



Unraveling the Effectiveness of Employer Branding: Among Gen Z Job Seekers

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Abstract:

Employer branding has become a crucial factor in attracting and retaining talent, particularly among Generation Z job seekers. This study explores how employer branding influences Gen Z's employment decisions and organizational commitment. It explores into the key attributes that define an attractive employer for this generation, the channels through which employer branding is communicated, and the impact of employer brand perception on job choice. The findings provide insights into strategic employer branding practices to enhance recruitment effectiveness.

Keywords: Employer Branding, Gen Z, Job Seekers, Effectiveness, Workforce, Appealing

I. INTRODUCTION:

With the rise of Gen Z in the workforce, organizations must refine their employer branding strategies to meet the expectations of this digitally native and socially conscious generation. Unlike previous generations, Gen Z values workplace culture, diversity, corporate social responsibility, and career development opportunities. This paper examines the effectiveness of employer branding in attracting Gen Z talent and its impact on their job-seeking behaviour.

II. OBJECTIVES:

The research seeks to fill the gaps that currently exist by concentrating on the effectiveness of employer branding in the generation Z. The particular objectives of the study are:

1. To understand the concept of employer branding.
2. To study on Gen Z Job seeker's intentions and attitudes towards Employer Branding.
3. To explore the effectiveness of Employer Branding on Gen Z.
4. To analyse the appealing employer branding among Gen Z.

III. LITERATURE REVIEW:

JJ Selvakumar, S Pachiyappan, G Suganya(2024), Gen Z Student Expectations Towards Employer Attractiveness: An Indian Perspective. The research aimed to understand what factors motivate Generation Z management students to pursue careers in organizations and their expectations from these roles. Over 330 first- and second-year students participated by filling out a questionnaire based on a 25-item employer attractiveness scale. They also selected their top five items from this list. A focus group discussed the perceived benefits of those items. The study compared findings to existing literature and related concepts like employer branding and employee engagement, noting similarities with studies from Sri Lanka and Australia.

FF Adyaksa, NN Arief(2024), Analysis on the Influence of Employer Branding Strategies with the Desires of Generation Z to Attract Potential Talent in the Start-Up Company: A Case Study of Andalin. This study showed how employer branding could be used in attracting and retaining Gen Z employees, especially at Indonesian startups like Andalin. The results support that social responsibility, professional opportunities, and the organizational culture were among the vital factors in incentivizing Gen Z to work. While Andalin has made efforts in establishing a harmonious work climate, its employer branding strategies must be improved for them to correspond more closely to the values of Generation Z. The findings identify that social media is successful in projecting the company climate to Gen Z and stirring their interest, highlighting its prominence for employer branding. Another suggested method to raise awareness of the firm's culture, vision, mission, and core values is by improving the career website.



IV. RESEARCH METHODOLOGY:

This study employs a random sampling approach, conducting surveys with Gen Z job seekers to gauge their employer brand preferences. A primary data is collected via questionnaire from final-year students and early-career professionals across various colleges in Coimbatore based on the NIRF ranking 2024. The study also analyses employer branding efforts through content analysis

of corporate social media pages and job postings.

A sample of 110 Gen Z job seekers participated in the survey, with structured questions assessing their employer brand perceptions, preferred job search platforms, and influential branding elements. The data was analysed using statistical techniques to identify key trends.

V. FINDINGS AND RESULT:

Age:

Age	No. of respondents	Percentage
18 – 20	16	14.5
21 – 23	73	66.4
24 – 26	8	7.3
27 – 30	13	11.8
Total	110	100

Source: Primary data

INTERPRETATION:

From the above analysis we can find 14.5% of the respondents were between the age of 18 – 20 years; 66.4% of the respondents were between the age of 21 – 23 years; 7.3% of the respondents were

between the age of 24 – 26 years and 11.8% of the respondents were between the age of 27 – 30. So, the majority 66.4% of the responses were received from the age between 21 – 30 years.

Majority 66.4% of the respondents were between the age group of 21 – 23 years.

Current Status:

Current Statues	No. of respondents	Percentage
Student	71	64.5
Employed	27	24.5
Unemployed	12	10.9
Total	110	100.0

Source: Primary data

INTERPRETATION:

From the table we can find 64.5% of the respondents were students; 24.5% of the respondents were employed and 10.9% of the respondents were unemployed. Therefore, the majority 64.5% of the respondents were students.

Majority 64.5% of the respondents' current status were students.

CHI SQUARE:

Factor (comparing with age)	df	Sig.val.
Importance of employer branding when considering employers	12	.009
No. of Valid cases	110	

Source: Primary data

Note: S: Significant (p value ≤ 0.05); NS: Not Significant (p value > 0.05)



HYPOTHESIS:

H0: There is no significant relationship between age and importance of employer branding when you are considering potential employers.

H1: There is a significant relationship between age and importance of employer branding when you are considering potential employers.

INTERPRETATION:

As Chi- square test was conducted to evaluate whether there is a relationship between age and

ANOVA:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.181	3	1.394	1.162	.328
Within Groups	127.174	107	1.200		
Total	131.355	110			

Source: Primary data

HYPOTHESIS:

H0: There is no significant relation between age and satisfaction level on the focus of work-life balance in employer branding.

H1: There is a significant relationship between age and satisfaction level on the focus of work-life balance in employer branding.

INTERPRETATION:

From the table, the significant value of relation between age and work-life balance is >0.05 . So, the null hypothesis is accepted and alternative hypothesis is rejected indicating there is no significant relation between age and satisfaction level of work-life balance in employer branding as per the responses received from the respondents.

VI. FINDINGS:

Simple Percentage Analysis:

- Majority 60% of the respondents were female.
- Majority 66.4% of the respondents were between the age group of 21 – 23 years.
- Majority 64.5% of the respondents' current status were students.

Chi- Square Analysis:

- There is no significant relation between gender and importance of employer branding while considering potential employers.
- There is no significant relationship between gender and impact of company's value and culture while making decision to apply for a job.

importance of employer branding when considering potential employers. The Pearson Chi- Square value 26.648 and its p-value is 0.009 which is less than the threshold limit of <0.05 . Therefore, we can interpret that null hypothesis is rejected by accepting the alternative hypothesis. Thus, the result is there is a significant relationship between age and importance of employer branding when you are considering potential employers.

- There is no significant relationship between occupation and sources used to learn about company's employer branding.
- There is a significant relationship between age and importance of employer branding when you are considering potential employers.

ANOVA (Analysis of Variance):

- There is no significant relation between age and satisfaction level of work-life balance in employer branding.
- There is no significant relation between age and satisfaction level of transparency regarding salary presented in job postings and employer branding.
- There is no significant relation between age and satisfaction level the way companies communicate their work culture and values through social media and other platforms.

T- Test:

- There is no significant relationship between gender and satisfaction level of the information about employee benefits and perks provided by employers during the hiring process.

VII. CONCLUSION:

Generation Z prefers transparency in compensation, benefits, and company culture, and employers need to make sure these factors are transparently communicated in all branding efforts. According to these results, employers need to



highlight career growth opportunities, utilize social media for interacting with Gen Z, maintain salary and benefits transparency, and promote student-focused programs for early-career professionals. In summary, employer branding is the most important consideration in hiring and retaining Gen Z talent. By highlighting authenticity, transparency, and career growth prospects, companies can become employers of choice among Gen Z talent. Aligning employer branding tactics to the changing preferences of Gen Z will not only assist in securing top talent but also support long-term employee retention and satisfaction within a competitive and fast-evolving job market.

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