

A Study on Aligning Talent Acquisition and Employer Branding in Casgrand, Chennai

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ABSTRACT

This study explores how aligning employer branding with talent acquisition strategies can enhance hiring efficiency, improve the candidate experience, and boost employee satisfaction. Focusing on Casagrand Builders, a leading real estate company in Chennai, the research provides strategic insights into synchronizing these two HR functions with organizational goals. The study assesses how their alignment affects recruitment outcomes, inclusivity, and job satisfaction, as well as the overall efficiency of the hiring process. Utilizing a mixed-methods research design, data were collected from 113 employees via structured surveys and focus group discussions. Analytical tools such as percentage analysis, chi-square tests, and ANOVA were applied. The findings highlight the importance of integrating employer branding with talent acquisition to foster a strong organizational image and improve HR effectiveness.

KEYWORDS:

Talent acquisition, employer branding, recruitment strategy, candidate experience, employee satisfaction, diversity and inclusion, work-life balance, human resource strategy.

INTRODUCTION

Every organization possesses a brand identity that reflects how stakeholders perceive its offerings, leadership, and overall operations. Beyond this, companies also cultivate a distinct employer brand—how current, past, and prospective employees perceive them as workplaces. In today's competitive employment landscape, a strong employer brand is vital for attracting and retaining top-tier talent. It communicates the organization's values and culture through storytelling and consistent messaging, both internally and externally. In an era dominated by social media and online reviews, satisfied employees often become the most credible

promoters of the brand. By enhancing employer branding strategies—even with minor adjustments—organizations can significantly improve recruitment outcomes and employee engagement.

OBJECTIVES

- To explore the connection between talent acquisition and employer branding.
- To investigate the impact of alignment on recruitment outcomes.
- To analyze candidate experiences and employee satisfaction levels.
- To assess how online communication contributes to strengthening the employer brand.

SCOPE OF THE STUDY

- The research investigates the role of employer branding in supporting recruitment functions.
- It emphasizes using platforms like career websites, online reviews, and social media to promote the employer brand.
- It examines the steps and challenges involved in aligning employer and talent brands.
- The study offers insights valuable to the construction sector in attracting skilled young professionals.

NEED FOR THE STUDY

This research evaluates how strategic alignment between employer branding and talent acquisition influences hiring quality, employee retention, and overall job satisfaction. As organizations compete for highly skilled professionals, a compelling employer brand has become essential for standing out and drawing the right candidates.

REVIEW OF LITERATURE

Dr. Pallavi Srivastava and Dr. Jyotsna Bhatnagar

This research addresses various challenges in talent acquisition, illustrating how a strong employer brand can effectively tackle these issues. Through exploratory research and data gathered from potential Indian employees, the study aims to create an empirical scale for assessing employer brands, while also stressing the importance of person-need fit in crafting compelling employee value propositions.

Manupriya Bali and Shweta Dixit

This paper delves into how organizations can attract and retain the right talent by developing employer brands that resonate with their core values and culture. It positions branding as an integral part of HR strategy and elaborates on how robust employer brands transform employees into passionate brand advocates.

RESEARCH METHODOLOGY

This study adopts a sample survey research design, integrating both quantitative and qualitative methods to gather comprehensive insights. The primary goal is to generate new knowledge by analyzing existing frameworks and synthesizing previous findings with original data.

A simple random sampling technique was used to ensure unbiased and representative participation. The sample consisted of 113 employees from Casagrand Builders in Chennai, specifically from the Human Resources and Customer Banking Support (CBS) teams. Data

collection was conducted over a two-month period (July–August 2024).

Primary data were gathered through structured questionnaires, focusing on key dimensions such as talent acquisition strategies, employer brand perception, candidate experience, and employee satisfaction. Secondary data were obtained from organizational records, academic journals, and online databases to support and compare the findings.

To gain richer insights, focus group discussions were conducted, allowing participants to share qualitative feedback on recruitment experiences and employer branding initiatives. This mixed-method approach allowed for triangulation, enhancing the reliability and depth of the study.

Pilot testing was conducted on the questionnaire to verify clarity and usability. Cronbach's alpha was used to confirm internal consistency and reliability of the survey instrument.

The study also followed ethical guidelines: participants were informed of the study's purpose, participation was voluntary, and confidentiality of responses was strictly maintained.

Data were analyzed using statistical tools such as:

- Chi-square Tests
- Correlation Analysis

communication and employer brand awareness. Leadership and recognition are well-rated, though concerns remain around work-life balance and overall job satisfaction. Statistical tests confirmed a strong correlation between effective hiring processes and positive candidate experiences.

DATA ANALYSIS AND INTERPRETATION

Findings indicate a youthful, well-educated workforce, with more female respondents. While many employees see alignment between recruitment practices and business goals, there is scope for improving internal

TABLE 01: CHI SQUARE
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.50 ^a	1	.22
Likelihood Ratio	183.651	1	.000
Linear-by-Linear Association	89.703	1	.000
N of Valid Cases	113		

a. Chi-square value of 1.50 and an asymptotic significance (p-value) of 0.22.

The chi-square analysis revealed a Pearson Chi-square value of 1.50 with a p-value of 0.22, indicating no significant association at the 5% significance level between the categorical variables under review. However, further chi-square components such as the

Likelihood Ratio (183.651, $p = 0.000$) and Linear-by-Linear Association (89.703, $p = 0.000$) suggest that when linearity is considered, some associations become statistically significant.

TABLE 02: CORRELATION METHOD
Correlations

	Current recruitment process	Current recruitment experience
Current recruitment process	1	.968**
		.000
	113	113
Current recruitment experience	.968**	1
	.000	
	113	113

FINDINGS

- The organization has effectively attracted a largely youthful and academically proficient group of candidates.
- A strong employer brand enhances recruitment success and aligns well with the goals of the organization.
- There's an opportunity to improve the recruitment process in terms of efficiency and consistency, which could lead to higher overall satisfaction.
- A clear disconnect is evident between the external image of the employer brand and the actual experience of employees, potentially impacting long-term employee retention.
- While employees recognize diversity and inclusion initiatives, there is a need for these programs to be more structured and visible.
- Digital recruitment tools, especially social media, are currently not being fully leveraged, resulting in missed chances to reach a wider and more contemporary talent pool.

SUGGESTIONS

- Develop standardized recruitment procedures to ensure uniformity and fairness across all departments.
- Increase visibility and clarity of the Employer Value Proposition (EVP) through internal campaigns and onboarding sessions.
- Introduce flexible work policies, wellness programs, and support for hybrid working to promote better work-life integration.
- Expand diversity initiatives to include underrepresented groups and track inclusion metrics regularly.
- Create a content strategy for employer branding on social media, incorporating employee testimonials and company culture highlights.
- Establish regular feedback loops using anonymous surveys and open forums to continuously assess employee sentiments and inform HR policies.

CONCLUSION

In conclusion, this study highlights the critical need for a cohesive strategy that merges talent acquisition efforts with employer branding to build a competitive and attractive workplace. Casagrand Builders has shown strength in attracting well-qualified talent, yet gaps

remain in translating employer brand promises into consistent employee experiences. Addressing these challenges requires systematic improvements in recruitment transparency, internal communication, diversity programs, and work-life balance initiatives.

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