



Employer Branding And Its Influence On Gen Z Job Preferences

Sujaya V A1,

Student,

Department of MBA

KPR Institute of Engineering and Technology

Abstract

Employer branding has emerged as a strategic human resource practice that significantly influences the attraction and retention of young talent, especially Generation Z. As Gen Z enters the workforce, their job preferences differ from previous generations, emphasizing organizational culture, work-life balance, career growth, and employer reputation. This study examines the impact of employer branding on Gen Z job preferences. A descriptive research design was adopted, and data were collected from 120 Gen Z respondents using a structured questionnaire. The study analyses key employer branding factors such as organizational culture, compensation, career development, work flexibility, and corporate social responsibility. The findings reveal that employer branding plays a crucial role in shaping Gen Z's employment decisions. The study provides insights for HR professionals to design effective employer branding strategies to attract Gen Z talent.

Keywords

Employer Branding, Generation Z, Job Preferences, Talent Attraction, HR Strategy, Organizational Culture

1. Introduction

In today's competitive labour market, organizations are increasingly focusing on employer branding to attract and retain skilled employees. Employer branding refers to the organization's reputation as an employer and the value proposition it offers to employees. With the entry of Generation Z (individuals born between 1997 and 2012) into the workforce, organizations must understand their unique expectations and preferences.

Gen Z employees are digital natives who value meaningful work, flexibility, diversity, and continuous learning opportunities. Unlike previous generations, they place greater importance on employer reputation, workplace culture, and ethical practices. Employer branding acts as a powerful tool in influencing their job choices and long-term commitment to organizations. This study explores how employer branding impacts the job preferences of Gen Z employees.

2. Scope of the Study

The scope of the study includes:

- Understanding the concept of employer branding
- Identifying factors influencing Gen Z job preferences
- Analysing the relationship between employer branding and Gen Z employment decisions
- Providing recommendations for improving employer branding strategies

The study is limited to Gen Z respondents from educational institutions and early-career professionals.

3. Review of Literature

Backhaus and Tikoo (2004) defined employer branding as a process of building an identifiable and unique employer identity. According to Ambler and Barrow (1996), employer branding helps organizations communicate functional, economic, and psychological benefits to employees.

A study by Schlager et al. (2011) found that employer brand image positively influences employee attraction and retention. Ozkan and Solmaz (2015) highlighted that younger employees prefer organizations with strong values and positive work culture.

Recent studies indicate that Gen Z prioritizes flexibility, work-life balance, and employer ethics over monetary benefits alone. Employer branding, therefore, plays a critical role in shaping their job preferences.

4. Objectives of the Study

1. To study the concept of employer branding
2. To identify key factors influencing Gen Z job preferences
3. To analyse the impact of employer branding on Gen Z job choices
4. To provide suggestions for improving employer branding practices

5. Limitations of the Study

- The study is limited to a small sample size
- Responses are based on personal opinions of respondents
- Time constraints restricted in-depth analysis
- The study may not represent all Gen Z populations

6. Research Methodology

6.1 Research Design

A **descriptive research design** was adopted to study the influence of employer branding on Gen Z job preferences.

6.2 Source of Data

- **Primary Data:** Structured questionnaire
- **Secondary Data:** Journals, books, research papers, HR websites, and reports

6.3 Sample Size

The sample size for the study is **120 respondents**.

6.4 Sampling Technique

Convenience sampling method was used to collect data from Gen Z respondents.

6.5 Tools for Analysis

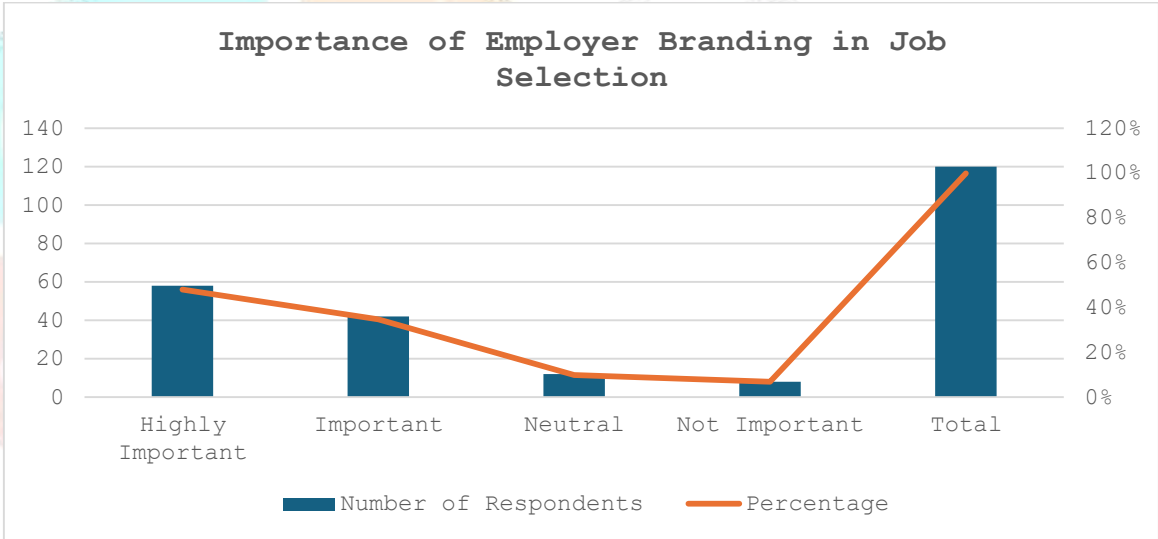
- Percentage analysis
- Tables and charts
- Simple interpretation

7. Data Analysis and Interpretation

Table 7.1: Importance of Employer Branding in Job Selection

Response	Number of Respondents	Percentage
Highly Important	58	48%
Important	42	35%
Neutral	12	10%
Not Important	8	7%
Total	120	100%

Chart 7.1: Importance of Employer Branding in Job Selection



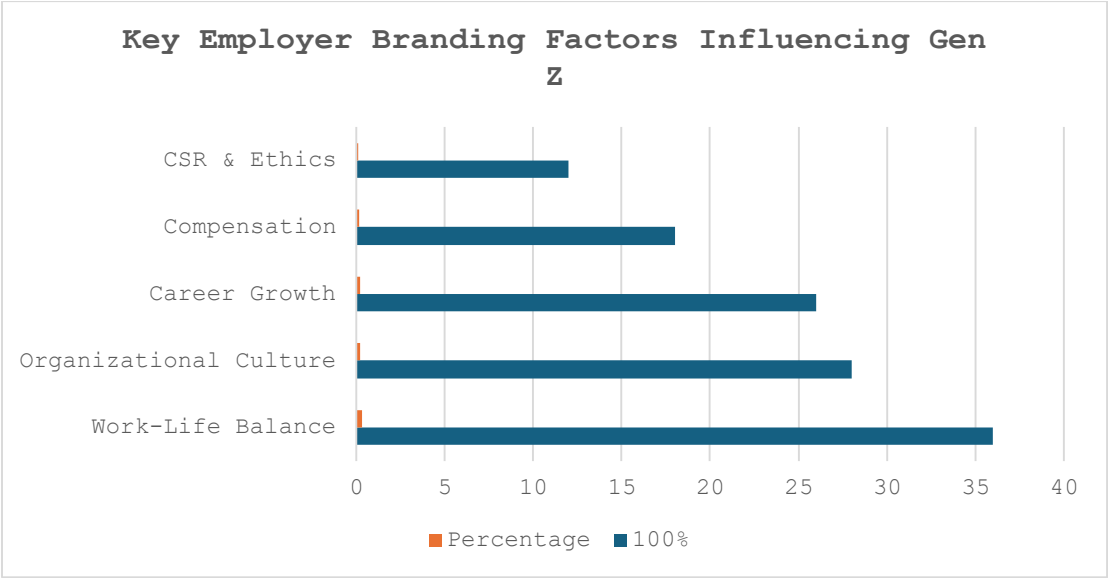
Interpretation:

48% of respondents strongly believe employer branding is highly important in job selection.

Table 7.2: Key Employer Branding Factors Influencing Gen Z

Factor	Respondents	Percentage
Work-Life Balance	36	30%
Organizational Culture	28	23%
Career Growth	26	22%
Compensation	18	15%
CSR & Ethics	12	10%
Total	120	100%

Table 7.2: Key Employer Branding Factors Influencing Gen Z

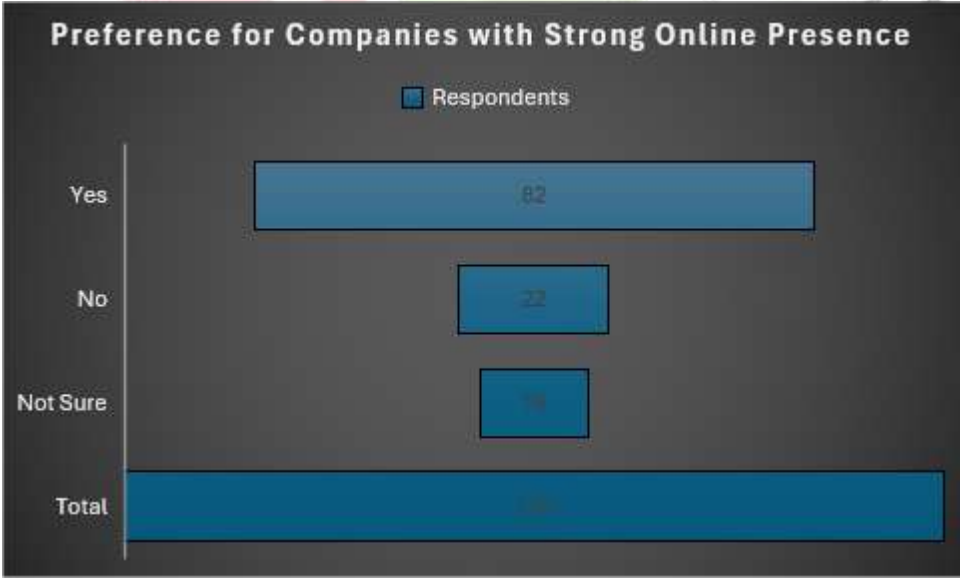


Interpretation:
Work-life balance is the most influential factor for Gen Z job preferences.

Table 7.3: Preference for Companies with Strong Online Presence

Response	Respondents	Percentage
Yes	82	68%
No	22	18%
Not Sure	16	14%
Total	120	100%

Chart 7.3: Preference for Companies with Strong Online Presence

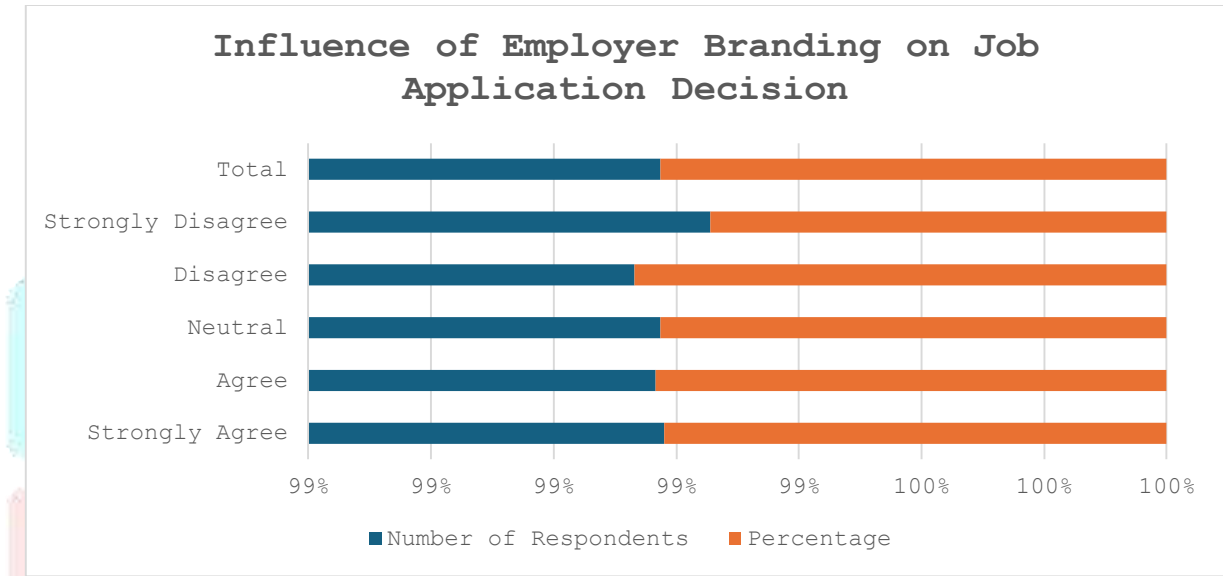


Interpretation:
68% of respondents prefer companies with strong digital and social media presence.

Table 7.4: Influence of Employer Branding on Job Application Decision

Response	Number of Respondents	Percentage
Strongly Agree	46	38%
Agree	44	37%
Neutral	18	15%
Disagree	8	7%
Strongly Disagree	4	3%
Total	120	100%

Chart 7.4: Influence of Employer Branding on Job Application Decision

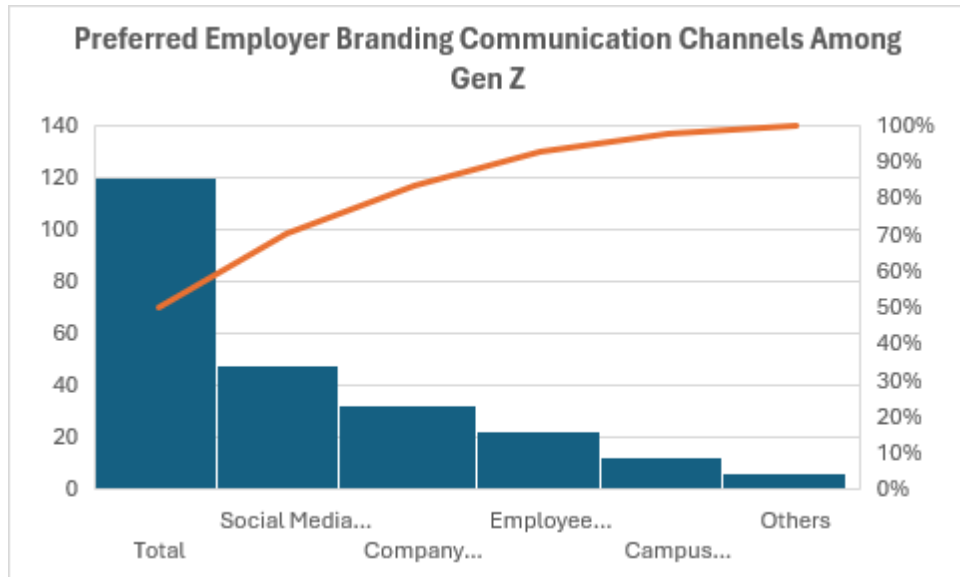


Interpretation:

A majority of respondents (75%) either strongly agree or agree that employer branding significantly influences their decision to apply for a job. This indicates that a strong employer brand positively impacts Gen Z’s interest in job opportunities.

Table 7.5: Preferred Employer Branding Communication Channels Among Gen Z

Communication Channel	Respondents	Percentage
Social Media (LinkedIn, Instagram, etc.)	48	40%
Company Website	32	27%
Employee Reviews (Glassdoor, Indeed)	22	18%
Campus Placement & Career Fairs	12	10%
Others	6	5%
Total	120	100%

Chart 7.5: Preferred Employer Branding Communication Channels Among Gen Z**Interpretation:**

40% of Gen Z respondents prefer social media as the primary source to understand an employer's brand. This highlights the importance of maintaining a strong digital and social media presence to attract young talent.

8. Findings

- Employer branding significantly influences Gen Z job preferences
- Work-life balance and organizational culture are top priorities
- Gen Z values ethical practices and employer reputation
- Online employer presence impacts job decision-making
- Monetary benefits alone are not sufficient to attract Gen Z

9. Suggestions

- Organizations should strengthen their employer branding strategies
- Promote work-life balance and flexible work policies
- Highlight career development and learning opportunities
- Maintain a strong and positive digital presence
- Communicate organizational values and ethics clearly

10. Conclusion

Employer branding plays a vital role in attracting and retaining Gen Z talent. As Gen Z employees prioritize culture, flexibility, and meaningful work, organizations must align their employer branding strategies accordingly. A strong employer brand not only attracts quality talent but also enhances employee engagement and retention. This study concludes that effective employer branding is essential for organizations aiming to succeed in the future workforce.

11. References

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