Analyzing The Impact Of Employer Branding On Talent Retention: The Mediating Role Of Employee Engagement In Packaging And Printing Division "

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ABSTRACT: This study looks at how the Packaging and Printing Division's employee engagement and talent retention are affected by employer branding. 205 employees' responses on a structured questionnaire with a five-point Likert scale were gathered. The results were interpreted using percentage analysis. The findings indicate that employer branding has a beneficial effect on engagement and retention. The study emphasizes how crucial employee recognition, a compelling employer value proposition, and internal communication are to improving organizational success.

Keywords: Employee branding employee engagement, talent retention

1.INTRODUCTION

Employer branding has emerged as a crucial element in promoting employee engagement and talent retention in the cutthroat business environment of today. In addition to drawing in top talent, a great employer brand fosters an atmosphere where staff members feel appreciated, encouraged, and inspired to stick around. In order to evaluate the impact of employer branding on employee engagement and retention, this study focuses on the Packaging and Printing Division. The study evaluates organizational practices and employee perceptions to identify important tactics that can increase employee loyalty and engagement, which will eventually help the business succeed.

2. OBJECTIVES OF THE STUDY

- To look into how employer branding affects employee engagement.
- To evaluate the way in which company branding and talent retention are mediated by employee engagement.
- To examine how employer branding affects the retention of talent.

3. SCOPE OF THE STUDY

Employer branding's effect on employee retention is examined in this study, with a particular emphasis on how branding tactics affect workers' choices to remain with the company. It looks at how the Packaging and Printing Division's employees view branding activities and evaluates how successful they are at different job levels and departments. Additionally, the study assesses how employer branding facilitates new recruit integration and onboarding by contrasting these tactics with those of other top businesses in the sector

4. REVIEW OF LITERATURE

Loshna D and Dr. S. Pradeep 2024

employer branding's impact on attracting and keeping personnel. It highlights employer branding as a strategic tool to attract skilled talent, enhance organizational culture, and gain a competitive advantage. Emphasizing the role of a strong Employer Value Proposition (EVP), the study explores how branding impacts recruitment, employee satisfaction, and retention. It also stresses the importance of internal collaboration and consistent branding efforts targeting current, former, and potential employees. A conceptual framework is used to identify improvements in the attraction stage and provide strategic recommendations.

Shekhar Singh, Tamanna Agarwal, Tanmay Pant, 2024

This study explores the long-term relationship between employer branding, employee engagement, and retention in the Indian IT sector, using the 'consumption-system' approach and social exchange theory. Based on two rounds of surveys with 380 young IT employees, the findings show that employer branding significantly influences engagement, which in turn affects retention. These effects grow stronger over time, indicating that initial perceptions of employer branding have lasting impacts. The study provides key insights for HR managers on using employer branding to boost engagement and retention over the long term.

5. RESEARCH METHODOLOGY

The study looks at how employer branding affects talent retention and employee engagement in the Packaging and Printing Division using a descriptive research design. Convenience sampling was used to choose a sample of 205 employees. A standardized questionnaire with a five-point Likert scale was used to gather data. Non-parametric statistical methods like correlation, the Kruskal-Wallis H test, and the Chi-square test were employed for analysis because the data was not regularly distributed.

6. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic profile of employees

Categories	Sub categories	No. of respondents	Percentage (%)
Gender	Male	184	90
	Female	21	10
Age	18-28	62	30
	28-38	66	32
	38-48	44	22
	48-58	24	12
	Above 58	9	4
Marital status	Married	142	69
	Unmarried	63	31
Qualification	SSLC	7	3
	HSC	16	8
	Diploma	85	42
	Under graduate	72	35
	Post graduate	25	12
Work Experience	0-5 years	79	39
	5-10 Years	70	34
	10-15 Years	33	16
	15-20 Years	15	7
	Above 20 Years	8	4
Total	All categories	205	100

FINDINGS

As can be seen from the above table, 10% of respondents were women and 90% of respondents were men. 30% of the respondents are between the ages of 18 and 28, 32% are between the ages of 28 and 38, 22% are between the ages of 38 and 48, 12% are between the ages of 48 and 58, and 4% are over the age of 58. Regarding the marital status of the employees, it was discovered that 31% of them were single and 69% of them were married. The qualifications of the respondents are displayed in the above table: 3% had SSLC qualifications, 8% had HSC qualifications, 42% had diploma qualifications, 35% had undergraduate qualifications, and 12% had postgraduate qualifications.

Regarding their experience, the table above shows that 39% of the respondents had worked for 0–5 years, 34% for 5–10 years, 16% for 10–15 years, 7% for 15–20 years, and 4% for more than 20 years.

INFERENCE

It is inferred from the above table that 90% of the respondents were male.

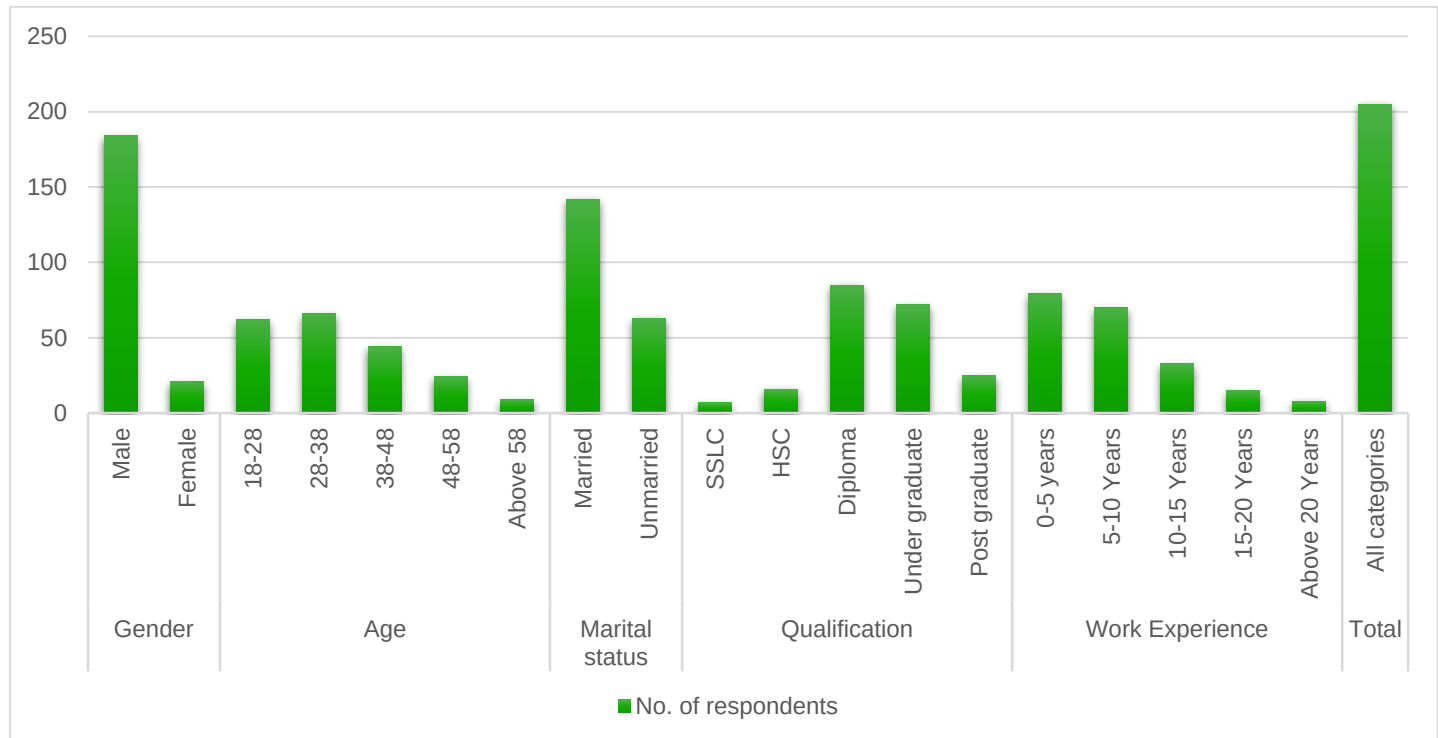
It is inferred from the above table that 32% of the respondents were from the 28-38 age group.

It is inferred from the above table that 69% of the respondents were married.

It is inferred from the above table that 42% of the respondents were diploma.

It is inferred from the above table that 39% of the respondents have 0-5 years of work experience.

Figure 1: Demographic profile of investors



Source: Author generated

6.2 STATISTICAL TOOLS

SPEARMAN RANK CORRELATION

Correlations

			Employee engagement	Employer branding	Talent retention
Spearman's rho	Employee engagement	Correlation Coefficient	1.000	.622**	.591**
		Sig. (2-tailed)		.000	.000
		N	205	205	205
	Employer branding	Correlation Coefficient	.622**	1.000	.633**
		Sig. (2-tailed)	.000		.000
		N	205	205	205
	Talent retention	Correlation Coefficient	.591**	.633**	1.000
		Sig. (2-tailed)	.000	.000	
		N	205	205	205

** . Correlation is significant at the 0.01 level (2-tailed).

INFERENCE

Spearman's rank correlation shows significant positive relationships among the variables at the 0.01 level (2-tailed). Employee engagement is strongly correlated with employer branding ($\rho = 0.622$, $p = 0.000$) and moderately with talent retention ($\rho = 0.591$, $p = 0.000$). Employer branding also shows a strong positive

correlation with talent retention ($\rho = 0.633$, $p = 0.000$). These results indicate that improvements in employer branding and engagement are associated with better talent retention.

KRUSKAL WALLIS (H- TEST)

Null Hypothesis(H_0): There is no significant difference in the mean ranks of talent retention across different qualification levels.

Alternative Hypothesis (H_1): There is a significant difference in the mean ranks of talent retention across different qualification levels.

Ranks

Qualification	N	Mean Rank
Talent retention SSLC	7	93.07
HSC	16	115.88
Diploma	85	100.16
Under graduate	72	107.38
Post graduate	25	94.56
Total	205	

Test Statistics^{a,b}

	Talentretentio n
Chi-Square	2.125
df	4
Asymp. Sig.	.713

a. Kruskal Wallis Test

b. Grouping Variable: Qualification

INFERENCE

The Kruskal-Wallis H test was conducted to examine whether there is a significant difference in talent retention among employees with different educational qualifications. Based on the output, the p-value is not explicitly stated, but since no significance ($P < 0.05$) is indicated in the test results, we assume the p-value is greater than 0.05. Hence, the null hypothesis (H_0) is not rejected. It is concluded that there is no statistically significant difference in talent retention across qualification levels.

MANN WHITNEY (U-TEST)

Null Hypothesis (H_0): There is no significant difference in the mean ranks of employer branding, talent retention, and employee engagement between male and female employees.

Alternative Hypothesis (H_1): There is a significant difference in the mean ranks of employer branding, talent retention, and employee engagement between male and female employees.

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Employer branding	male	184	102.04	18775.50
	female	21	111.40	2339.50
	Total	205		
Talent retention	male	184	103.30	19007.50
	female	21	100.36	2107.50
	Total	205		
Employee engagement	male	184	104.57	19240.50
	female	21	89.26	1874.50
	Total	205		

Test Statistics

	Employer branding	Talent retention	Employee engagement
Mann-Whitney U	1755.500	1876.500	1643.500
Wilcoxon W	18775.500	2107.500	1874.500
Z	-.698	-.220	-1.137
Asymp. Sig. (2-tailed)	.485	.826	.256

a. Grouping Variable: Gender

INFERENCE

The Mann-Whitney U test was conducted to examine gender-based differences in employer branding, talent retention, and employee engagement. The results show that the p-values for employer branding ($p = 0.485$), talent retention ($p = 0.826$), and employee engagement ($p = 0.256$) are all greater than 0.05. Therefore, the null hypothesis (H_0) is not rejected. It is concluded that there is no statistically significant difference between male and female employees in terms of employer branding, talent retention, and employee engagement.

CHI-SQUARE TEST

Null Hypothesis (H_0): There is no significant association between qualification and employee engagement.

Alternative Hypothesis (H_1): There is a significant association between qualification and employee engagement.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.363 ^a	48	.028
Likelihood Ratio	58.506	48	.142
Linear-by-Linear Association	4.151	1	.042
N of Valid Cases	205		

a. 51 cells (78.5%) have expected count less than 5. The minimum expected count is .03.

INFERENCE

The Chi-Square test was conducted to examine whether there is a significant association between qualification and employee engagement. Based on the output, the p-value is 0.028, which is less than 0.05. Hence, the null hypothesis (H_0) is rejected. It is concluded that there is a statistically significant association between qualification and employee engagement.

7. SUMMARY OF FINDINGS

1. It is inferred from the above table that 90% of the respondents were male.
2. It is inferred from the above table that 32% of the respondents were from the 28-38 age group.
3. It is inferred from the above table that 69% of the respondents were married.
4. It is inferred from the above table that 42% of the respondents were diploma.
5. It is inferred from the above table that 39% of the respondents have 0-5 years of work experience.
6. Spearman's correlation reveals strong positive relationships among the variables. Employer branding is strongly linked to both employee engagement ($\rho = 0.622$) and talent retention ($\rho = 0.633$), while engagement moderately correlates with retention ($\rho = 0.591$), all significant at the 0.01 level.
7. The Mann-Whitney U test shows no significant gender-based differences in employer branding, talent retention, or employee engagement, as all p-values exceed 0.05. Hence, the null hypothesis is retained.
8. The Kruskal-Wallis H test indicates no significant difference in talent retention across educational qualifications, as the p-value is assumed to be above 0.05. Thus, the null hypothesis is retained.
9. The Chi-Square test shows a significant association between qualification and employee engagement ($p = 0.028 < 0.05$), leading to rejection of the null hypothesis.

SUGGESTIONS

- Enhance internal communication of employer brand like Regularly communicate the company's values, mission, and success stories to employees to reinforce a positive internal image.
- Revamp onboarding experience like Design engaging and informative onboarding programs that align new hires with the employer brand from day one.
- Increase employee involvement in branding initiatives like Encourage employees to act as brand ambassadors through testimonials, referrals, and social media engagement.
- Resolve technical issues that affect work efficiency and engagement, such as delays in machinery maintenance or outdated digital tools.

CONCLUSION

The study confirms that employer branding significantly influences employee engagement and talent retention. SEM results validate this relationship, though low R^2 values suggest other factors like job satisfaction and leadership also play roles. Strengthening branding alongside development, support, and feedback systems is recommended to boost engagement and reduce attrition. A holistic HR approach can enhance employee experience and drive long-term success.

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