

A Study ON Impact OF Employer Branding IN THE Recruitment Process WITH Reference TO Agnikul Cosmos Private Ltd

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Abstract- Employer branding has emerged as a critical factor in attracting and retaining top talent in today's competitive job market. This study explores the impact of employer branding on the recruitment process, with reference to Agnikul cosmos private limited. The research aims to analyze the influence of key employer branding elements, such as employer value proposition and hiring decisions. A survey was conducted with 150 respondents to collect data on the effectiveness of employer branding in talent acquisition. Statistical tools such as regression, ANOVA, chi-square, and correlation are employed to examine the relationship between employer branding and recruitment outcomes. The findings of this study will provide valuable insights for agnikul cosmos in enhancing its employer branding strategies to attract and retain high-quality talent, ultimately improving its recruitment efficiency and organizational growth.

Keywords- Employer branding, Regression, ANOVA, Chi-square, Correlation, Agnikul cosmos private limits, Recruitment, Talent acquisition.

I. INTRODUCTION

Employer branding has become even more important in influencing recruitment decision at a time when social media and internet platforms provide candidates immediate access to employee reviews, testimonials, and information about the business culture. Businesses that don't keep up a positive employer brand frequently struggle to draw in qualified workers and run the danger of losing their competitive edge in the labor market.

This study will analyze the impact of employer branding on recruitment results, offering insights into how Agnikul cosmos may utilize its brand image to attract suitable talent, enhance applicant experience, and refine its recruitment techniques. Furthermore, the findings will be beneficial for HR professionals and talent acquisitions teams, offering recommendations on how to strengthen employer branding efforts to remain competitive in the space-tech job market.

II. COMPANY PROFILE

Agnikul cosmos private limits is an Indian private aerospace manufacturer and commercial launch service provider based in national center for combustion research and development (NCCRD) of IIT madras, Chennai. The startup aims to develop and launch its own small-lift launch vehicle such as the agnibaan, capable of placing 100kg (220 lb) payload into a 700km (430mi) orbit.

III. INDUSTRY PROFILE

Agnibaan is a customizable vehicle. When we were at the drawing board, we carefully analyzed what our customers really needed. We then engineered enough flexibility into the vehicle while carefully designing to ensure reliability. Removing a few engines and flying is more involved than it sounds. We had to ensure vehicle controllability, stability, lift off thrust-to-weight ratio made sense for each of these versions.

IV. LITERATURE REVIEW

Bussin & Mouton, (2019) Employer branding is a management tactic used to draw in and keep top personnel. G.G.Resis and B. M. Braga, (2016) Employer branding implications of employer attractiveness as seen by different generations. This study at the perceptions of employer attractiveness across generations and how branding is affected. Xie et al, (2015) has said that acquisitions are finest and brightest and are essential to a business's growth and survival. Because human capital is a significant resource that does help the organization accomplish its goals.

Chandy, R., Sorescu, A., and Tavassoli, N. T, (2014) employee-based brand equity, the reason why leaders at companies with great brands receive lower salaries. The link between executive salary and good employer branding is examined in this research.

Sokro (2012) has said that attracting and keeping brilliant workers is a result of company branding. Therefore, the idea of employer focusses on both retaining existing and potential employees as well as favorably impacting them in order to attract high-potential workers.

V. OBJECTIVE

- To determine the essential elements of a successful employer branding plan for the hiring process.
- To investigate the relationship between company reputation and offer acceptance rate among candidates.
- To analyse how employer testimonials influence potential candidate's perception of agnikul cosmos as an employer.
- To make recommendations to business about how to improve their employer branding efforts while hiring.

VI. RESEARCH METHODOLOGY

The research design followed for the study is descriptive type of research. It is typically concerned with determining the frequency with which something occurs which are variables vary together.

6.1 DATA COLLECTION

The researcher makes sincere attempt to create the overall meet the respondents to individually, the researcher explained each question to overall facilitate good understanding and genuine responses. The feel free in answering with the questionnaire and respondents.

6.2 STATISTICAL TOOLS USED

Regression analysis is a quantitative research method which is used when the study involves modelling and analysing several variables, where the relationship includes a dependent variable and one or more independent variables. The chi-square test is a statistical procedure for determining the difference between observed and expected data.

One-way ANOVA is a variance is a statistical method used to determine if there are any statistically significant differences between the means of three or more independent groups.

A coefficient in statistical is a numerical value that represents the relationship between two or more variables in a mathematical model.

VII. FINDINGS

The findings reveal that the majority of respondents agreed that the company offers attractive benefits. Many respondents remained neutral regarding the influence of a strong employer brand on their decision to accept a job offer. Most of the participants have one to three years of work experience. Furthermore, a significant portion of the respondents agreed that the company's reputation plays an important role in shaping their perception and decision-making.

The study reveals that most of the respondents belong to the age group of 26 to 35 years. A majority of them agreed that branding plays a role in their decision to accept a job offer. However, a considerable number of respondents remained neutral regarding the influence of a strong employer brand on their offer acceptance.

VIII. ANALYSIS

The analysis of regression, ANOVA, chi-square and correlation.

8.1 REGRESSION

The analysis indicates a significant relationship between the perception of attractive salary and benefits at agnikul cosmos and the influence of its employer on job offer acceptance. Candidates are more inclined to accept offers when they view the company's compensations as competitive. This highlights the role of salary and benefits in shaping employer brand perception. Competitive compensation is thus vital for effective talent acquisition.

8.2 ANOVA

The analysis reveals a significant relationship between the number of years of work experience in the organization and the perception of agnikul cosmos as a preferred employer in the aerospace industry. Employees with longer tenure are more likely to view the company favourably. This suggests that positive workplace experiences over time enhance employer reputation. Retaining experienced employees can thus strengthen the organization's position as an employer of choice.

8.3 CHI-SQUARE

The analysis indicates no significant relationship between different age groups and the extent to which agnikul cosmos employer branding influences the willingness to apply

for a job. This suggests that branding efforts have a uniform impact across age demographics. Employer branding appears to appeal equally to candidates regardless of age. Therefore, age does not play a major role in shaping application intent in this context.

8.4 CORRELATION

The analysis shows a significant relationship between the extent to which agnikul cosmos branding influences the willingness to apply for a job and its impact on the decision to accept a job offer. The indicates that strong employer branding not only attracts potential candidates but also plays a crucial role in their final decision-making process. A positive perception of the brand at the initial stage enhances commitment during the offer stage. Thus, consistent branding efforts are essential for successful talent acquisition.

IX. CONCLUSION

The study confirms that employer branding has a significant impact on the recruitment process at agnikul cosmos private limited. During on insights from 150respondents, the findings highlight that key element such as employer value proposition, company reputation, and employee testimonials play a crucial role in attracting and retaining potential candidates. Statistical analyses, including regression, ANOVA, chi-square, and correlation, further validate the strong relationship between employer branding and recruitment effectiveness. A positive employer brand not only enhances candidates' perceptions but also contributes to higher offer acceptance rates. These findings underscore the importance of continuously strengthening employer branding strategies to maintain a competitive edge in talent acquisition.

X. LIMITATIONS

The study li limited to agnikul cosmos pvt ltd which restricts the generalizability of the findings to other companies or industries.

The sample size may limit the accuracy and reliability of the results, affecting the strength of the conclusions.

Reliance on self-reported data may introduce social desirability bias, influencing the authenticity of responses. The study does not assess the long-term impact of employer branding or the specific role of digital platforms in talent acquisition.

XI. RECOMMENDATIONS

Enhance agnikul cosmos's digital presence on platforms such as LinkedIn, the company website, and social media to attract top talent. Share employee testimonials and success stories regularly to build trust and authenticity.

Improve the candidate experience by ensuring clear communication, timely feedback, and a streamlined interview process.Highlight the company's competitive salary and benefits packages in employer branding communications.

Promote the unique aspects of the company culture, including innovation, employee development, and work-life balance. Encourage existing employees to act as brand ambassadors through referral programs and internal branding initiatives.

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