

Analysis of Employer Branding: Evidence from India

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ABSTRACT

Employer branding is a strategy of Human Resource Management to attract, satisfy and retain the existing and prospective employees in the organization. Employees are the most valuable assets of the organization in this competitive era, so, it is a big challenge for pharmaceutical companies to attract talented employees, provide them job satisfaction and retain them. So, now a day's Human Resource Managers practices the concept of Employer branding. The prime objective of this study is to investigate how employer branding increases the level of attractiveness, satisfaction and encourages retention by Indian and Multinational pharmaceutical companies in India. This study is descriptive in nature. The study was conducted on 40 employees of Indian organizations & Multinational corporations, 20 from each group. Data has been collected through questionnaire from executives and Area Business Managers working in Indian and Multinational Pharmaceutical companies. Information collected on the basis of compensation, working conditions, career growth opportunities, job security and level of belongingness. Data collected through questionnaires have been classified, interpreted and conclusions were drawn which enumerated clearly that Employers branding is very fruitful for employer in this competitive era.

Key words: *Employer branding, Recruitment, Employee attraction, Social media*

Introduction

Employer branding has become very popular among Human Resource Managers because it offers the possibility for them to think strategically on promoting the organization as an employer. Employer branding is a strategy of Human Resource Management to attract and retain the employees in the organization. Ambler and Barrow defined this term in 1996, According to them "Employer branding as the package of functional, economic, and psychological benefits provided by employment and identified with employing company" Employer branding is a relatively new approach toward recruiting and retaining the best possible human talent within a recruiting environment that is becoming increasingly competitive. One of the most basic understanding about brand comes from the definition coined by American Marketing Association (AMA) "Brand is a name, term, sign, symbol, or design or combination of them which is intended to identify the goods and services of one sellers or group of sellers and to differentiate them from those of competitors". Branding was originally used to differentiate tangible products, but over the years it has been applied to differentiating people, places and organization. The term employer branding suggests the differentiation of an organization characteristics as an employer from those of its competitors. The employer brand highlights the unique aspects of the organization employment offering. Employer brand in terms of benefits, calling it "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company

In the words of Dell & Ainspan (2001), organizations have found that effective employer branding leads to competitive advantage helps employees internalize company's values and assists in employee retention.. According to Steve Gilliver (2009) employer brand identifies an organization in the marketplace and makes it unique. It gives everyone in the organization a handle on what we are, and everyone interested in joining the organization in a clear picture of what to expect. It infuses the firm's recruitment process and the interaction among people in the organization.

Employer branding resembles not only internal branding but also external branding. Internal branding components are: honoring the promises made before recruitment, develops a unique culture, increase employees retention. External branding components are: Reach and attract employees, recruiting, creating a unique image and distinctiveness. Employer branding has become very popular among Human Resource Managers because it offers the possibility for them to think strategically on promoting the organization as an employer. Its aim is to build internal and external branding. It is used to attract good candidates, to help them to picture themselves as being a part of the corporation. By using this concept, organization shows why they are different from their competitors and why the best applicants should choose to work for them.

In present competitive environment, every company wants to increase their market share, brand equity and reputation of the company, but without good employees can't be possible to achieve it. Earlier employees were treated as a commodity but now employees treated as an Asset. Here question arises, how an organization will attract, retain and satisfied talented employees, so employer branding started practices in Human Resource Management. Branding is not only limited in Marketing, it also practice in Human Resource Management. The application of branding principles in Human Resource Management is called Employer Branding.

In the present scenario, organization are using employer branding through social media in Recruitment process, to build a brand image of the organization, sound working condition, rewarded employee's photo, any reward given to organization and favorable comment by satisfied employees. Face book, LinkedIn, Twitter are the main social media which used by the organizations. Its main objectives are build a good image to prospective employees as well as to satisfied existing customers.

Pharmaceutical industries usually employ pharmacy graduates and post graduates for most of the operations. Pharmaceutical being knowledge based industry; special skills are required for all these operations or activities. Indian pharmaceutical industry has ample opportunity to grow. This industry has stiff competition to increase market share, reputation of the company. In this study respondent employees will be from sales and marketing divisions and they will be Area Level manager and Executive level. In pharmaceutical market Area Level Managers are also called -Area Business Manager, Area Sales Manager, Executive Level Managers are also called -Marketing Executive and Territory Manager. In this study, Researchers will focus on the factors which lead employee's satisfaction. Satisfaction is a qualitative term, so Likert scale will be apply.

There is very little literature review on employer branding. Some literature emphasizes that how employer branding build a brand reputation, still there are large gap. In this study, Research will find out that which (Indian & Multinational) pharmaceutical companies have a good career opportunity and future prospect.

Objective of the Study

- To analyze which (Indian & Multinational) pharmaceutical companies have better career opportunities and future prospects.
- To find out the level of sense of belongingness & identification with the objectives of the organization among the employees of the Companies(Indian and Multinational Pharmaceutical)

Research Methodology

The Research design for this study is descriptive in nature. A descriptive survey is a systematic, non-experimental. Descriptive research method for gathering information from a sample of individuals for the purposes of describing the attributes of the larger population of which the individuals are members. A formal list of questionnaire is prepared generally on their demographics, interests and opinions. The target population for the study consisted of employees in the pharmaceutical sector.

Area of the study: The study will be conducted in two groups of pharmaceutical companies; one is Indian and second is Multinational pharmaceutical companies.

Sample size: Data will be collected and analyzed on the basis of responses collected from two groups of pharmaceutical companies having 40 samples.

Research Instrument and Method: This Survey will be conducted on Respondents through the Well-structured Questionnaire. Questionnaire will be divided into two sections. First part will be designed to obtain demographic information about respondent's gender, residential Status, age, income, qualification and experience and Second part contain respondent's opinion regarding their employer.

ANALYSIS OF DATA:

The data collected through structured questionnaire from employees of different Indian & Multinational Pharmaceutical companies. Respondents collected 20 questionnaires from each group of company. It was further suitably analyzed by frequency and percentage in MS excel.

Table No: 1

Distribution of Respondents According to Gender

Group	Male No. (%)	Female No. (%)	Total No. (%)
Indian Pharmaceutical	14 (70)	6 (30)	20 (100)
Multinational Pharmaceutical	16 (80)	4 (20)	20 (100)

Table number: 1 states that, there are 20 Respondents in Indian Pharmaceutical companies, 14 respondents are Male and 6 are female. In Multinational Pharmaceutical companies, 16 respondents are Male and 4 are Female. Total respondents are 40.

Table No: 2

Distribution of Respondents According to Age

Age group(Years)	Indian Pharmaceutical			Multinational Pharmaceutical		
	Male No. (%)	Female No. (%)	Total No. (%)	Male No. (%)	Female No. (%)	Total No. (%)
Less than 25	6 (30)	3 (15)	9 (45)	8 (40)	2	10 (50)
26-30	4 (20)	2 (10)	6 (30)	4 (20)	2	6 (30)
31-35	3 (15)	1 (5)	4 (20)	3 (15)	0	3 (15)
More than 35	1 (5)	0 (0)	1 (5)	1 (5)	0	1 (5)
Total	14 (70)	6(30)	20 (100)	16 (80)	4 (20)	20 (100)

Table no.: 2 shows that, out of 20 respondents of Indian Pharmaceutical, 9 respondents age are less than 25 years, 6 respondents are 26 years to 30 years, 4 respondents are 31 years to 35 years and 1 respondent age is more than 35 years. In the same way, respondents age of Multinational Pharmaceutical are, 10 respondents age are less than 25 years, 6 respondents are 26 years to 30 years, 3 respondents are 31 to 35 years and 1 respondent is more than 35 years.

Table No: 3

Distribution of Respondents According to CTC

Indian Pharmaceutical				Multinational Pharmaceutical			
Income Group(Rs)	Male No. (%)	Female No. (%)	Total No.(%)	Male No. (%)	Female No. (%)	Total No. (%)	
Less than 2,00000	7 (35)	3 (15)	10 (50)	1 (5)	0 (0)	1 (5)	
2,00000-5,00000	2 (10)	2 (10)	4 (20)	2 (10)	3 (15)	5 (25)	
5,00000-8,00000	3 (15)	1 (5)	4 (20)	5 (25)	1 (5)	6 (30)	
More than 8,00000	2 (10)	0 (0)	2 (10)	8 (40)	0 (0)	8 (40)	
Total	14 (70)	6 (30)	20 (100)	16 (80)	4 (20)	20 (100)	

In this study, respondent's CTC is presented in Table No: 3. There are 10 respondents whose income are less than 2, 00000, 4 respondents are between 2, 00000 to 5,000000, 4 respondents are 5, 00000 to 8, 00000 and 2 respondents are more than 8, 00000 in Indian pharmaceutical. In Multinational pharmaceutical, 1 respondent CTC is less than 2,00000, 5 respondents are 2,00000 to 5,00000, 6 respondents are 5,00000 to 8,00000 and 8 respondents are more than 8,00000.

Table No: 4

Distribution of Respondents According to Qualification

Indian Pharmaceutical				Multinational Pharmaceutical			
Qualification	Male No. (%)	Female No. (%)	Total No. (%)	Male No. (%)	Female No. (%)	Total No. (%)	
Graduate	5 (25)	4 (20)	9 (45)	1 (5)	0 (0)	1 (5)	
Post-graduate	9 (45)	2 (10)	11 (55)	15 (75)	4 (20)	19 (95)	
Above Post-graduate	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	
Total	14 (70)	6 (30)	20 (100)	16 (80)	4 (20)	20 (100)	

Table NO: 4 shows that, In Indian Pharmaceutical, 9 respondents are Graduate, 11 respondents are Post-graduate and no one is above Post-graduate. In Multinational Pharmaceutical, only 1 respondent is Graduate and 19 are Post-graduate.

Table No: 5

Distribution of Respondents According to Total Experience in company

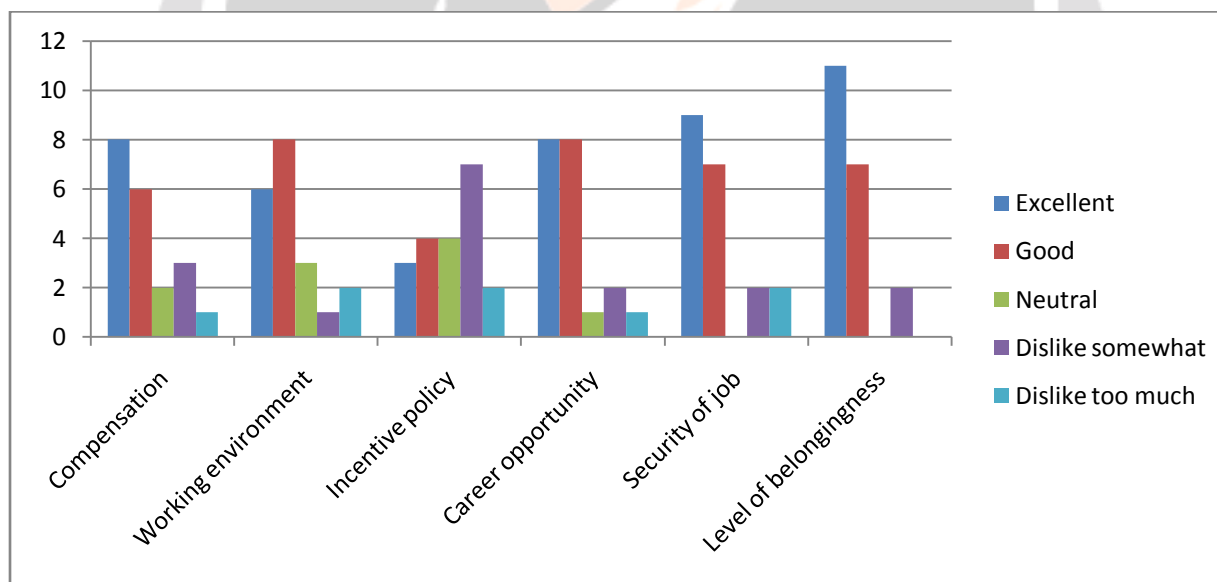
Indian Pharmaceutical				Multinational Pharmaceutical			
Experience	Male No. (%)	Female No. (%)	Total No. (%)	Male No. (%)	Female No. (%)	Total No. (%)	
Fresher(Less than 1 year)	5 (25)	2 (10)	7(35)	2 (10)	0 (0)	2 (10)	
1-3 years	4 (20)	3 (15)	7 (35)	3 (15)	0 (0)	3 (15)	
3-6 years	3 (15)	1 (5)	4 (20)	5 (25)	1 (5)	6 (30)	
Above 6 years	2 (10)	0 (0)	2 (10)	6 (30)	3(15)	9 (45)	
Total	14 (70)	6 (30)	20 (100)	16 (80)	4 (20)	20 (100)	

In this study, Table no: 5 states that in Indian Pharmaceutical, 7 respondents are fresher who have less than one year experience, 7 respondents have 1 to 3 years experience, 4 respondents have 3 to 6 year experience and two respondents have more than 6 years experience in their company. In the same way, In Multinational Pharmaceutical, 2 respondents have less than one year experience, 3 respondents have 1 to 3 years experience, 6 respondents have 3 to 6 years experience and 9 respondents have more than 6 years experience.

Table No: 6

Respondents of According to their opinion in Indian Pharmaceutical

Factors	Excellent	Good	Neutral	Dislike somewhat	Dislike too much
Compensation	3	4	4	4	5
Working environment	2	6	7	2	3
Incentive policy	12	4	2	1	1
Career opportunity	2	3	2	4	9
Security of job	3	3	2	5	7
Level of belongingness	4	5	1	5	5

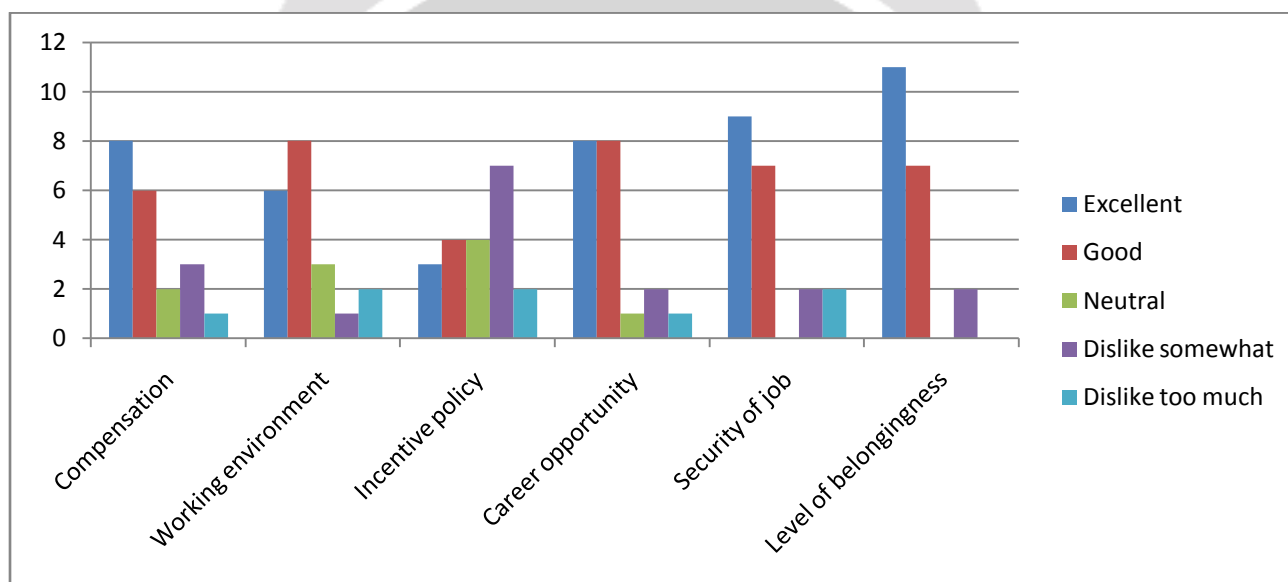


Indian Pharmaceutical

Table No:7

Respondents according to their opinion in Multinational Pharmaceutical

Factors	Excellent	Good	Neutral	Dislike somewhat	Dislike too much
Compensation	8	6	2	3	1
Working environment	6	8	3	1	2
Incentive policy	3	4	4	7	2
Career opportunity	8	8	1	2	1
Security of job	9	7	0	2	2
Level of belongingness	11	7	0	2	0



Multinational Pharmaceutical

Comparative Analysis:

On the basis of above data the employees of Multinational Pharmaceutical companies are very satisfied rather than Indian pharmaceutical companies in the terms of compensation. Second factor of this research paper is working environment. Data shows that Multinational Pharmaceutical companies provide sound working conditions, hence in this regard employees of Multinational Pharmaceutical are very satisfied. In the terms of Incentive policy, Employees of Indian pharmaceutical companies are very delighted. Career opportunity is the most important objective in this study and analysis shows that Multinational pharmaceutical companies provide better career opportunity rather than Indian pharmaceutical companies. Multinational pharmaceutical companies make their employees very safe in terms of job security. The last factor is the level of belongingness and Multinational pharmaceutical’s employee has high degree level of belongingness in comparison to Indian Pharmaceutical companies which increases retention of employees.

Conclusion:

In recent competitive era, Indian and Multinational pharmaceutical companies practices the employer brand as a strategic HR tool to take on greater importance for their organizations— how it is developed, communicated,

marketed and ultimately yields growth, profits and sustainability for today and into the future. Employer branding is all about capturing the essence of an organization in a way that engages current and prospective talent. In this research paper, it shows that Indian pharmaceutical companies did not practice employer branding effectively so, need to practices in an effective way to attract, satisfied and retain talented workforce.

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