Employer Branding and Decision-Making Process of Final Year Engineering Students Towards IT Companies in Hyderabad City

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Abstract

The current study is based on the preferred attributes of employer branding and their influence on engineers (B. Tech graduates) from various branches' decision-making processes. Employer branding attributes are the focus of this study, which aims to fill the void by providing a scale. Two studies were conducted to test the scale for employer brand attributes. The reliability rest, the confirmatory factor analysis (CFA), and the Chi-square test were used to collect data from 518 B. Tech. students in Hyderabad who studied Computer science, Electronics, Electrical, Civil and Mechanical engineering, among other majors. Results show that the two boss brand ascribes employer stability and incidental advantages highest affect the decision-making process of the students. The students of five selected engineering disciplines who participated in the current study offer a practical approach to selecting an employer.

Keywords: Brand Image, Fringe Benefits, Social Media Platforms, Work Environment and Job Security.

Introduction

After globalization, employer branding emerged as a marketing strategy for attracting and retaining talent. This generally alludes to "As the 'amount of the organization's endeavors to impart to existing and the planned staff that it is a beneficial work environment" (Lloyed, 2002). "According to Ambler & Barrow (1996), "the employer as a brand influences how current and potential candidates interact with a company's brand image as an employer." It is, in fact, a strategic tool that can be used in all sectors to find and keep the best employees for the company. Employer branding has been a long-term security requirement for talented employees to attract and keep them for a longer period of time. Designing alumni at present are more inclined to get recognized as a piece of the rumored brand or the gatherings with additionally conceivable outcomes of the overhaul from now on. In this way, boss marking for representatives in general has relatively stood out enough to be noticed yet the business marking impression of designing understudies that impacted their decision of the branches in light of working for the top brands and the business marking methodologies has been ignored. Employer branding attributes have been studied in previous research using criteria for selecting both firms- and job-related characteristics "that significantly influence a candidate's job application decisions, based on "intention to apply" and "best companies to work for."

Review of Literature

Manager brand is to be sure a chance for an effective brand name, while it has been said that business brand lays out a profound bond for the representative, who needs to work for the decent boss, and needs to keep the genuine thought regarding it, the idea driving keeping the mental agreement is to have the data prior to settling on the work choice. Employer branding has grown in importance as a result of the organization's success over the past two decades in winning the talent war and retaining the best talent (Bonaiuto, 2013).

Ambler and Barrow, in the 1990s, were the first to discuss employer branding from the corporate perspective of the product and service. According to Minchington in 2007 the business climate of manager marking was to acquire, energize, and hold the best gifts. Employee dedication will increase as a result of internal brand promotion, while external brand promotion will make it stand out to potential employees. According to Bonaiuto (2013), one of the primary objectives of an employer branding program is to "encourage existing employees to identify with the organization."

In spite of the fact that there is an immense extent of ups and downs while contemplating the work market in the globe for the representatives, enormous and little level organizations deal with their prerequisite in view of the circumstance, some of the time it is difficult for them to draw in the top one with the low standing rate in the gig market, there is a strengthened rivalry on the lookout, organizations have a colossal gamble about keeping up with their picture, stand one of a kind among others while makes it a difficult situation to hold the best workers and draw in the new ones, and to that end, the most smoking technique they attempt to apply is "Boss marking". Finally, a useful definition of the concept of a brand: a brand is a combination of properties, unmistakable and immaterial, represented in a brand name, which whenever oversaw appropriately, makes worth and impact" as this definition exhibits that the brand is comprised of the variables that give the client or the representatives the best and special experience, that is the work it does to make the worth and the impact (Swystun, 2007).

The process of making an employer more appealing and attracting the best employees is known as employer attractiveness. It attempts to fill the hole by furnishing the rookies with the best offer, for instance, alluring compensation, benefits, individual ability advancement open doors, status in the work environment, and so on (Jha and Pingle, 2015). All things considered, the general assumptions for the potential representatives are consistently about the organization's appealing parts alongside the firmo graphics and its impact on boss marking (Tuzuner and Yuksel, 2009). Appealing highlights of the organizations include scope for ideal raise, the balance between fun and serious activities, market accomplishment, intriguing undertakings, workplace, advancement, vocation progress, pay bundle, and firm notoriety, while, firmo graphics incorporate organization and the area. Thus, while it is utilized in keeping up with the corporate personality, fabricating a positive picture, and a start to finish correspondence with the current as well as the current representatives (Luthans and Peterson, 2002), observed that representatives who are decidedly drawn in with the association, and happy with the workplace will quite often be more execution situated and make progress. Additionally, the aim of this study was to gain an understanding of each candidate's most important characteristics and what they look for in an organization before making a decision to join. Coming up next are the traits of manager marking got from past examinations and reports.

Recently, social media platforms have played a significant role in shaping users' perceptions and actions (Kapoor, 2017). According to Boyd & Ellison (2008), "Communication takes place primarily between humans who are already a part of their extended social network." What makes this platform even more intriguing is that it enables users to learn more about their social status through their social media sites and makes it simple for them to select a variety of job-related options simultaneously. The goal to pick the business depends on the quality and the apparent brand picture of the association, albeit the effect of the virtual entertainment stage may not work productively assuming the picture is poor.

"Due to its potential size, scope, and scale, social media has become appealing to businesses of all sizes around the world," wrote Brett Minchington in 2012. Fruitful utilization of web-based entertainment decidedly affects boss brand", it exhibits that online entertainment stages with its wide extension have an immediate effect in making the positive business marking for the businesses. Online entertainment is turning into the main need to really take a look at work accessibility (Sivertzen, Nilsen, and Olafsen, 2013). All that we wish to realize about the organization including awful surveys is accessible internet based at this point. As per a report by Deloitte in 2009, it says that 74% of bosses feel that you can undoubtedly obliterate the standing of the association through web-based entertainment. We cannot deny the fact that we are able to get a true picture of the business that is taking place all around us by using social media platforms in the opposite direction.

In an article that appeared in Forbes on February 9, 2020, Steve Forbes stated that "Your brand is the single most important investment you can make in your business." That is valid, either the organization makes the business brand or it simply gets vanishes from the edge. "In making an employer brand image, employer branding focuses on the

functional, economic, and psychological benefits of employment and identification with the company," according to the early writers (Ambler & Barrow, 1996), is also well-explained. David Aaker was one of the first academics to recognize the brand as a tool for managing an entire organization (Aaker, 1996). Finally, a company's unique policies make it stand out from the competition in the market. For example, companies with a good brand reputation never stop trying to motivate their employees by providing them with the best work environment, where they can feel at ease and learn new skills and ideas from their coworkers.

According to (Emeliza Torrento Estimo 2017), "the employees respond positively to a fast-paced, result-oriented, organized, and convenient work environment that could offer them financial opportunities and stability." Employees typically prefer workplaces with a low level of hierarchy and a dynamic culture. IBM recently released a report that stated that today's employees value an open workplace where job-related politics are kept to a minimum. Representatives merit a climate where they get the opportunity to associate flawlessly with others and learn new parts of life. Meanwhile, it includes significantly greater energy in the work result also and improves representative responsibility, execution, inspiration as well as strengthening (Madhavkumar and B, 2015).

The idea that the company offers fringe benefits to its employees has a positive effect on their performance at work. According to Dessler (2005), "A good compensation administration program is comprehensive and flexible and ensures optimum performance from employees at all levels," benefits are the largest expense for employers, accounting for approximately one third of wages and salaries. It has significantly increased in the form of wages paid to employees by employers. The incidental advantage is a section that is given to the workers so they are decidedly drawn in and held in the association. It incorporates pay with a cafeteria of remunerations. In addition to the benefits, salary can have a significant impact on employees' mindsets and influence their decision to choose an employer or not, as salary packages are given less weight. According to Sharma &Jaiswal (2018), fringe benefits are considered indirect compensation because they are typically provided as a condition of employment rather than in exchange for performance. Therefore, if the new employee has complete knowledge of the employer's salary packages, as well as the role-specific bonuses and incentives, prior to starting the job. A few different offers are given as incidental advantages for instance health care coverage, transportation offices, travel potential open doors, gifts at the celebrations, and so on. Basically, the job of the incidental advantage is "to persuade and empower the laborers for an expanded degree of result and higher rationality" (Steyn, 2010).

As per James, "Professional stability is characterized as the affirmation in a representative's work congruity because of the overall financial circumstances in the nation" (James, 2012). "According to Adebeyo& O (2012), "it is the assurance that the company provides to their employees that they will keep the employees employed with them for a reasonable period of time without being wrongfully dismissed." The need for particular skills can also have an impact on job security; if a skill is no longer required, there will be no employment and no security. As per the overview done by KPMG (2010) on "employer stability" figured out that "over 75% of members considered professional stability their main concern while looking for a task because of the questionable monetary climate those time", and the situation continues as before, members actually searching for employer stability in one of their main five need records. "Worker professional stability is viewed as a fundamental component in the association in expanding their work execution which eventually encourages the association's complete efficiency" (Ahmed, Haderi, Ahmed, and Walter, 2017).

In addition, employees' overall work performance is boosted by job security, which in turn increases their ability to motivate themselves at work. Even though some people want the company to be oriented toward a friendly atmosphere with additional enthusiasm based on the position they choose, all they need is to make the job more secure and reliable. At the point when another competitor joins the occupation from the get-go, the assumptions depend on the sort of job, in the event that the job has a drawn-out scope, and if the job is esteemed by the administration on the off chance that you are getting what you merit, in diminutive individuals need to have a real sense of reassurance and security. It has been stated in reports from a variety of businesses that job security contributes to the development of a brand's reputation. Because there is no substitute for both poor management and poor performance for the organization, both the employees and the employers must maintain substandard behavior.

Research Objectives

1. To identify the employer branding attributes of final engineering students towards IT industry.
2. To analyze the factors influencing employer branding attributes with respect to the demographic factors of final year engineering students.

Research Hypothesis

H01: There is no significant association between employer branding attributes and demographic factors of final year engineering students.

- **H0₁.₁:** There is no significant association between employer branding attributes and gender of final year engineering students.
- **H0₁.₂:** There is no significant association between employer branding attributes and branch of final year engineering students.

Statistical Tools

All the survey responses were coded into Microsoft Excel 2010 spreadsheet, verifying for missing data and inconsistently filled-in questionnaires. The data coded were transferred to SPSS and analyzed employing reliability analysis, defined variables and, all sorts of descriptive statistics of the responses were calculated. Testing the hypotheses was done, using SPSS 20.

The following statistical tools were used for data analysis:

- Reliability & Validity Test
- Confirmatory Factor Analysis and
- Chi-square test.

Research Methodology

Sampling Procedure for Research

In this study, five major branches (computer science, Civil, mechanical, electrical and electronics) were chosen to develop a basic scale. The selection of these branches was based on two criteria.

First, the branches had a major role in the differences of opinion due to the numerous job roles usually provided by the various sectors. E.g., perhaps the student from the mechanical branch gets fewer job offers from the reputed companies than the computer science branch student. There is a huge psychological insight inthe mind of the students on each of the attributes of employer branding.

Second, after going through the various colleges and universities report on the popular branches that a maximum number of science students pick up after their high schools were only these five branches the criteria of choosing the students from each branch was based on the total minimum score in their finals (i.e., 50%).

Further, three criteria were used in selecting the colleges in the Hyderabad city. First, the availability of the chosen all the five branches in the one college. Second, the top 3tier colleges were preferred, and all the colleges should be "All India Council for Technical Education" (AICTE) approved. The shortlisted colleges and universities were used to get the questionnaire distributed among all the five branches and then the data was further used to get the results. A formal questionnaire was calculated on a "5-point Likert scale" with 1 "strongly disagrees" and5 "strongly agree". We collected data from 4 major branches of engineering students from top tier colleges of the Hyderabad city. The data collection was web-based, through which the questionnaire was sent to the students on their mail id's, from the 850-questionnaire sent, 518 were found to be usable questionnaires which represented a 60.94% response rate.

Data Synthesis
Reliability and Validity Test

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Table: 1. Case Processing Summary

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|		N	%
Cases	Valid	518	100.0
	Excluded[a]	0	.0
	Total	518	100.0

a. List wise deletion based on all variables in the procedure.

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Table: 2. Reliability Statistics

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Cronbach's Alpha	N of Items
.916	15

The internal consistency of the questionnaire of 15 questions with a value of the Cronbach's Alpha is 0.918, which shows that data is 91.8 per cent reliable and valid.

Confirmatory Factor Analysis of Employer Branding Attributes
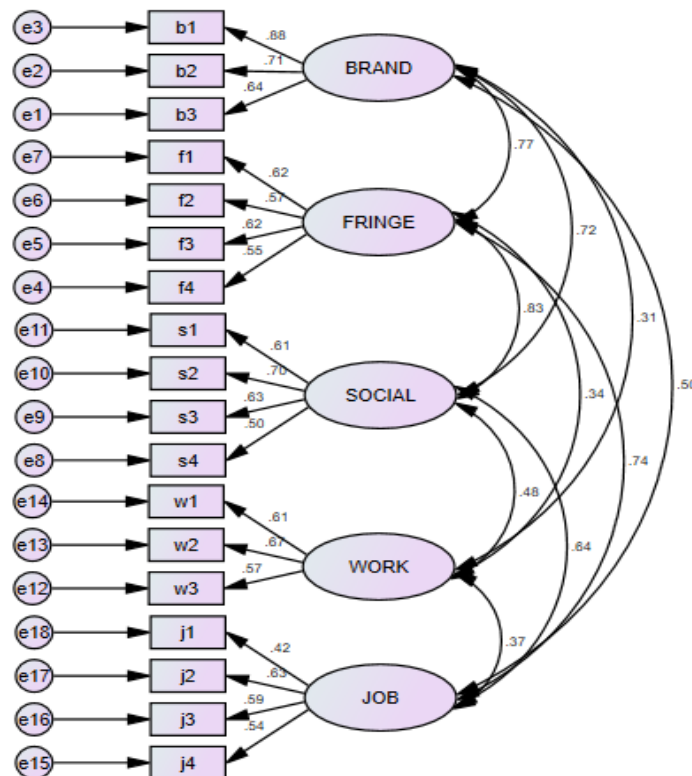
Selected Variables Expansion

BRAND (Brand Image), FRINGE (Fringe Benefits), SOCIAL (Social Media Platforms), WORK (Work Environment) and JOB (Job Security).

Table: 3. Standardized Regression Weights: (Group number 1 - Default model)

Code	Statements	Factor Name	Estimate
b3	I would like to work for a brand that has great success in the market.	Brand Image	.645
b2	Brand image is a way of offering the status assurance.		.715
b1	Brand image has a very important role in life		.878
f4	I believe that health protection benefits and insurance should be the compulsory part to be provided by the organization.	Fringe Benefits	.551
f3	I would prefer an organization with additional benefit opportunities like gifts, bonuses, incentives, etc.		.617
f2	I would like to get a salary and compensations based on my qualifications.		.571
f1	I need to choose the organization that helps in maintaining the ideal work-life balance.		.621
s4	I believe that social media platforms play a very important role in choosing the right employer.	"Social Media Platforms"	.502
s3	Social media provides the polished image of the corporate culture to the applicants.		.629
s2	I think the organizations with the great social media ratings has a different vibe overall.		.697
s1	I trust the social media reviews of the organizations.		.607
w3	The organization runs better with the active work environment.	"Work Environment"	.569
w2	I want to work in a transparent work environment with the less job-related misunderstandings		.668
w1	Positivity has a direct impact on the employee's productivity in the organization.		.610
j4	I think that job security guarantees the overall organizational commitment.	Job Security	.540
j3	Job security is a necessary aspect to have job satisfaction.		.592

Code	Statements	Factor Name	Estimate
j2	It is important to understand if the job is reliable.		.627
j1	I am looking for a secure job.		.416

Table 4. Confirmatory Factor Analysis of Alternative Models

Model	χ2	Df	χ2/Df	TLI	CFI	RMSEA
Five-Factor Model	674.136	125	5.393	0.758	0.803	0.092

Employer Branding Attributes (Brand Image, Fringe Benefits, Social Media Platforms, Work Environment and Job Security). Figure 1 shows a significant inter-factor correlation between Brand Image & Fringe Benefits factors at a significant level ($r = 0.77$, $p < 0.05$), Brand Image &Social Media Platforms ($r = 0.72$, $p < 0.05$), Brand Image &Work Environment ($r = 0.31$, $p < 0.05$), Brand Image &Job Security ($r = 0.50$, $p < 0.05$), Fringe Benefits &Social Media Platforms ($r = 0.83$, $p < 0.05$), Fringe Benefits &Work Environment ($r = 0.34$, $p < 0.05$), Fringe Benefits & job security ($r = 0.54$, $p < 0.05$), Social Media Plat forms &Work Environment ($r = 0.48$, $p < 0.05$), Social Media Platforms& Job Security ($r = 0.64$, $p < 0.05$) and Work Environment& Job Security ($r = 0.37$, $p < 0.05$). The result of the confirmatory factor analysis of alternative models is displayed in Table 4.

Chi-Square Test

H01: There is no significant association between employer branding attributes and demographic factors of final year engineering students.

- **$H0_{1.1}$:** There is no significant association between employer branding attributes and gender of final year engineering students.

Table: 5. Cross Tabulation

Gender	Employer Branding					Total
	Brand Image	Fringe Benefits	Social Media Platforms	Work Environment	Job Security	
Male	17	30	105	88	76	316
Female	12	29	71	44	46	202
Total	29	59	176	132	122	518

Table: 6. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.420[a]	4	.000
Likelihood Ratio	4.766	4	.000
Linear-by-Linear Association	1.798	1	.000
N of Valid Cases	518		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .39.

Table: 7. Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.092	.000
	Cramer's V	.092	.000
N of Valid Cases		518	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

From the above table-7, it can be seen that the result is significant since the significant value is less than 0.05. Hence the null hypothesis is rejected. It means that there is an association between employer branding and gender of the final engineering students.

Ho1.2: There is no significant association between employer branding attributes and branch of final year engineering students.

Table: 8. Cross Tabulation

Branch	Employer Branding					Total
	Brand Image	Fringe Benefits	Social Media Platforms	Work Environment	Job Security	
CSE	12	10	37	22	19	100
ECE	10	14	34	35	23	116
ME	16	20	20	26	31	113
EEE	15	22	20	24	40	121
CIVIL	11	16	18	15	9	69
Total	64	82	129	122	122	518

Table: 9. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.727[a]	16	.011
Likelihood Ratio	31.948	16	.010
Linear-by-Linear Association	2.516	1	.113
N of Valid Cases	518		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is .13.

Table: 10. Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.247	.011
	Cramer's V	.124	.011
N of Valid Cases		518	

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

From the above table-10, it can be seen that the result is significant since the significant value is less than 0.05. Hence the null hypothesis is rejected. It means that there is an association between employer branding and branch of the final engineering students.

Implication

The current research study has done a thorough literature review of the attributes of employer branding and has prepared and validated the questionnaire items based on each attribute, to measure the most perceived attributes by the engineering graduates based on their branches (computer science, electronics, electrical, mechanical and civil), although after the performance analysis of each attribute, turns out that "job security" is the most important attribute that they look for before joining the organization followed by the fringe benefits, its social media image, brand name and lastly the work environment (Sharma &Jaiswal, 2018).

Conclusion

In actuality, this research study at hand highlights the importance of employer branding and its attributes for the potential engineering graduates from five different branches and tried to enhance their perception through the measuring scale on each attribute. This study provides students with a tool that enriches their understanding to gauge functional aspects of employer branding attributes which then will be helpful in the decision-making process for choosing the right employer.

The findings of the study would be useful in making the employer branding strategies to attract the young talents from the crowd, and the companies which are trying to recruit talented engineers should be able to build their recruitment strategy based on such evaluation. At the same time, it would also benefit young engineering graduates to understand the reasons behind choosing the factors that should be considered while making the important decision.

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