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## **A Study on “Employee Branding in Hr Perspective” with Reference to Tata Communications, Chennai**

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### ***Abstract:***

*The study has been taken on the topic “A Study on “Employee Branding in Hr Perspective” with reference to Tata Communications, Chennai” to know the level of image in the minds of the employees in the organization, which helps the employers to know how employees perceive their organization.*

*The primary objective of the study is to find out how the employees think about their organization. By this study the employers can get the views of the employees and can know where they are lacking which makes their employees dissatisfied. The research design that is used in this project is descriptive research design. The sampling method was convenient sampling. For the project the sample size was 82. The structured questionnaire was used to collect the data. The survey period was three months. The structured question consists of open ended, closed ended and multiple choice question.*

*The data collected through questionnaire was processed by editing; processing, classifying, tabulating and inference were drawn out of it. To analyse the obtained data various statistical tools like chi square test, kolmogorov smirnov test, were used.*

*From the study it is found that the employees are satisfied with the various activities of the employer and the image of the organization in there minds also high. They feel glad to be a part of the Tata group.*

***Keywords:*** Branding, sampling, climate

## **1. Introduction**

### ***1.1. General Introduction***

Employee branding is the process of internal marketing (as like as building brand image of the product through external communication with customers through their standardized products) Organizations use brands to give their offerings an identity and to distinguish them from competitive offerings. These brands typically take the form of words, signs, symbols, or designs. Employees too can reinforce, strengthen, and even create a brand image for their products and organizations. Employee brand-building behaviors may include courtesy, responsiveness, reliability, helpfulness, and empathy, among others. Such behaviors have been shown to contribute to consumers perceptions of service quality and may result in higher levels of customer retention and loyalty.

It is important to understand how organizations can succeed in their quest to have employees deliver a service experience that is consistent with both customer expectations and the brand image desired by the organization. Because these service experiences can only be delivered by the employees who represent the organization, the task of getting employees to reflect the organization’s brand image and deliver on its promises is a challenge for businesses. Recently, employee branding has garnered managerial and research attention that focuses on addressing this challenge.

## **2. Research Methodology**

### ***2.1. Introduction***

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is scientifically proved. The scope of research methodology is wider that of research methods. Thus, we not only talk of the research methodology, but also consider logic behind the methods, in the context of our study and explain why we are using a particular methods/technique and why we are not using other so that research results are capable of being evaluated either by the research himself or by others.

### 2.1.1. Type of Research

Research can be classified on the basis of either technique or function. Experiments, surveys, and observational studies are just a few command research techniques. Classifying research by its purpose or function shows how the nature of the marketing problem influences the choice of methods. The nature of the problem determines whether the research is explorative, Descriptive, or casual.

Explorative research is being done to clarify and define the nature of the problem. It is in general done to give the problem a more solid shape and identify which information that is being needed for future research.

Descriptive research is designed to describe characteristics of a population of phenomenon. It is in general being used for answering question of the characteristics; who, what, when, where and how. It provides the number of times something occurs, or frequency, lends itself to statistical calculations such as determining the average number of occurrences or central tendencies.

Casual research has as basic alignment to identify cause - effect relations between different variable. In studies of this kind the investigator has expectations on the relation between the investigated variables, for example how the price is affecting the sales for a product.

In this research the objective is to describe what a certain research population has in common, and what differs. What employee brand image does the companies and their employees on the inside? This research can thereby be classified as descriptive.

## *2.2. Objectives of the Study*

### 2.2.1. Primary Objective

- ❖ To find the factors influencing the employee branding in Hr perspective.

### 2.2.2. Secondary Objectives

- ❖ To find out the psychological bond between the employer and employee.
- ❖ To find out the impact of organization culture on employee branding.

## *2.3. Research Instrument*

A structured questionnaire has been used as an instrument for this study. Structured questionnaire is those in which there are definite, concrete and predetermined questions relating to the aspects for which the research collects data same questionnaire has been used for all the respondents.

## *2.4. Questionnaire Design*

The structured questionnaire on employee branding consists of open and closed ended, multiple choices and dichotomous questions.

## *2.5. Data Collection*

Data refers to information or facts. It includes numerical figures, non –numerical figures, descriptive facts, and qualitative information. The task of data collection begins after research problem has been defined and research plan has been decided. The nature of the data is both Primary and Secondary data.

### 2.5.1. Primary Data

Descriptive tool design has been used to collect the primary data; it is collected through questionnaire method from employees. Primary data details are most easy to verify.

### 2.5.2. Secondary Data

The secondary data or historical data are available well in hand before conducting the research. The details may be collected from company records, websites, and also from the previous projects either related are unrelated.

## *2.6. Sampling Procedure*

Convenience sampling has been used in this study. Convenience sampling is used for selection of homogeneous sample for the study. It is a non-probability sampling. Thus, research study may include study objects, which are conveniently located. Research findings based on convenient sampling however, cannot be generalized.

## *2.7. Period of Study*

The study was undertaken for 3 months during April 2015 to June 2015. During the period the following are carried out:

- Objectives were set and questionnaire was finalized.
- Data were collected and recorded
- Data were analyzed and interpreted
- Report were generated

## *2.8. Sample Size*

82 different respondents have been taken for the study. Both executives and non executives were taken into consideration while collecting the data.

### 2.9. Pilot Study

A survey with 15 respondents was conducted for testing the validity of the questions. It was found that no changes are required in the questionnaire. Hence same questionnaire was used for final study.

### 2.10. Limitations of the Study

- There may be bias in the collected information, as some of the respondents may not have given their opinion as they feel due to fear of their higher officials in the organization.
- The time required for the research is 3 months and the employees response are restricted due to fear of higher officials the result obtained may be approximate.
- Moreover the level of image of the organization in the mind of the employees may change as the time passes the validation of the study is for a short time.

## 3. Data Analysis and Interpretation

### 3.1. Introduction

The data after collection has to be processed and analyzed in accordance with the outline laid down for the purpose at time of developing the research plan. This is essential for scientific study and ensuring that we have all relevant data for many contemplated comparisons and analysis. Technically processing implies editing, coding, classification and tabulation of collected data so that they are amenable for analysis.

#### 3.1.1. CHI – SQUARE TEST

- Aim:

To find the existence of relationship between working experience of employees and the acceptance of new ideas by their managers

New Ideas Experience	New Ideas				Total
	Always	Often	Sometimes	Never	
LESS THAN 5 YEARS	4	2	3	1	10
6 – 10 YEARS	10	2	11	18	41
11 – 15 YEARS	8	2	4	9	23
16 – 20 YEARS	5	1	1	1	8
TOTAL	27	7	19	29	82

Table 1

- Framing Hypothesis:

- Null hypothesis H<sub>0</sub>: There is no relationship between working experience of employees and the acceptance of new ideas by their managers.
- Alternate hypothesis H<sub>1</sub>: There exists relationship between working experience of employees and the acceptance of new ideas by their managers.

Observed Value (O)	Expected Value (E)	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
14	16.79	-2.79	7.7841	0.464
8	7.57	0.43	0.1849	0.024
5	2.6	2.4	5.76	2.22
10	9.31	0.69	0.4761	0.051
11	9.5	1.5	2.25	0.24
6	10.724	-4.724	22.316	2.081
18	14.5	3.5	12.25	0.84
10	10.96	0.96	0.9216	0.084
			CALCULATED VALUE	$\chi^2 = 6.009$

Table 2: Calculation of Chi - Square Value

Degree Of Freedom (C-1) × (R-1) = (4-1) × (4-1) = 9  
 Tabulated Value @ 5% Significance and d. o. f of 9 = 16.919

- Result

Since the tabulated value@5% significance is 16.919 which is greater than the calculated value 6.009, the null hypothesis is accepted.

- Conclusion

Since null hypothesis is accepted, there is no relationship between working experience of employees and the acceptance of new ideas by their managers.

### 3.1.2 KOLMOGOROV – SMIRNOV TEST

→ AIM: To find significance difference between response during recruitment process and satisfaction towards recruitment process.

Opinion Response	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Highly Dissatisfied	Dissatisfied	Total
Excellent	14	9	3	0	0	26
Better	3	3	4	0	0	10
Good	4	17	13	2	0	36
Bad	1	1	1	0	0	3
Not Bad	0	3	2	2	0	7
TOTAL	22	33	23	4	0	82

Table 3

- Framing Hypothesis:

→ Null hypothesis H0:

There is no difference between response during recruitment process and satisfaction level during recruitment process of the employees Level during recruitment process.

→ Alternate hypothesis H1:

There is difference between response during recruitment process and satisfaction level during recruitment process of the employees.

- Weighted Average Table

Factors	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Highly Dissatisfied	Weights Total	Weighted Avg	Rank
Excellent	56	18	6	0	89	4	1
Better	12	9	8	0	29	2.9	3
Good	16	51	26	2	97	2.69	4
Bad	4	3	2	0	9	3	2
Not Bad	0	9	4	2	15	2.14	5

Table 4

F	CF	F <sub>0</sub> (x)	E	CE	F <sub>e</sub> (x)	F <sub>0</sub> (x)-F <sub>e</sub> (x)	
4	4	0.271	2.946	2.946	0.2	0.071	
3	7	0.475	2.946	5.892	0.4	0.075	D <sub>max</sub>
2.9	9.9	0.67	2.946	8.838	0.6	0.07	
2.69	12.59	0.85	2.946	11.784	0.8	0.05	
2.14	14.73	1	2.946	14.73	1	0	
14.73							

Table 5

$$\begin{aligned}
 \text{Table value at 5\% level of significance} &= 1.36 \\
 &= \frac{1.36}{\sqrt{n}} \\
 &= \frac{1.36}{\sqrt{82}} \\
 &= \frac{1.36}{9} = 0.151
 \end{aligned}$$

- Result

Since the tabulated value@5% significance is 0.151 which is greater than the calculated value 0.075, the null hypothesis is accepted.

There is no difference between response during recruitment process and satisfaction level during recruitment process of the employees.

#### 4. Findings, Suggestions and Conclusion

##### 4.1. Findings

- Chi Square

- Since null hypothesis is accepted, there is no relationship between working experience of employees and the acceptance of new ideas by their managers.

- Kolmogorov – Smirnov Test

- Since null hypothesis is accepted, there is no difference between response during recruitment process and satisfaction level during recruitment process of the employees.

##### 4.2. Suggestions

- The work space is not compact for the employees. The management has to look after that and can provide free space for the employees and the movement of workers won't disturb others.

- The organization can think of providing the transportation facility for there employees apart from providing compensation for transport. So that they can come to work without any difficulty.

- Most of the employees are feeling that the Hr team is delaying in doing things. It should be looked after by the management.

- To motivate employees and boost the brand image the management can arrange for tours quarterly or half yearly.

- The management can think of displaying the names of the employees in the notice board monthly who perform well.

##### 4.3. Conclusion

As the employees are the brand ambassador of the company, they only pass positive word of mouth to the out side world. The study concludes that internal customers i.e., the employees have a positive image of the company in their minds and they feel happy to be a part of Tata group. The employers are positioned a good brand image in their employees mind. Further the management may consider the suggestions given by the researcher to improve image of the organization .When the employees satisfied, they work with enthusiasm to achieve the common goals of the employer.

#### 5. References

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**Annexure****Questionnaire**

- 1) Your experience in the work?  
a) a. 5 yrs & below ( ) b. 6-10 yrs ( ) c. 11-15 Yrs ( ) d. 16-20 yrs ( ) e. Above 20 yrs( )
- 2) Your satisfaction level with regard to relationship with your reporting managers?  
a) Highly satisfied ( ) b) satisfied ( ) c) neither satisfied nor dissatisfied ( )  
d) Dissatisfied ( ) e) highly dissatisfied ( ).
- 3) Whether your reporting manager / colleagues pass the information required by you frequently?  
a) Yes ( ) b) No. ( )
- 4) Do you face any interruption in your work by your supervisors?  
a) Yes ( ) b) No. ( )
- 5) In your organization, change is viewed as an opportunity for growth?  
a) Yes ( ) b) No. ( )
- 6) Do you feel that your team leader or manager accepts the new ideas and views proposed by you?  
a) Always ( ) b) Often ( ) c) Sometimes ( ) d) Never ( )
- 7) Specify the person who looks after your grievance in the base level?  
a) Team leader ( ) b) Department head ( ) c) Manager ( ) d) HR Team ( )
- 8) Specify the level of response given to you during the recruitment process?  
a) Excellent ( ) b) Better ( ) c) Good ( ) d) Bad ( ) e) not bad ( ).
- 9) Specify the satisfaction level of you towards the recruitment process?  
a) Highly satisfied ( ) b) satisfied ( ) c) neither satisfied nor dissatisfied ( )  
d) Dissatisfied ( ) e) highly dissatisfied ( )
- 10) Any Other Suggestions, Please Specify\_\_\_\_\_