

## Study on the Impact of Employer Branding on Recruitment

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**Keywords:**

Employer branding  
Demographic factors  
Recruitment preferences

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Received: 29.09.2024.  
Revised: 25.11.2024.  
Accepted: 01.12.2024.



**A B S T R A C T**

*This study investigates the influence of employer branding on job seekers' preferences, focusing on a sample of 303 participants, including fresh graduates, final-year students, and employees seeking better opportunities. Utilizing convenience sampling, a structured questionnaire was administered to collect demographic data and assess perceptions of various employer branding factors. The analysis employed Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) using SPSS and AMOS software, respectively, to validate the measurement model and identify key dimensions of employer branding. The findings reveal that 52.8% of respondents consider employer branding in their job decisions, indicating its growing importance in recruitment strategies. Chi-square tests were conducted to examine the relationships between demographic characteristics—gender, age, and education level—and employer branding preferences. Results show no significant association with gender and age; however, a significant relationship was found between education level and employer branding preference, with postgraduates more likely to value employer branding. This study underscores the need for organizations to enhance their branding strategies to attract potential employees, particularly among highly educated candidates, highlighting the evolving landscape of job-seeking preferences in relation to employer branding.*

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### 1. INTRODUCTION

Recruiting and retaining top talent has become increasingly challenging for firms in today's highly competitive labor market. Employer branding, which influences how an organization is perceived as a desirable place to work, has emerged as a powerful strategy to address this

challenge. Concept of employer branding, defining it as "the package of functional, economic, and psychological benefits provided by employment and identified with the employing company" [1]. Their definition underscores the comprehensive nature of employer branding, encompassing not only a company's products and services but also the

overall work experience, including opportunities for career growth and work-life balance.

Since its inception, employer branding has evolved to integrate elements of human resource management (HRM) and branding, creating a holistic approach that enhances both recruitment and retention efforts [2]. Today, employer branding is recognized as a key differentiator in the labor market, helping firms attract new talent and retain existing employees. Research [3] supports this view, showing that companies with strong employer reputations tend to be more competitive and provide superior work environments, as well as opportunities for both personal and professional growth.

Since its introduction by Ambler and Barrow [1], the concept of employer branding has undergone significant evolution. Early research emphasized employer branding's benefits for attracting and retaining talent. Over time, however, the concept has grown to encompass more than benefits alone, as demonstrated [2], who highlighted the importance of creating a unique employer brand that distinguishes companies in the competitive job market. Sivertzen, Nilsen, and Olafsen [4] further emphasized employer branding's role in shaping an organization's image and reputation, which, in turn, impacts its ability to attract and retain top talent.

Recent research highlights the positive influence of a strong employer brand on recruitment and employee retention. For instance, studies by Gilliver [5] and Davies [6] indicate that a well-developed employer brand not only increases the pool of potential applicants but also enhances current employees' loyalty, job satisfaction, and alignment with company values [7].

The success of an employer brand is largely anchored in its core values. Urde [8] and the Chartered Institute of Personnel and Development [9] emphasize that these values are the foundation of any employer brand, as they need to be deeply embedded within the organization and effectively communicated to both current employees and potential hires. Lievens [10] further argues that integrating brand personality traits into core values can enhance employer appeal, allowing employees to evaluate whether their personal values align with the organization's identity [2].

A clearly defined employee value proposition (EVP) that emphasizes the unique benefits of working for the company is also essential for a successful employer brand. Sengupta [11] highlight that EVPs form the bedrock of employer branding by clearly communicating both rational and emotional advantages that a company offers. According to Mosley [12], a well-constructed EVP strengthens the attractiveness of the work environment and clarifies what employees can expect, ultimately aiding in recruitment and retention.

While employer branding plays a crucial role in recruitment, there is limited research on how factors such as age, gender, and educational background influence job seekers' perceptions and preferences regarding employer brands. As younger generations enter the workforce, understanding how different demographic groups respond to employer branding strategies becomes increasingly important. Sivertzen [4] suggest that employer branding significantly impacts prospective employees' perceptions of an organization, with these perceptions potentially shaped by demographic characteristics.

In the contemporary labor market, recruiting and retaining top talent has become increasingly challenging for organizations. As highlighted by Ambler and Barrow [1], employer branding serves as a vital strategy to enhance an organization's appeal to potential employees. Despite the extensive research conducted on employer branding, significant gaps remain in understanding how demographic factors such as age, gender, and educational background influence job seekers' perceptions and preferences regarding employer brands.

While existing literature emphasizes the benefits of a strong employer brand [2,3], there is a lack of empirical studies that explore how different demographic groups interpret and respond to these branding efforts. This gap is particularly pertinent as younger generations enter the workforce, bringing unique values and expectations that may differ from those of previous cohorts. Understanding these differences is crucial for organizations aiming to develop effective employer branding strategies that resonate with a diverse pool of applicants.

Moreover, while previous studies [4] have acknowledged that demographic factors shape perceptions of employer branding, there is limited exploration of how these perceptions influence recruitment and retention outcomes across various demographic groups. For example, it remains unclear whether different age groups prioritize specific employer attributes or how gender influences the perceived alignment of personal values with an organization's brand.

Additionally, existing research primarily focuses on the theoretical aspects of employer branding and its overall impact on organizational image and reputation, with less emphasis on the practical implications of demographic diversity within the talent acquisition process. This study aims to fill these gaps by investigating how age, gender, and educational background affect job seekers' perceptions of employer branding, thereby providing actionable insights for organizations seeking to enhance their recruitment strategies and improve employee retention across diverse demographic groups.

By addressing these critical gaps, this research will contribute to a more nuanced understanding of employer branding in a multicultural workforce, ultimately aiding organizations in developing targeted strategies that align with the values and expectations of prospective employees.

### 1.1 Theoretical Background for the study

The investigation of employer branding and its impact on recruitment decisions is supported by several foundational theories and frameworks drawn from human resource management, marketing, and organizational behavior. The following theoretical concepts form the basis for understanding how employer branding influences job seekers' preferences and the role demographic factors play in this process: The study of employer branding and its impact on recruitment decisions is grounded in several key theories from human resource management, marketing, and organizational behavior. Employer Branding Theory, introduced by Ambler and Barrow [1], emphasizes the application of branding principles to human resources, promoting a company's image, culture, and values to attract potential employees, signaling favorable work conditions and career

growth. Social Identity Theory [13] posits that individuals derive part of their identity from the groups to which they belong, suggesting that job seekers are drawn to organizations that reflect their personal values, thereby enhancing their sense of belonging. Signaling Theory [14] is crucial in recruitment, as it asserts that employers convey signals through branding and communication, which candidates interpret to assess the desirability of an organization. The Attraction-Selection-Attrition (ASA) Framework [15] explains how individuals are attracted to organizations that share their values, while Person-Organization Fit Theory [16] highlights the compatibility between individual preferences and organizational culture, underscoring the role of employer branding in facilitating this fit. Additionally, Demographic Influence on Decision-Making is significant, with factors like age, gender, and education shaping individual preferences and interpretations of employer brands, as suggested by Social Cognitive Theory [17]. Finally, Expectancy-Value Theory [18] posits that job seekers evaluate employers based on expected outcomes and their perceived value, with employer branding influencing these evaluations by shaping expectations regarding benefits such as salary and career growth. Collectively, these theories provide a comprehensive framework for understanding how employer branding shapes recruitment processes.

## 2. LITERATURE REVIEW

The concept of employer branding is pivotal in linking human resources and marketing, as highlighted by Ambler and Barrow [1], who argue that a strong employer brand enhances employee relationships and, subsequently, organizational success. Berthon et al. [18] investigate the dimensions of employer attractiveness, identifying key elements through focus groups, while Wilden et al. [20] emphasize the need for consistency and credibility in employer branding based on in-depth interviews with job seekers. Chhabra [21] explore the attributes that attract management students, noting the significance of organizational culture and brand reputation. Similarly, Arachchige [22] focus on the perceptions of Sri Lankan graduates, revealing the importance of organizational culture and brand name. Alniacik [23] examine how demographic factors influence employer

attractiveness, finding notable gender differences in preferences. Gupta [24] review employer branding's impact on recruitment, emphasizing the need for strong branding to attract talent. Malhotra [25] identify key factors influencing job applicants, while Tanwar [26] analyze employer branding's role in employee retention, highlighting its positive effects on job satisfaction. Lastly, Vasantha [27] investigate the importance of employer branding in the Indian IT sector, providing insights into effective strategies for talent management. Overall, these studies illustrate that a well-defined employer brand not only attracts talent but also contributes to employee retention and satisfaction across various demographic groups.

The importance of employer branding in attracting and retaining talent is well-documented across various studies. Pandey [28] highlight how different dimensions of employer branding, including organizational reputation and flexibility, significantly influence employee attraction and retention in IT firms. Similarly, Pawar [29] emphasize the role of a strong Employment Value Proposition (EVP) in establishing competitive advantage and addressing talent shortages, advocating for collaboration among HR, marketing, and management. Tikson [30] focus on the employer branding strategies of PT. Citibank Indonesia, revealing that both instrumental and symbolic attributes impact organizational attractiveness differently based on gender and education level. Santiago [31] explores the relationship between employer branding and millennials' intent to apply for jobs, finding that while economic factors are less critical to this demographic, career progression remains vital. Bussin [32] investigate how employer branding affects staff retention and compensation expectations in the South African insurance sector, introducing the Employer Branding Control Cycle (EBCC) model for effective branding strategies. Gupta [33] assesses various facets of employer branding and their influence on the satisfaction of newly hired employees, underscoring its role in attracting and retaining talent. Pratap Dev [34] discusses the historical evolution of employer branding as a crucial component of competitive advantage in modern human resource management. Kumari [35] examine the impact of employer branding on recruitment, identifying social value as a significant factor for job seekers. Yameen [36]

investigate employer branding in higher education, finding that perceptions of branding factors differ between employee attraction and retention. Lastly, Aradhya [37] reveal the significant link between employer branding and work-life balance in the IT sector, noting the high value Generation Y places on benefits like flexible work schedules. Together, these studies underscore the multifaceted impact of employer branding on organizational success.

Recent studies highlight the critical role of employer branding in shaping employee engagement, satisfaction, and talent acquisition across various sectors. Nanjundeswaraswamy [38] developed a new scale to measure employer branding, identifying seven key factors such as professional advancement and work-life balance that explain over 70% of branding impressions among IT employees. Nanwani [39] found that effective employer branding significantly enhances employee satisfaction and engagement, emphasizing top management's role in driving branding efforts for talent retention. Ružić [40] focused on Generation Z in Croatia, identifying six dimensions of attractiveness in employer branding that cater to their unique needs. Nivetha [41] demonstrated that strong employer branding positively impacts hiring and retention in IT, highlighting the importance of aligning organizational culture with employee values. Loshna [42] reinforced these findings, noting that effective employer branding enhances employee retention and fosters a competitive advantage in talent acquisition. Puri [43] aimed to quantify employer attractiveness, identifying personal development, job security, and innovation as key factors, though limitations in sample size indicated the need for broader research. Sengupta [11] examined the work value preferences of Indian employees, validating a model for employer branding that incorporates demographic influences. Finally, Shabanabi [44] investigated how engineering students' perceptions of IT employers shape their job choices, identifying crucial attributes like compensation and company culture that significantly influence employer branding. Collectively, these studies underscore the multifaceted impact of employer branding on organizational success and employee satisfaction.

The concept of employer branding serves as a critical intersection between human resources and marketing, significantly impacting organizational success by enhancing employee relationships. Research has consistently highlighted the importance of a strong employer brand in attracting and retaining talent across various sectors. Studies by Ambler [1] and subsequent researchers, including Berthon [19] and Wilden [20], established foundational dimensions of employer attractiveness, focusing on aspects such as credibility and consistency. Further explorations into the role of organizational culture, demographic influences, and the Employment Value Proposition (EVP) have revealed a nuanced understanding of what makes an employer appealing [21-23]. Notably, different demographic groups, including millennials and Generation Z, exhibit varying preferences that necessitate tailored branding strategies [30,31].

Despite the wealth of literature on employer branding, gaps persist in our understanding of its application across diverse cultural contexts and sectors. For instance, while studies have established key dimensions of employer branding, there is a need for comprehensive frameworks that consider emerging workforce trends and values, particularly among younger generations [33,40]. The existing literature often lacks empirical validation through larger and more varied samples, which may limit generalizability [43,11]. Additionally, while various studies have explored the impact of employer branding on employee retention and satisfaction, there remains a dearth of research focusing on how specific employer branding attributes interact to influence these outcomes [38,42].

This study aims to fill these gaps by examining the multifaceted nature of employer branding and its implications for talent acquisition and retention. By developing a robust framework that integrates insights from recent studies, we will explore the interplay between employer branding attributes and demographic factors, ultimately providing actionable recommendations for organizations seeking to enhance their employer branding strategies. The findings will contribute to the ongoing discourse on employer branding and offer practical guidance for HR professionals and organizational

leaders in building competitive advantages in the talent marketplace.

### 3. RESEARCH METHODOLOGY

The study comprised a sample of 303 participants, including job seekers-specifically fresh graduates and final-year students-as well as employees actively exploring better opportunities outside their current organizations. Convenience sampling was employed to gather responses. The selected individuals from the final year of MBA and B.E. programs were less than five months away from graduating and entering the workforce. The employee participants included both full-time and part-time workers, with educational backgrounds ranging from undergraduate to postgraduate levels. They had been employed for durations ranging from six months to several years, either part-time or full-time.

A survey methodology was utilized for this study, with a questionnaire designed to collect demographic information and assess opinions related to employee attraction and employer branding. The questionnaire consisted of thirty-four questions, divided into two parts. Part A collected demographic details such as name, gender, age, education level, qualifications, and work experience. Part B employed a five-point Likert scale to evaluate the perceived importance of various factors. The variables included in the questionnaire were interest value, social value, application value, development value, and economic worth. Data analysis was conducted using SPSS 21.0, with structured questionnaires used to gather information on employer branding. Exploratory Factor Analysis (EFA) was applied to reduce the number of items, while Confirmatory Factor Analysis (CFA) was utilized for factor validation, with the AMOS software verifying model fit.

### 4. DEMOGRAPHIC DISTRIBUTIONS OF RESPONDENTS

Respondents were categorized according to demographic characteristics, including age, education level, and occupation, as shown in Table 1.

The demographic distribution of respondents shows a nearly balanced gender split, with 53.1%

male and 46.9% female participants. Age-wise, a majority of respondents (50.8%) are under 25, followed by 44.6% in the 25-35 age range, and a small group (4.6%) between 35-45 years. Regarding education level, 64.3% of respondents are postgraduates, while 35.7% are graduates. This distribution suggests a relatively young and highly educated sample, with a slight majority of male respondents.

**Table 1.** Demographical distributions of the respondents.

Demographic characteristics		No of Respondents	Percentage
Gender	Male	161	53.1
	Female	142	46.9
Age	Under 25	154	50.8
	25-35	135	44.6
	35-45	14	4.6
Education Level	Graduate	108	35.7
	Post graduate	195	64.3

**Validation of the scale**

When collecting data, structured questionnaires are often used to ensure that responses are standardized and easily comparable across participants. In this study, Exploratory Factor Analysis (EFA) was initially employed to validate the questionnaire, as EFA is a widely accepted method for assessing the dimensional structure and internal consistency of survey items. EFA helps to identify underlying relationships between observed variables, providing a preliminary check on whether the items accurately measure the intended constructs [45]. Once EFA confirms a plausible factor structure, Confirmatory Factor Analysis (CFA) is used to further validate this structure. CFA is particularly valuable for hypothesis testing, as it allows researchers to confirm the factor structure identified by EFA and test its fit within the theoretical model [46]. Thus, by conducting both EFA and CFA, this study ensured a comprehensive validation process, supporting the reliability and validity of the questionnaire [47].

**Sample adequacy test**

The adequacy of the data for conducting EFA and CFA was assessed using KMO and Bartlett's tests, with the test results summarized in Table 2.

The KMO and Bartlett's Test results suggest that the data is highly suitable for factor analysis. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: With a KMO value of 0.948, the data shows excellent sampling adequacy. Values closer to 1 indicate that the patterns of correlations are compact and conducive to reliable factor extraction. A KMO value above 0.9 is considered outstanding, further supporting the appropriateness of the data for factor analysis.

**Table 2.** KMO and Bartlett's Test statistics.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.948
Bartlett's Test of Sphericity	Approx. Chi-Square	6161.157
	df	253
	Sig.	.000

**4.1 Bartlett's Test of Sphericity**

The Bartlett's Test shows a significant Chi-Square value of 6161.157 with 253 degrees of freedom and a p-value of 0.000. This indicates that the correlations between variables are sufficient for factor analysis, rejecting the null hypothesis that the correlation matrix is an identity matrix.

Both tests confirm that the dataset meets the necessary conditions for conducting Exploratory Factor Analysis (EFA) and further confirmatory analysis, as there are meaningful underlying factor structures within the data.

**4.2 Exploratory Factor analysis**

Exploratory Factor Analysis (EFA) was conducted to reduce the dataset's items and dimensions, helping to clarify the underlying structure. The EFA results, including the total variance explained, are provided in Table 3. EFA is a critical step in identifying latent structures within the data and ensuring that only significant factors are retained for further analysis [48].

The Principal Component Analysis (PCA) results indicate that the first three components capture a substantial portion of the dataset's variance, with Component 1 alone explaining 55.724% of the variance, and Components 2 and 3 adding another 9.215% and 5.535%, respectively, for a cumulative total of 70.474%. After rotation, the variance is more evenly distributed across the three components, clarifying that each

component represents distinct dimensions within the data-26.719% for Component 1, 24.524% for Component 2, and 19.231% for Component 3. Components beyond the third add little explanatory value, as shown by their low eigenvalues (all below 1), indicating they do not

capture significant new information. This cumulative variance of 70.474% suggests that these three components sufficiently summarize the dataset, enabling a more focused and interpretable analysis of the main factors.

**Table 3.** Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.816	55.724	55.724	12.816	55.724	55.724	6.145	26.719	26.719
2	2.119	9.215	64.939	2.119	9.215	64.939	5.641	24.524	51.243
3	1.273	5.535	70.474	1.273	5.535	70.474	4.423	19.231	70.474
4	.795	3.457	73.931						
5	.661	2.872	76.803						
6	.585	2.544	79.347						
7	.513	2.231	81.578						
8	.484	2.103	83.681						
9	.451	1.960	85.641						
10	.383	1.666	87.307						
11	.363	1.578	88.885						
12	.324	1.407	90.291						
13	.308	1.337	91.629						
14	.284	1.237	92.865						
15	.254	1.105	93.970						
16	.237	1.032	95.003						
17	.227	.986	95.989						
18	.197	.856	96.845						
19	.182	.793	97.638						
20	.159	.692	98.330						
21	.135	.586	98.916						
22	.132	.572	99.489						
23	.118	.511	100.000						

Extraction Method: Principal Component Analysis.

The extracted and grouped three factors were name according to the relevance of the measurable items they are Personal and Professional Development, Compensation, Job Security, and Organizational Support.

**Organizational Culture and Innovation**

These parameters' moderate correlation indicates that they may represent different dimensions of employer branding but are still somewhat related. This model provides a clear structure for comprehending how various

employer branding elements affect workers' opinions and preferences.

**4.3 Confirmatory factor analysis**

A Confirmatory Factor Analysis (CFA) was conducted using SPSS Amos software to validate the three extracted dimensions and their associated 19 items. The confirmed measurement model is displayed in Fig. 1.

The CFA results indicate an acceptable to good fit for the model across several indices. The chi-

square (CMIN) value of 806.489 with 222 degrees of freedom yields a CMIN/DF ratio of 3.633, within an acceptable range for model fit in large samples. The RMR is low at 0.042, and the GFI is 0.821, suggesting a reasonably good fit, though AGFI (0.777) and PGFI (0.660) indicate potential room for improvement. Baseline comparisons, including the CFI and IFI at 0.904 and the TLI at 0.891, further support the model's adequacy, as values above 0.9 are typically considered indicative of a good fit. Parsimony-adjusted measures, including PRATIO (0.877), PNFI (0.766), and PCFI (0.793), show that the model maintains a balance between simplicity and explanatory power. Finally, the RMSEA is 0.093, with a confidence interval between 0.086 and 0.100, indicating a moderate fit. Overall, the indices confirm that the model is a good representation of the data, though slight adjustments may enhance fit further.

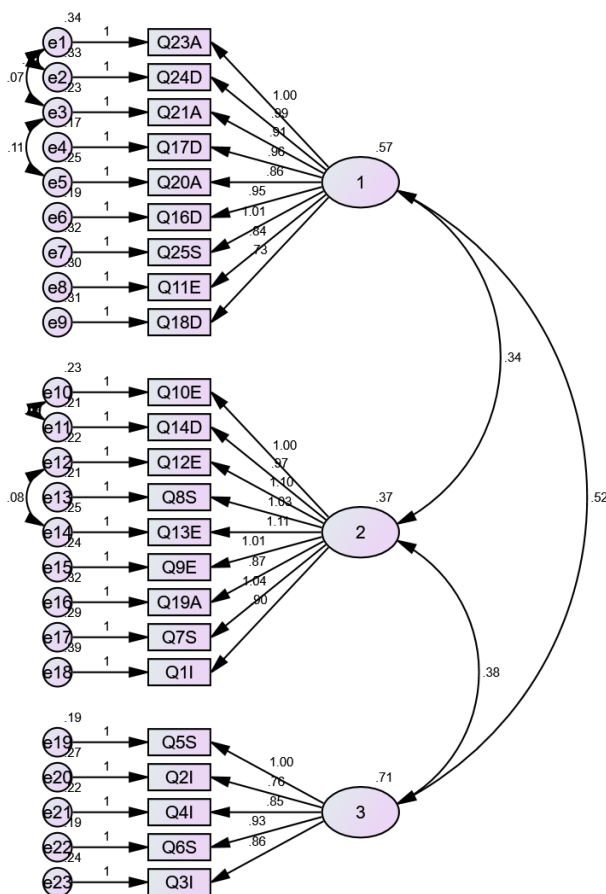


Fig. 1. Measurement Model.

Table 5. Model Fit Summary.

CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	54	806.489	222	.000	3.633
Saturated model	276	.000	0		
Independence model	23	6339.589	253	.000	25.058
RMR, GFI					
Model	RMR	GFI	AGFI	PGFI	
Default model	.042	.821	.777	.660	
Saturated model	.000	1.000			
Independence model	.376	.133	.054	.122	
Baseline Comparisons					
Model	NFI Delta 1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.873	.855	.904	.891	.904
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000
Parsimony-Adjusted Measures					
Model	PRATIO	PNFI	PCFI		
Default model	.877	.766	.793		
Saturated model	.000	.000	.000		
Independence model	1.000	.000	.000		
RMSEA					
Model	RMSEA	LO 90	HI 90	PCLOSE	
Default model	.093	.086	.100	.000	
Independence model	.282	.276	.288	.000	

#### 4.4 Status of preferences in relation to employer branding

To explore the status of preferences based on employer branding, the overall average is used as a cutoff. Preferences above the cutoff are considered, while those below the average are not considered.

Table 6. Status of preference.

Sl. No	Preference	Respondents	%
1	Considered	160	52.8
2	Not Considered	143	47.2
	Total	303	100

The Table 6 displays respondents' preferences regarding employer branding. Among the 303 participants, 52.8% (160 respondents) reported considering employer branding in their employment decisions, while 47.2% (143

respondents) did not factor it in. This indicates that employer branding holds some influence, appealing to a slight majority and reflecting its growing relevance in job-seeking preferences. However, the substantial percentage of respondents who do not prioritize employer branding suggests that there is an opportunity for employers to strengthen their branding strategies to appeal to a broader pool of potential employees.

#### 4.5 Relationship between demographical factors and preference of employer branding

To assess the relationship between demographic factors-Gender, Age group, and Education Level and preferences for employer branding, chi-

square tests can be performed for each demographic variable in relation to employer branding preference. This analysis helps determine whether these demographic factors have a statistically significant association with employer branding preferences. The test statistics for the chi-square analysis are presented in Table 7, illustrating the influence of demographic characteristics on employer branding preferences in recruitment.

H0: Demographical factor of the respondents will not influence on the preference of employer branding for the recruitment.

H1: Demographical factor of the respondents will influence on the preference of employer branding for the recruitment.

**Table 7.** Relationship between demographical factors and preference of employer branding for the recruitment.

Demographic characteristics		Considered	Not considered	Chi Square Output	Significance
Gender	Male	85	76	Chi-Sq = 0.000 DF = 1 P-Value = 0.997	NS
	Female	75	67		
Age	Under 25	81	73	Chi-Sq = 3.712 DF = 2 P-Value = 0.156	NS
	25-35	75	60		
	35-45	4	10		
Education Level	Graduate	49	59	Chi-Sq = 31.850 DF = 1 P-Value = 0.000	5%

The chi-square test results reveal varying relationships between demographic characteristics and employer branding preference:

**Gender:** There is no significant association between gender and employer branding preference, with a chi-square value of 0.000, a p-value of 0.997, and degrees of freedom (DF) = 1. This indicates that male and female respondents are equally likely to consider employer branding.

**Age:** The relationship between age groups and employer branding preference is also non-significant, with a chi-square value of 3.712, a p-value of 0.156, and DF = 2. This suggests that preference for employer branding does not vary significantly across different age groups.

**Education Level:** A significant association exists between education level and employer branding preference, as indicated by a chi-square value of

31.850, a p-value of 0.000, and DF = 1. The results show that postgraduates are much more likely to consider employer branding compared to graduates.

While gender and age do not show a significant impact on employer branding preference, education level does, with postgraduates showing a significantly higher preference for employer branding. This suggests that employer branding efforts may particularly resonate with more highly educated individuals.

**Results:** The results of the chi-square test reveal varied relationships between demographic characteristics and preferences for employer branding. Gender shows no significant association with employer branding preferences, as indicated by a chi-square value of 0.000 and a p-value of 0.997, meaning that both male and female respondents are equally likely to consider

employer branding in their job decisions. Similarly, age does not demonstrate a statistically significant relationship with employer branding preference, with a chi-square value of 3.712 and a p-value of 0.156, indicating that preferences remain consistent across different age groups. However, a significant relationship exists between education level and employer branding preferences, as shown by a chi-square value of 31.850 and a p-value of 0.000. This finding suggests that respondents with postgraduate qualifications are significantly more likely to value employer branding in their employment choices compared to graduates. Therefore, while employer branding appears to resonate more with highly educated individuals, gender and age are not determining factors in employer branding preferences.

## 5. CONCLUSION

The findings indicate that while gender and age are not influential factors, education level has a strong association with preferences for employer branding. Postgraduate respondents are more likely to consider employer branding in their employment decisions, signaling that employer branding strategies may be more effective among individuals with higher educational qualifications. This underscores the potential for organizations to tailor branding strategies to target more highly educated job seekers, who may be more responsive to such efforts.

## 6. DISCUSSION

The significant association between education level and employer branding preference aligns with existing research suggesting that individuals with higher education levels often place greater importance on organizational reputation and value alignment when evaluating potential employers [2]. Employer branding may thus be more relevant for educated job seekers who seek alignment between their personal values and organizational culture. However, the non-significant findings for gender and age indicate that these demographic factors do not substantially impact employer branding preferences, suggesting that branding strategies may have broad applicability across different age and gender demographics.

In future studies, it would be beneficial to explore additional demographic and psychographic variables, such as industry experience or personal career goals, to gain further insights into the nuances of employer branding preferences among job seekers [49].

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