



Empirical study on the factors influencing Job Selection by prospective candidates.

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ABSTRACT

This study is carried out to understand the importance for an organization to create a good employer brand that attracts potential employees to the organization. Employer brand is what the potential candidates think of an organization as an employer with respect to the work culture, work environment, modern workplace, growth opportunities, etc., provided by that organization. With a good employer brand an organization can have focused and satisfied employees. If the employees love their workplace and their job, they would not leave the organization there by reducing the attrition rate. In this paper both primary and secondary information is used. Primary data is collected through survey method and secondary data is collected from different articles, books and websites.

Key words: organization, job, potential candidates, work from home.

Introduction

Talent attraction means recruiting the best, efficient, brightest and most skilled individuals to a career in an organization. It aims to grow the talent pool in the organization and attract the candidates to the job. Talent attraction focuses on making the talent come and stay in the organization for a longer period of time.

Employer Branding on Talent Attraction

The main purpose of branding is mainly to build the product's image. This image will impact the worth of the product and will increase the brand's value in the mind of the customer, which thereby leads to brand loyalty. When it comes to employer brand it works pretty much in the same way except that it is used by the organizations to compete in the labor market and obtain employee loyalty with the help of effective recruitment, engagement and retention practices. Each and every organization has an employer brand irrespective to them consciously developing one or not. The organization's brand is how an employee looks at it as a place to work; these employees can be anyone from potential recruiters, current employees and even those who are leaving the organization. For the employment branding to work, it should not only be seen during the recruitment stage but also to the current

working employees and potential employees. Brand shows how a particular organization deals with induction, performance management and reward system.

Developing an employer brand is not an easy thing to do, it is something that takes a long time to build and even longer to maintain. The top management needs to support the organization in building its brand in a structured manner. The organizations should focus on building a team whose main job is to develop and maintain employer brand, this team should have staff members who are responsible for approving strategic direction and creativity within the organization.

Need for the study

This study is conducted to understand that creating a good brand that attracts potential candidates to the organization using talent attraction strategies is very important for an organization. If the employee loves their workplace and work, they would not leave the organization and thus reduce the rate of attrition. This also reduces the organization's time and cost to hire and train new employees whenever an employee leaves the organization. By hiring and retaining the right talent, the organization will have a highly skilled and experienced workforce that will contribute to achieving the goals and objectives of the organization.

Review of literature:

Bhati, Manimala, & Abhishek, (2011) in their study stated the issues faced by social enterprises with regard to human resources as analyzed, such as obtaining employees at low wage rates, growth opportunities, retaining talent, providing employees with clearly defined roles and tasks, leading to an increase in the rate of attrition, which leads to higher costs of acquiring and training new employees. This paper provides some innovative suggestions with respect to the HR strategies that can be adopted by social enterprises such as hiring people with a vision to do something and a good set of values, brand building, providing employees with opportunities for personal growth, make the employees feel like they are the part of the organization by involving them in decision making, provide equity shares, help them create entrepreneurial opportunities within the organization, provide a good working culture and provide them with other benefits **Moloi, Mobaso, & Connie (2016)** discussed on the talent attraction and how it is related to the organizations productivity. In this study, Vroom's (1964) theory of expectancy is used, and the authors of this study argue about how important rewards are for employees within the organization, which makes them put more effort into developing new innovative ideas, leading to productivity within the organization. It also shows that the various Talent Retention Determinants are Rewards, Leadership Opportunity, Working Environment, Training and Development, Autonomy and Recognition; and Company Reputation, Working Conditions, Compensation and Benefits and Good Employment Practices are the various factors affecting Talent Attraction.

Shikongo & Nelago, (2011) stated different factors such as limiting productivity, efficiency, innovation and the ability to meet production requirements and customer requirements affect the ability of organizations to attract talent. **Goswami, (2015)** in the study discussed the value proposition of the employee refers to creating a balance between the performance of the employees in a specific work environment and job satisfaction. This also shows how organizations can use the employee value proposition to create a good job brand as it outlines the various things that an organization employee wants. This study also suggests that a good brand can be made by creating better recruitment goals, identifying employees ' needs and requirements, placing the right candidate in the right place, and making existing employees ' values within the organization. **Botha, Bussin, & Swardt, (2011)** focuses on understanding the current state of the employer brand knowledge and identifying the employer brand building blocks. The key findings of this study show how the employer brand is influenced by candidates ' needs, EVP's importance, brand reliability, employer brand communication, and human resource measurement.

Randhawa & Neetu, (2017) highlights the importance of acquiring talent and the importance of having a strategically planned business process for an organization. Although the profit a company makes is important, the value of a company is more important in today's changing times. The organization's talent is considered as intellectual capital and the highest priority must be given. This paper also discusses how talent attraction, talent retention and innovation are inter- related and how they provide the organization with a competitive advantage. **Mohamad Abu HuzaMagbool et al (2016)** supported the notion of the theory of social identity as study subjects were attracted more to practices of high - company property business (CSB) than low - company CSB practices. Specifically, the findings of this study did not hide the fact that job candidates had a better intention to hitch and a

better willingness to accept job supply from organizations with a lot of property business practices. **Indradevi & Sathya, (2014)** Employer branding is a relatively new approach to recruiting and retaining the best human talent in an increasingly competitive employment environment. Managers will use leader stigma as a umbrella underneath which will channel completely different worker achievement and retention activities into a coordinated strategy for human resources. Employer brand is relevant for recruiting, engaging and retaining employees.

Objectives of the study

1. To understand the various talent attraction strategies adopted by the company.
2. To analyze the various factors that influences a potential talent in choosing an organization to work

Scope of the study

The study titled “An empirical study on the factors influencing job selection by prospective candidates with reference to a Private limited Company in Bangalore” has been conducted in by taking 78 respondents who appeared for interview for the post of Data Analyst as the sample size.

Research Methodology

Primary Data: The primary data was obtained by dealing with the candidates who appeared for the interview for the data analyst position, and the questionnaire was distributed to them in the Bangalore office of the Private Limited Company. The questionnaire was designed on a structured format which included open ended, closed ended and 5 point ‘Likert scale’ questions. Response from the candidates was considered which range from positive to negative statement. Numerical weights are set apart to each responses provided by employees to guarantee uniformity in measurement.

Secondary data: The secondary data was acquired through company websites and research papers and publications.

Research Design: Descriptive Research Design has been used for this study. A total of 97 Candidates who applied for the post of data analyst during the month of February 2019 is considered. A sample size of 78 with 5% margin of error and 95% confidence level is taken. Systematic Random Sampling Technique method has been used for the study

Hypotheses

H1: Modern workplace has no influence on accepting offer

Ha: Modern workplace has influence on accepting offer

H2 : Work from home provision has no influence on accepting the offer

Ha: Work from home provision has influence on accepting the offer

Hypothesis 1-

H1: Modern workplace has no influence on accepting offers

Ha: Modern workplace has influence on accepting offers

Cross Tabulation

Particulars		If selected, would you take the offer					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Modern workplace	Very important	82%	13.1%	4.9%	0	0	100%
	Important	63.6%	0	36.4%	0	0	100%
	Moderately important	50%	50%	0	0	0	100%
	Little important	100%	0	0	0	0	100%
	Un important	0	0	0	0	0	0

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.773 ^a	6	0.007
Likelihood Ratio	14.398	6	0.025
Linear-by-Linear Association	1.262	1	0.261
N of Valid Cases	78		

From the above table the P value is 0.007 and the level of significance is 0.05 null hypotheses is rejected. So, Modern workplace has influence on accepting offer. From the above table we can see that 82 percent of the respondents strongly agreed that modern workplace is very important and it has influence on accepting the offer. Around 13.1 Percent of the respondents agree that modern workplace has influence on accepting the offer. From among the total respondents majority of them agreed that modern workplace has influence in accepting the offer.

Hypotheses 2:

H₂: Work from home provision has no influence on accepting the offer

H_a: Work from home provision has influence on accepting the offer

Cross Tabulation

Particulars		If selected, would you take the offer					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Work from Home	Very important	75%	15%	10%	0	0	100%
	Important	95.5%	4.5%	0	0	0	100%
	Moderately important	62.5%	25.0%	12,5%	0	0	100%
	Little important	50%	16.7%	33.3%	0	0	100%
	Un important	100%	0	0	0	0	100%

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.727 ^a	8	0.218
Likelihood Ratio	11.702	6	0.165
Linear-by-Linear Association	0.533	1	0.465
N of Valid Cases	78		

Since the P value is 0.218 which is more than 0.05 alternative hypotheses is rejected and null hypothesis stating that Work from home provision has no influence on accepting the offer. From the above table we can analyze that 75 Percent of the respondents said that work from home provision has influence on accepting the offer. Around 95 Percent and 62 Percent of the respondents said that work from home provision is important and moderately important respectively. Thus, we can understand that work from home provision does not have much influence on accepting the offer.

Findings

It is seen that most candidates actively seek new job opportunities regardless of whether they actually want to change their job; they either seek it weekly, monthly or annually. This shows that there are many active job seekers who, if they get one, would seize a good job opportunity. Most of the other candidates who are looking for job opportunities on a less frequent than annual basis are those who are passively looking for a job change due to reasons like personal growth or any other reason.

It is seen that most respondents use job portals and social media accounts to search for new job opportunities, so recruiters need to bear in mind to prioritize such portals and websites while at the same time sourcing good and talented candidates. Some respondents also visit the websites of the company; this shows the candidates' interest level and the important role of the company website in finding good talent.

It can be understood that most respondents would like to work in a company with a good brand name and a good image of being a good employer on the market. Brand is one of the most important determinants for a candidate to choose a company in which to work; this shows how important it is for the company to maintain its brand image as

an employer on the market. Only a few respondents don't prefer the company's brand on the market, it just means they have different preferences.

Most respondents say they have a very important opportunity to grow within the company, which means that growth is very important to a candidate before he / she decides to work in a company or work in a company. The organizations should always give highest priority to the career growth of their employees in order to have efficient, high-performance and satisfied employees

We can see that one of the major factors influencing a prospective candidate to work for an organization is a modern workplace. Modern workplace is very important for them to work for an organization, said the majority of candidates. Very few of them said it was of moderate importance.

The candidates' response shows that most candidates want flexible working hours, and only a few feel it is less important to them, which shows that having flexible working hours would help staff balance their personal and professional lives. By allowing employees to work flexibly, the organization can get 2 benefits, first, the employees are calm, co

Conclusion

Employees play an important role in an organization's functioning. They make up the organization's backbone. Finding good talent on the current market is like finding a needle in hay stack. The organization's effort plays a very significant role. There are two ways in which the recruiters can find the right talent they are looking for, Firstly by attracting the talent to the organization itself by improving the brand image of the organization with the help of various strategies like keeping the current employees happy with their jobs, providing a good work culture and work environment for the employees, providing growth opportunities to the employees, employee engagement and providing them with benefits, etc., This would lead the current employees transform into talents and also end up attracting new talents to the organization .

The second way is to improve its sourcing strategies so that it becomes easy to search for the perfect talent. Organizations can refine and create new and innovative ways to acquire and recruit potential talent. A company can improve its employer value proposition by having both of this hand in hand and gaining talented employees.

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