

Impact of Employer Brand on Employer Attractiveness as Perceived by Employees in Insurance Industry

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There is a war for attracting the best employees toward the organizations, so managers have to pay attention to attracting employees. Employer brand is grounded in the resource-based view and human resource theory and focuses on developing organizations' brands' potential employers (Backhaus & Tikoo, 2004). The current research initiated to assess the impact of employer brand on employer attractiveness. According to the literature, the researcher found a gap in identifying the relationship between the employer brand and employer attractiveness. Therefore this study assesses employer brand level, access the level of employer attractiveness, and identifies the impact and relationship between employer brand and employer attractiveness. The study is limited to the identification of the results of employees in a selected insurance company. The research is carried out as an exploratory cross-sectional study, and a self-completion questionnaire is administered to gather relevant data from the participants. The size of the sample is 123, and only 123 students responded effectively. Simple random sampling methods were used to design the sample from the total number of employees in a leading insurance company. Frequency descriptive statistical analysis, correlation analysis, and regression analysis were used to achieve the study's objectives. The current study concludes by declaring that high employer attractiveness is made through the employer brand. Further researcher identifies that there is a significant and moderate relationship between employer brand and employer attractiveness. To be competitive within the market place and to achieve organizational strategic goals, it is recommended that organizations must have a specific concern over the organizational brand identified through this study, which will permit to attract the best breed towards the particular employer.

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