

A Study on Employer Branding and its Impact on Talent Acquisition in Retail Industries

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ABSTRACT

This study explores the effects of employer branding on talent acquisition in the retail sector. Currently, competition occurs not only through products or services but also through reputation. Employer branding is essential for shaping applicants' perceptions and encouraging them to seek employment. The main aspects that constitute employer branding include corporate reputation, organizational culture, employee value proposition, remuneration packages, career progression prospects, work-life balance, and leadership style. The research design used in this paper is descriptive and analytical to examine the connection between employer branding and talent acquisition results. Primary data were gathered by interviewing 66 participants using a standardized questionnaire that used the Likert scale. The study employs statistical techniques such as percentage analysis, descriptive analysis, correlation analysis, and chi-square test to analyze the collected data. The demographics of respondents and their views on different aspects of employer branding have been reviewed in detail. The results obtained from this study indicate that there is a significant positive impact of employer branding on attracting talent, intention to apply, accepting job offers, and the quality of the applicants within the retail industry. Employer branding plays a pivotal role in ensuring that an organization can attract qualified talent, enhance the effectiveness of the recruitment process, and mitigate difficulties in the process. Consequently, the results suggest that retail organizations should prioritize effective employer branding.

Key words: Employer Branding, Talent Acquisition, Company Reputation, Organizational Culture, Talent Attraction, Intention to Apply.

1. INTRODUCTION TO THE STUDY

In the current business scenario, characterized by high competition in the field, acquiring and retaining qualified employees has become one of the biggest challenges for organizations, particularly in the retail industry. Due to rapid globalization and the transformation of the business environment into a digital one, organizations are now competing not only for their products and services but also for their reputation as employers. This has given rise to employer branding as a new dimension in acquiring qualified employees for organizations. Employer branding can be defined as the process of developing and promoting the image of the organization as a potential workplace. It includes values, work culture, employee benefits, and career growth opportunities within the organization. Employer branding helps organizations to differentiate themselves from their competitors and attract qualified employees. The retail industry is known for its high employee turnover rates and seasonal employment. In addition to this, employees in the retail industry have to deal directly with customers. In this scenario, acquiring qualified employees has become a big challenge for organizations in the retail industry. Employer branding has become very important in influencing the perception of potential employees and their willingness to work for the organization.

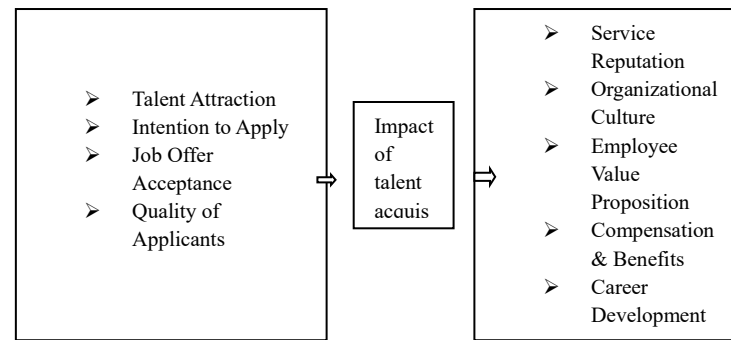
1.2 STATEMENT OF THE PROBLEM

The retail industry is experiencing greater challenges in terms of acquiring and retaining qualified workforce due to high turnover rates, increased competition, and changing expectations in terms of job roles. Despite having a large labor pool of job aspirants, many retail businesses find it difficult to attract suitable candidates who have the required skills and match organizational culture. One of the major reasons behind this is that retailers are focusing more on customer satisfaction rather than developing an image as an attractive organization. Additionally, due to the increased influence of digital media in terms of employee reviews, job aspirants are becoming highly knowledgeable in selecting suitable employers. As such, retailers who do not have strong branding are facing challenges in terms of talent acquisition. Therefore, this study aims to examine the effect of employer branding in talent acquisition in the retail industry.

1.3 NEED OF THE STUDY

The need for this study was born out of the increasing challenges facing the retail industry in terms of talent acquisition in an ever-increasing competitive job market. With high employee turnover rates, changing workforce needs, and an increased recognition of organizational reputation as an important factor in organizational success, it is imperative that retail businesses develop effective talent acquisition strategies to secure the best talent in the industry. Employer branding is considered an important factor in shaping job seekers' perceptions of an organization and their willingness to consider joining such an organization. However, most retail businesses do not fully understand how employer branding affects talent acquisition. This study is therefore important in analysing the role of employer branding in talent acquisition; it is also important in identifying factors that influence potential candidates to consider an organization as an ideal place to work

RESEARCH MODEL



1.4 OBJECTIVE OF THE STUDY

- To analyze the role of company reputation in attracting potential employees in the retail sector.
- To evaluate the effect of compensation and benefits on job acceptance decisions.
- To examine the importance of career growth and development opportunities in talent attraction and retention.
- To assess how work-life balance policies affect employer attractiveness in retail companies.
- To find the relationship between leadership style and employee perception of the organization.

1.5 SCOPE OF THE STUDY

The study is focused on examining the effect of employer branding in talent acquisition in the retail industry. The study will consider various factors such as reputation, culture, salary, and growth opportunities. The study is restricted to selected respondents such as employees, HR managers, and job seekers in a particular area. The study is mainly focused on analysing various recruitment outcomes such as attraction, hiring quality, and retention. The study is restricted to selected time periods; however, it is useful in providing insights to improve employer branding.

II. REVIEW OF LITERATURE

1. Anika.A (2024) The urban retail sector in Bangladesh is growing rapidly but faces challenges in attracting and retaining skilled employees. High competition, negative job perceptions, and high turnover make recruitment difficult..

2. Ogunsola, K.T (2022) This study examines the importance of employer branding in attracting and retaining employees in the Irish retail industry. Using a survey that investing in employer branding can reduce recruitment costs and enhance organizational competitiveness.

3. Mantua, N. S. (2022) This report analyzes employer branding initiatives at 10 Minute School and their impact on talent acquisition. The study finds that strong employer branding helps attract more and better-quality candidates. After implementing branding strategies, the number of applicants and overall recruitment quality improved.

4. Zahin, F (2023)=This report consists of three chapters covering the internship experience at Kazi Farms Group, an industry overview, and a study on employer branding. It highlights practical exposure to HRM practices and insights into the poultry industry.

III. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN: This research uses a descriptive and analytical approach to evaluate the influence of employer branding on talent acquisition within the retail industry. The research was designed following a quantitative approach, whereby data were collected through structured questionnaires from respondents. This study applied a cross-sectional survey approach to analyze the association between employer branding and talent acquisition.

3.2 TYPE OF STUDY: The research is mainly qualitative in methodology, as it employs structured and

closed-ended questionnaires to collect numeric information. The area of employer branding and talent attraction in the retail industry will be investigated. This research applies a descriptive method to understand key components such as reputation, remuneration, and work-life balance. The analysis method will also be applied to the data.

QUESTIONNAIRE DESIGN: The data was collected through a structured questionnaire, which was prepared based on the objectives and the variables that affects the study. The structured questionnaire consists of various types of questions like closed end questions and Likert scale has been used.

SAMPLING DESIGN

Sample size: The sampling size taken for the study is 66.

Sampling technique:The sampling technique used for this study was non-probability convenience sampling .

DATA COLLECTION METHODS

Primary Data: Primary data is collected using a structured closed-ended questionnaire based on a Likert scale. Responses are gathered directly from employer in retail industries.

Secondary Data: Secondary data is collected from books, journals, research articles, to support the study.

IV. DATA ANALYSIS AND INTERPRETAION

PERCENTAGE ANALYSIS

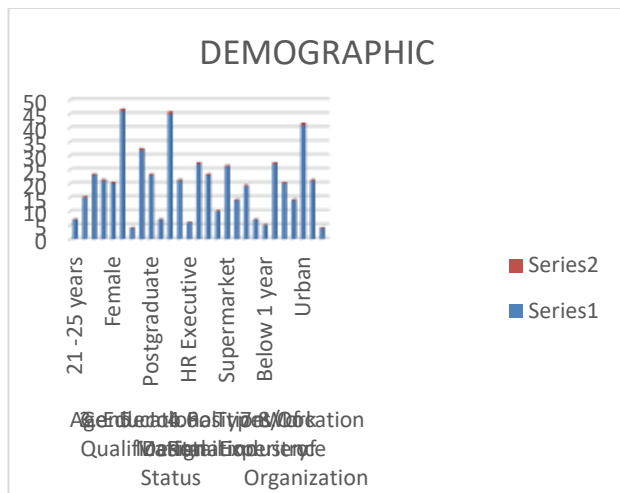
Table 1.1: Demographic Profile

Particulars		No.of.Respondents	Percentage
Age	21 -25 years	7	10.61%
	26 -30 years	15	22.73%
	31 -35 years	23	34.85%
	Above 35 years	21	31.82%
Gender	Female	20	30.30%
	Male	46	69.70%
3. Educational Qualification	Diploma	4	6.06%
	Undergraduate	32	48.48%
	Postgraduate	23	34.85%

	Professional Qualification	7	10.61%
4. Marital Status	Married	45	68.18%
	Single	21	31.82%
5. Job Position / Designation	HR Executive	6	9.09%
	HR Manager	27	40.91%
	Senior Management	23	34.85%
	Business Owner	10	15.15%
6. Types Of Retail industry	Supermarket	26	39.39%
	Jewellery	14	21.21%
	Textiles	19	28.79%
	Beauty care services	7	10.61%
7. Work Experience	Below 1 year	5	7.58%
	1 -3 years	27	40.91%
	3 -5 years	20	30.30%
	Above 5 year	14	21.21%
8. Location of Organization	Urban	41	61.12%
	Semi-Urban	21	31.82%
	Rural	4	6.06%

managers are the highest, followed by senior management.

In retail type, supermarkets have the highest



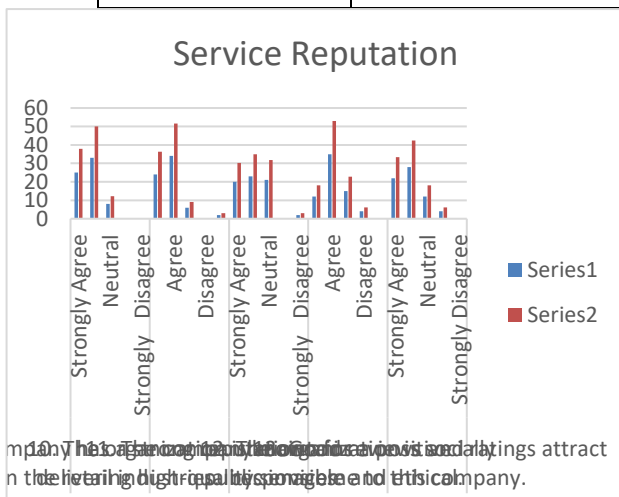
participation. Most respondents have 1–3 years of experience A majorit of organizations are located in urban areas.

Inference: The study shows that respondents are mainly middle-aged, educated professionals working in management roles. Most of them work in urban areas and supermarket sectors. The data gives reliable insights, but it has more male respondents and fewer rural participants.

Interpretation: The bar graph shows the demographic and work profile of respondents. Most respondents are in the 31–35 age group, followed by those above 35 years. Male respondents are higher than female. Most of them are undergraduates, followed by postgraduates. In job roles, HR

Table 1.2 : Service Reputation

Particulars		No.of.Respondents	Percentage
9. The company has a strong reputation in the retail industries.	Strongly Agree	25	37.88
	Agree	33	50
	Neutral	8	12.12
	Disagree	0	0
	Strongly Disagree	0	0
10. The organization is known for delivering high-quality services.	Strongly Agree	24	36.36
	Agree	34	51.52
	Neutral	6	9.09
	Disagree	0	0
	Strongly Disagree	2	3.03
11. The company maintains a positive public image.	Strongly Agree	20	30.3
	Agree	23	34.85
	Neutral	21	31.82
	Disagree	0	0
	Strongly Disagree	2	3.03
12. The organization is socially responsible and ethical.	Strongly Agree	12	18.18
	Agree	35	53.03
	Neutral	15	22.73
	Disagree	4	6.06
	Strongly Disagree	0	0
13. Good reviews and ratings attract me to this company.	Strongly Agree	22	33.33
	Agree	28	42.42
	Neutral	12	18.18
	Disagree	4	6.06
	Strongly Disagree	0	0

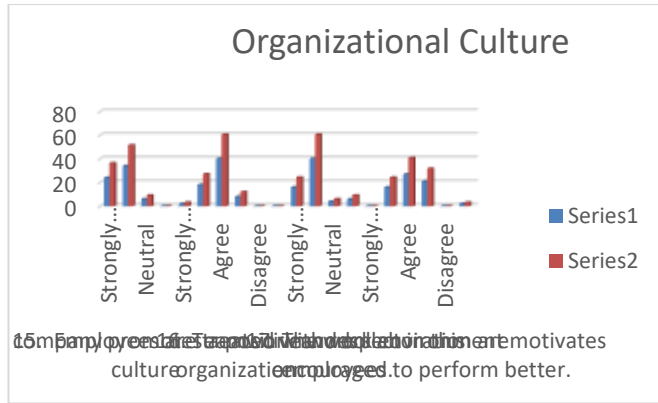


Interpretation: The bar graph shows the respondents' Service Reputation about the company. Most respondents agree that the company has a strong reputation in the retail industry. A majority also agree that the organization delivers high-quality services. For public image, responses are more mixed, but still many agree the company has a positive image. Most respondents believe the organization is socially responsible and ethical, though some are neutral. Additionally, many respondents agree that good reviews and ratings attract them to the company.

Table 1.3 : Organizational Culture

Inference: The study shows that the company has a good reputation, quality service, and positive image among respondents. It is generally seen as ethical and trustworthy. Reviews and ratings also play an important role in attracting customers. Overall, the perception of the company is positive, with only a few negative opinions.

Particulars		No.of.Respondents	Percentage
14. The company promotes a positive work culture	Strongly Agree	24	36.36
	Agree	34	51.52
	Neutral	6	9.09
	Disagree	0	0
	Strongly Disagree	2	3.03
15. Employees are treated with respect in this organization.	Strongly Agree	18	27.27
	Agree	40	60.61
	Neutral	8	12.12
	Disagree	0	0
	Strongly Disagree	0	0
16. Teamwork and collaboration are encouraged.	Strongly Agree	16	24.24
	Agree	40	60.6
	Neutral	4	6.06
	Disagree	6	9.09
	Strongly Disagree	0	0
17. The work environment motivates employees to perform better.	Strongly Agree	16	24.24
	Agree	27	40.91
	Neutral	21	31.82
	Disagree	0	0
	Strongly Disagree	2	3.03



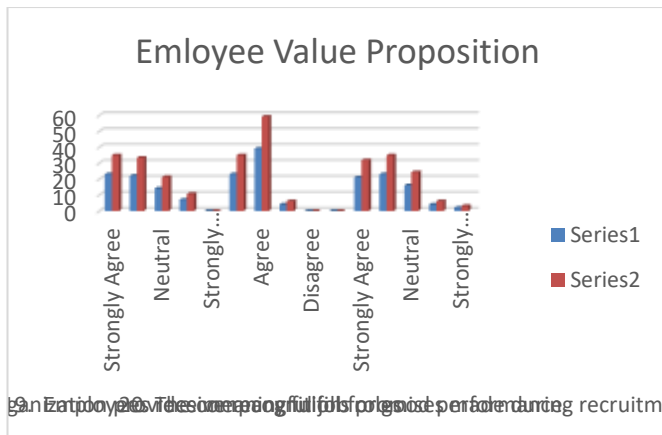
Interpretation : The bar graph shows the respondents' Organizational Culture. Most respondents agree that the company promotes a positive work culture. A majority also feel that employees are treated with respect in

the organization. Many respondents agree that teamwork and collaboration are encouraged, though a few have a different opinion. Regarding motivation, most respondents believe the work environment motivates employees, but a considerable number remain neutral.

Inference : The study shows that the organization provides a positive and respectful work environment. Teamwork is generally encouraged, and employees feel supported. However, some neutral responses indicate that motivation levels can still be improved. Overall, the workplace environment is favorable but has scope for enhancement.

Table 1.4: Employee Value Proposition

Particulars		No.of.Respondents	Percentage
18.The organization provides meaningful job roles.	Strongly Agree	23	34.85
	Agree	22	33.33
	Neutral	14	21.21
	Disagree	7	10.61
	Strongly Disagree	0	0
19. Employees receive recognition for good performance.	Strongly Agree	23	34.85
	Agree	39	59.09
	Neutral	4	6.06
	Disagree	0	0
	Strongly Disagree	0	0
20. The company fulfills promises made during recruitment.	Strongly Agree	21	31.82
	Agree	23	34.85
	Neutral	16	24.24
	Disagree	4	6.06
	Strongly Disagree	2	3.03



Interpretation: The bar graph shows the respondents' Employee value proposition. Most respondents agree that the organization provides meaningful job roles, though some are neutral and a

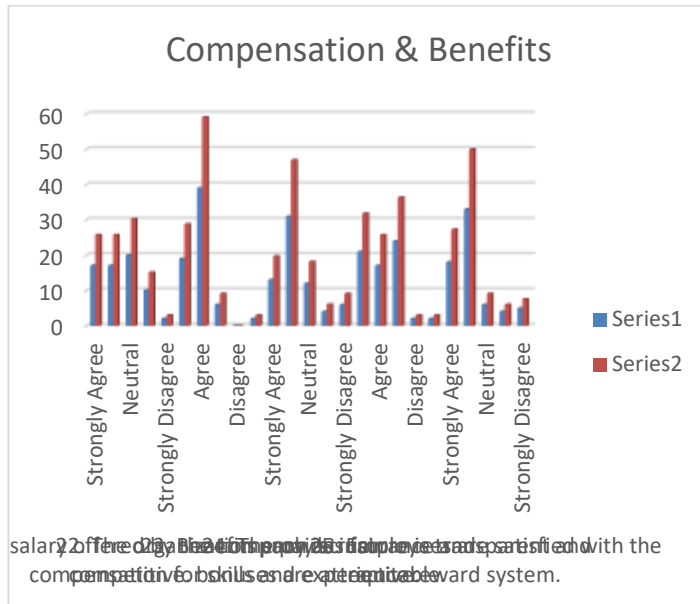
few disagree. A large majority agree that employees receive recognition for good performance. Regarding recruitment promises, most respondents agree that the company fulfills its promises, but a noticeable number remain neutral, and a few disagree.

Inference: The study shows that employees generally feel satisfied with their job roles and recognition in the organization. Recognition for performance is a strong positive factor. However, some neutral and negative responses about recruitment promises indicate that the company should improve consistency and transparency. Overall, the organization performs well but has scope for improvement.

Table 1.5: Compensation & Benefits

Particulars		No.of.Respondents	Percentage
21. The salary offered by the company is competitive.	Strongly Agree	17	25.76
	Agree	17	25.76
	Neutral	20	30.3
	Disagree	10	15.15
	Strongly Disagree	2	3.03
22. The organization provides fair compensation for skills and experience	Strongly Agree	19	28.79
	Agree	39	59.09
	Neutral	6	9.09
	Disagree	0	0
	Strongly Disagree	2	3.03
23. Benefits such as insurance and bonuses are attractive.	Strongly Agree	13	19.7
	Agree	31	46.97
	Neutral	12	18.18
	Disagree	4	6.06
	Strongly Disagree	6	9.09
24. The pay structure is transparent and equitable.	Strongly Agree	21	31.82
	Agree	17	25.76
	Neutral	24	36.36
	Disagree	2	3.03
	Strongly Disagree	2	3.03

25. Employees are satisfied with the reward system.	Strongly Agree	18	27.27
	Agree	33	50
	Neutral	6	9.09
	Disagree	4	6.06
	Strongly Disagree	5	7.58



22 offered by the organization is fair and competitive based on skills and experience. 23 employees are satisfied with the compensation for skills and experience.

compensation. Many respondents are neutral about whether the salary is competitive, while some agree and a few disagree. A majority agree that the organization provides fair compensation based on skills and experience. Most respondents also agree that benefits like insurance and bonuses are attractive, though some are not satisfied. Regarding pay transparency, many respondents are neutral, with some agreeing it is transparent. Most respondents are satisfied with the reward system, though a few express dissatisfaction.

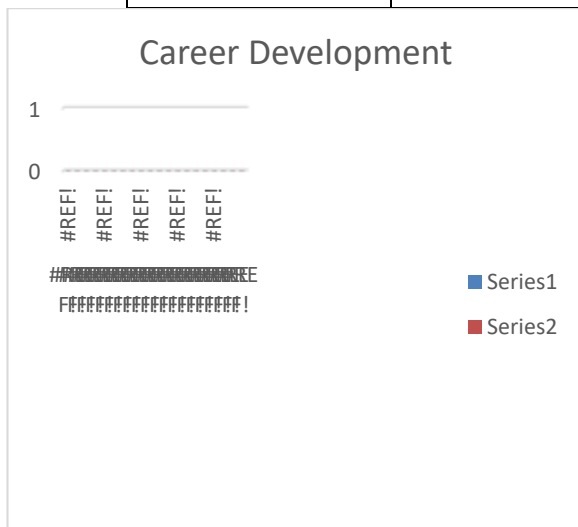
Inference: The study shows that employees feel fairly compensated and satisfied with rewards and benefits. However, there is uncertainty about salary competitiveness and pay transparency, as many respondents remain neutral. This indicates that the organization should improve clarity and competitiveness in salary structure. Overall, compensation practices are good but need improvement in transparency and perception.

Interpretation: The bar graph shows the respondents' opinions about salary and

Table 1.6 : Career Development

Particulars		No.of.Respondents	Percentage
26. The company provides clear career growth opportunities.	strongly Agree	28	42.42
	Agree	28	42.42
	Neutral	6	9.09
	Disagree	2	3.03
	Strongly Disagree	2	3.03
27. Training and development programs are effective.	Strongly Agree	16	24.24
	Agree	32	48.48
	Neutral	14	21.21
	Disagree	2	3.03
	Strongly Disagree	2	3.03
28. Employees are	Strongly Agree	16	24.24

encouraged to upgrade their skills.	Agree	27	40.91
	Neutral	19	28.79
	Disagree	4	6.06
	Strongly Disagree	0	0
29. Promotion policies are fair and performance-based.	Strongly Agree	20	30.3
	Agree	27	40.91
	Neutral	10	15.15
	Disagree	9	13.64
	Strongly Disagree	0	0



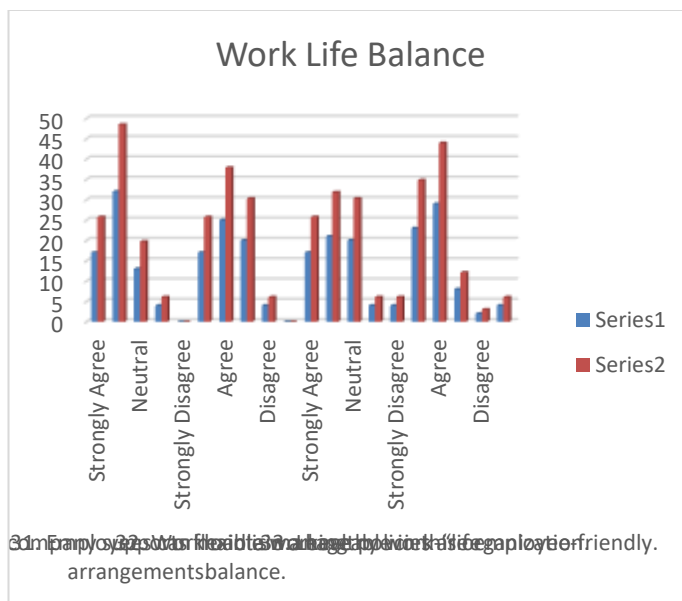
Interpretation: The bar graph shows the respondents' views on career growth and development. Most respondents strongly agree and agree that the company provides clear career growth opportunities. A majority also feel that training and development programs are effective. Many respondents agree that employees are encouraged to upgrade their skills, though some remain neutral. Regarding promotion policies, most respondents agree they are fair and performance-based, but a few disagree.

Inference: The study shows that the organization provides good career growth and development opportunities. Employees feel supported through training and skill development programs. However, some concerns about promotion fairness indicate a need for improvement. Overall, the company performs well in employee development but can improve transparency in promotions.

Table 1.7 : Work – Life - Balance

Particulars		No.of.Respondents	Percentage
30. The company supports flexible working arrangements.	Strongly Agree	17	25.76
	Agree	32	48.48
	Neutral	13	19.7
	Disagree	4	6.06
	Strongly Disagree	0	0

31. Employees can maintain a healthy work-life balance.	Strongly Agree	17	25.76
	Agree	25	37.88
	Neutral	20	30.3
	Disagree	4	6.06
	Strongly Disagree	0	0
32. Workload is manageable in this organization.	Strongly Agree	17	25.76
	Agree	21	31.82
	Neutral	20	30.3
	Disagree	4	6.06
	Strongly Disagree	4	6.06
33. Leave policies are employee-friendly.	Strongly Agree	23	34.85
	Agree	29	43.94
	Neutral	8	12.12
	Disagree	2	3.03
	Strongly Disagree	4	6.06



respondents agree that the company supports flexible working arrangements. Many also feel that they can maintain a healthy work-life balance, though a good number remain neutral. Regarding workload, most respondents agree it is manageable, but some are neutral and a few disagree. A majority of respondents agree that leave policies are employee-friendly.

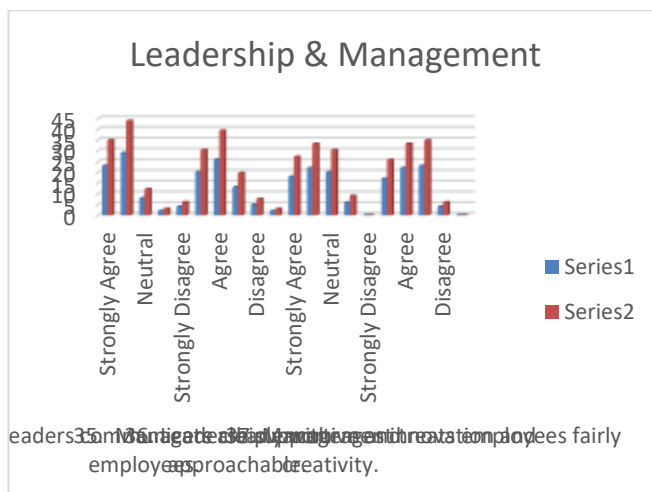
Inference: The study shows that the organization provides good support for work-life balance and flexibility. Employees are generally satisfied with leave policies and workload, but neutral responses indicate that balance and workload can still be improved. Overall, the company offers a supportive work environment with some scope for enhancement.

Interpretation: The bar graph shows the respondents' views on work-life balance. Most

Table 1.8 : Leadership & Management

Particulars		No.of.Respondents	Percentage
34. Leaders communicate clearly with employees.	Strongly Agree	23	34.85

	Agree	29	43.94
	Neutral	8	12.12
	Disagree	2	3.03
	Strongly Disagree	4	6.06
35. Managers are supportive and approachable.	Strongly Agree	20	30.3
	Agree	26	39.39
	Neutral	13	19.7
	Disagree	5	7.58
	Strongly Disagree	2	3.03
36. Leadership encourages innovation and creativity.	Strongly Agree	18	27.27
	Agree	22	33.33
	Neutral	20	30.3
	Disagree	6	9.09
	Strongly Disagree	0	0
37. Management treats employees fairly	Strongly Agree	17	25.76
	Agree	22	33.33
	Neutral	23	34.85
	Disagree	4	6.06
	Strongly Disagree	0	0



Interpretation: The table shows respondents' views on leadership and management. Most respondents agree that leaders communicate clearly

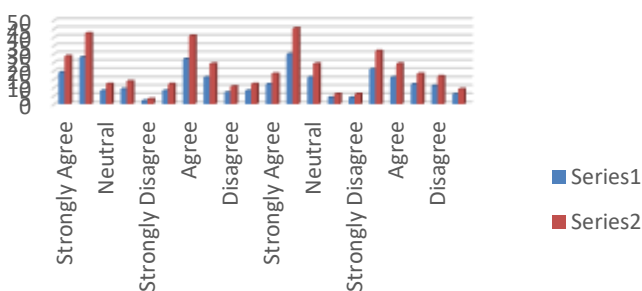
with employees. A majority also feel that managers are supportive and approachable, though some are neutral. Many respondents agree that leadership encourages innovation and creativity, but a considerable number remain neutral. Regarding fairness, responses are more mixed, with many respondents neutral about whether management treats employees fairly.

Inference: The study shows that leadership is generally supportive and communicates well with employees. Innovation is encouraged, but not strongly perceived by all employees. The neutral responses on fairness indicate that management practices need improvement in consistency and transparency. Overall, leadership is positive but has scope for better employee perception.

Table 1.9 : Inter -State Talent Attraction And Selection

Particulars		No.of.Respondents	Percentage
38. A strong employer brand motivates candidates from other states to apply for service sector jobs.	Strongly Agree	19	28.79
	Agree	28	42.42
	Neutral	8	12.12
	Disagree	9	13.64
	Strongly Disagree	2	3.03
39. Company reputation plays a major role in attracting talent from other states.	Strongly Agree	8	12.12
	Agree	27	40.91
	Neutral	16	24.24
	Disagree	7	10.61
	Strongly Disagree	8	12.12
40. Online recruitment processes (virtual interviews, online tests) make it easier for other-state candidates to apply	Strongly Agree	12	18.18
	Agree	30	45.45
	Neutral	16	24.24
	Disagree	4	6.06
	Strongly Disagree	4	6.06
41. Organizational culture and inclusive work environment influence candidates from different states.	Strongly Agree	21	31.82
	Agree	16	24.24
	Neutral	12	18.18
	Disagree	11	16.67
	Strongly Disagree	6	9.09

Inter State Talent Attraction And Selection



from other states. Many also agree that company reputation plays an important role, though responses are more mixed. A majority feel that online recruitment processes make it easier for candidates to apply. Regarding organizational culture, many respondents agree it influences candidates from different states, but some disagree.

Inference: The study shows that employer branding, reputation, and online recruitment are important factors in attracting talent from other states. A positive and inclusive culture also plays a role, but perceptions vary among respondents. Overall, the company can strengthen its brand image and organizational culture to attract more diverse talent.

Interpretation: The table shows respondents' views on employer branding and talent attraction. Most respondents agree that a strong employer brand motivates candidates

4.2 DESCRIPTIVE STATISTICS

Table Name: Descriptive statistics

Table No: 4.2.1

	N	Minimum	Maximum	Mean	Std. Deviation
1. Age	66	1	4	2.88	0.985
2. Gender	66	1	2	1.7	0.463
3. Educational Qualification	66	1	4	2.5	0.77
4. Marital Status	66	1	2	1.68	0.469
5. Job Position / Designation	66	1	4	2.56	0.862
6. Types Of Retail industry	66	1	4	2.11	1.054
7. Work Experience	66	1	4	2.65	0.903
8. Location of Organization	66	1	3	1.44	0.611
9. The company has a strong reputation in the retail industries.	66	3	5	4.26	0.664
10. The organization is known for delivering high-quality services.	66	1	5	4.18	0.84
11. The company maintains a positive public image.	66	1	5	3.89	0.947
12. The organization is socially responsible and ethical.	66	2	5	3.83	0.796
13. Good reviews and ratings attract me to this company.	66	2	5	4.03	0.877
14. The company promotes a positive work culture	66	1	5	4.18	0.84

15. Employees are treated with respect in this organization.	66	3	5	4.15	0.614
16. Teamwork and collaboration are encouraged.	66	2	5	4	0.823
17. The work environment motivates employees to perform better.	66	1	5	3.83	0.904
18. The organization provides meaningful job roles.	66	2	5	3.92	0.997
19. Employees receive recognition for good performance.	66	3	5	4.29	0.576
20. The company fulfills promises made during recruitment.	66	1	5	3.86	1.036
21. The salary offered by the company is competitive.	66	1	5	3.56	1.125
22. The organization provides fair compensation for skills and experience	66	1	5	4.11	0.806
23. Benefits such as insurance and bonuses are attractive.	66	1	5	3.62	1.147
24. The pay structure is transparent and equitable.	66	1	5	3.8	1.026
25. Employees are satisfied with the reward system.	66	1	5	3.83	1.131

26. The company provides clear career growth opportunities.	66	1	5	4.18	0.943
27. Training and development programs are effective.	66	1	5	3.88	0.92
28. Employees are encouraged to upgrade their skills.	66	2	5	3.83	0.87
29. Promotion policies are fair and performance-based.	66	2	5	3.88	1
30. The company supports flexible working arrangements.	66	2	5	3.94	0.839
31. Employees can maintain a healthy work-life balance.	66	2	5	4.02	0.734
32. Workload is manageable in this organization.	66	2	5	3.83	0.887

Interpretation: The data is collected from 66 respondents, and most variables are measured on a Likert scale (1 to 5). The mean values above 3 indicate a generally positive perception of employer branding factors in the retail industry.

CHI-SQUARE

Table Name: Compensation & Benefits and Interstate talent Attraction And Selection Satisfaction

H0 : There is no association between Compensation & Benefits and Interstate talent Attraction And Selection Satisfaction

H1: There is a association between Compensation & Benefits and Interstate talent Attraction And Selection Satisfact

Chi-Square Test			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.040 ^a	12	0.05
Likelihood Ratio	27.364	12	0.007
Linear-by-Linear Association	5.134	1	0.023
N of Valid Cases	66		

Chi-square value = 21.040

Degree of Freedom = 12

Significance level = 0.050

Critical value 5% level (df=12) =21.026

Interpretation : The Pearson correlation between “Benefits such as insurance and bonuses are attractive” and Online

recruitment processes make it easier for other-state candidates to apply” is 0.242.

CORRELATION ANALYSIS Table Name: Service reputation and Interstate talent Attraction And Selection

H0: There is no significant correlation between Service reputation and Interstate talent Attraction And Selection

H1: There is significant correlation between Service reputation and Interstate talent Attraction And Selection

		The company has a strong reputation in the retail industries.	A strong employer brand motivates candidates from other states to apply for service sector jobs.
The company has a strong reputation in the retail industries.	Pearson Correlation	1	0.071
	Sig. (2-tailed)		0.573
	N	66	66
A strong employer brand motivates candidates from other states to apply for service sector jobs.	Pearson Correlation	0.071	1
	Sig. (2-tailed)	0.573	
	N	66	66

V. FINDINGS,SUGGESTIONS AND CONCLUSION

$R = 0.071$

Null hypothesis (H_0) accepted

Interpretation: The correlation coefficient (r) = 0.071 and p -value = 0.573 > 0.05, so we fail to reject

H_0 . There is a very weak positive and statistically insignificant relationship between company reputation in retail industries and employer brand motivating candidates from other states to apply for service sector jobs.

Findings from the study

Percentage analysis

- Majority of the respondents (34.85%) belong to the age group 31 -35 years
- Majority of the respondents 69.70% are Male.
- Majority (48.48%) of the respondent Undergraduate.

4. A higher proportion of respondents (66.18%) are married.
5. Majority (40.91%) of the respondents Job Position HR Manager.
6. Majority (39.39%) of the respondent's Retail Industries supermarket.
7. Majority of the respondents (40.91%) Work Experience 1-3 years.
8. Majority (62.12%) of the respondents urban Location of Organization.
9. Majority (50.00%) agree that The company has a strong reputation in the retail Industries.
10. Majority (51.52%) agree The organization is known for delivering high-quality services
11. Most respondents agree that The company maintains a positive public image (34.85%).
12. Around(53.03%) agree that the organization is socially responsible and ethical.
13. Majority(42.42%) agree good reviews and ratings attract me to this company
14. .Most respondents agree that the company promotes a positive work culture (42.42%).
15. Around (3.03%) agree employees are treated with respect in this organization
16. Majority (60.61%) agree teamwork and collaboration are encouraged
17. Most respondents agree The work environment motivates employees to perform better (60.61%).
18. Around(40.91%) the organization provides meaningful job roles.
19. Majority (34.85%) strongly agree employees receive recognition for good performance.
20. Most respondents agree (59.09%) the company fulfills promises made during recruitment
21. Around (34.85%) respondents agree the salary offered by the company is competitive.
22. Majority respondents agree that the organization provides fair compensation for skills and experience (25.76%).
23. Most respondents agree (59.09%) Benefits such as insurance and bonuses are attractive
24. Around (46.97%) respondents agree The pay structure is transparent and equitable
25. Majority respondents neutral (36.36%) Employees are satisfied with the reward system
26. Majority respondents agree that The company provides clear career growth opportunities (50.00%).
27. Most (42.42%) respondents agree that training and development programs are effective
28. Around (48.48%) respondents agree employees are encouraged to upgrade their skills.
29. Majority respondents agree promotion policies are fair and performance-based(40.42%).
30. Most respondents agree (40.91%) The company supports flexible working arrangements
31. Around (48.48%) agree that employees can maintain a healthy work–life balance
32. Majority respondents agree (58.06%) work load is manageable in this organization.
33. Most respondents agree leave policies are employee-friendly (37.88%).
34. Around (31.82%) respondents agree leaders communicate clearly with employees
35. Majority respondents agree that managers are supportive and approachable (48.48%).
36. Most (39.39%) of respondents strongly agree Leadership encourages innovation and creativity
37. Around (33.33%) respondents agree a strong management treats employees fairly

38. Majority of the respondents neutral that a strong employer brand motivates candidates from other states to apply for service sector jobs (34.85%).

39. Most of the respondents (42.42%) agree that company reputation plays a major role in attracting talent from other states

40. Majority (40.91%) respondents agree online recruitment processes (virtual interviews, online tests) make it easier for other-state candidates to apply

41. Around (45.45%) respondents agree organizational culture and inclusive work environment influence candidates from different states

42. Majority 31.82% of the respondents strongly agree with the statement

43. Majority 31.82% of the respondents strongly agree with the statement

Suggestions

- Retail businesses must enhance their corporate reputation to encourage more people to apply for jobs. A good brand image is important for gaining credibility and attracting applicants.
- Companies must develop an ideal workplace environment for their employees. This will increase employee happiness and improve productivity.
- Businesses must provide competitive salaries and benefits to workers, including bonuses and insurance. This will help recruit and retain quality workers.
- Retail companies must provide their employees with career advancement and development prospects. This will benefit the skill development and retention of workers.

VI. CONCLUSION

The findings indicate that the importance of employer branding cannot be overlooked in talent acquisition in the retail sector. Aspects such as reputation, organizational culture, remuneration, and developmental opportunities play vital roles in shaping the selection process. Companies that can develop a good image among employees have a higher chance of recruiting and retaining competent staff members. The research findings show that there is a significant connection between the components of employer branding and the success of recruitment activities in the retail industry. Retail companies must enhance their employer branding initiatives through effective HR management and communication.

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