A Study on Employees Attitude Towards Hr Branding Process at Software Industries in Puducherry Region

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ABSTRACT HR - Branding is all about creating differences. Employer branding is the process of promoting a company, or an organization, as the employer of choice to a desired target group, one which a company needs and wants to recruit and retain. The purpose of the study is to analyze the influencing factors of HR branding and to map the attitude of employees towards HR branding process of the organization. The outcome of the study found that employee's attitude towards organization policies procedures, compensation, working condition, amount of time spent at work are excellent. The company can improve the interpersonal skills of the employees which helps the business to built stronger relationship. Thus the research concludes that employees are the asset of the company and they decide the fatal of the organization. Hence, essential steps have to be taken too inbuilt the positive attitude among the employees.

INTRODUCTION

Branding becomes an important influencing element of our daily life. HR - Branding is all about creating differences. Today's Dynamic Talent knows the importance of investing in their own personal brand and they can better relate to organizations that make a commitment by having their own employee brand-Benn Higgins.

As Human assets are the back bone of the company it is getting more priority among the organization to create a positive attitude in employee's minds.

MEANING

Employer branding is the process of promoting a company, or an organization, as the employer of choice to a desired target group, one which a company needs and wants to recruit and retain.

DEFINITION -HR-BRANDING

"Employee branding is the package of functional, economic and psychological benefits by employer and identified with the employing organization"

- Barrow in Corporate Executive Board -2001.

"Employer branding is a logical process through which employees strive for one main goal to have a strong appeal on their future and current ideal employees".

FACTORS INFLUENCING HR BRANDING
PAY STRUCTURE

It should be more attractive & lucrative. Some people get satisfaction only because of the salary and Compensation and they stick to the organization for a long time.

ADVANCEMENT OPPORTUNITIES

There should be good scope and opportunity to grow. Opportunity should be given to employees at regular interval.

SUPERVISION

Proper supervision should be there in every organization. It helps the employee not to deviate from their path. And Employee works in a proper way.

CO-WORKERS

It is an important factor. Employee feels comfortable when their colleagues are good. They feel happy, because they can gain knowledge, culture, & so many things.

ENVIRONMENT

Company should be free from dispute, politics. Employees like to work in friendly environment.

THE COMPONENTS OF AN EMPLOYER BRAND

- Internal communication
- Reward & recognition
- Learning & development
- Measurement systems
- Performance appraisal
- Team management
- Recruitment and on-boarding
- Working environment
- Values

Steps to an Employer Brand Strategy:

- Determine how employer branding is viewed inside your company
- Define employer brand objectives and project scope
- The relationship between HR, marketing, and communications
- Discovering your employer brand.

SUCCESSFUL EMPLOYER BRANDS:

For example, Southwest Airlines' brand promise 'symbol of freedom' is fully internalized. At the core of their EVP is the theme 'freedom begins with me' which is underpinned by two key behaviors - empowerment and accountability. The organization takes a whole systems approach to communicating its EVP ranging from people processes and organizational systems, to performance management and rewards. As a result, Southwest Airlines is one of the world's top performing airlines and is continually voted as one of the best companies to work for in the US.

BENEFITS OF BUILDING A BRAND FOR HR DEPARTMENT:

- It improves credibility and strengthens the bonds of trust between HR department and the employees.

- It acts as a catalyst for pushing change
- It serves as communication shorthand for getting the message out.

PROBLEMS IN HR BRANDING
- Employee's perception at all times is not same.
- There is no appropriate method for prioritizing thing
- People may not have proper knowledge towards branding.
- Marketing and branding always overlap and create confusion

OBJECTIVES OF THE STUDY
- To analyse the influencing factors of hr branding process.
- To study the impact of hr branding on employees performance.
- To map the employees perception and satisfaction level.

SCOPE OF THE STUDY
1. The study helps not only to retain valued employees, but also to increase their level of performance.
2. It showcases the perception of employee's attitude and it helps the management to upgrade their HR Branding in their organization in future.

RESEARCH METHODOLOGY
The present study is the outcome of primary data collected from employees working in software industries in Pondicherry region. The secondary data was collected with the help books, magazines, and websites of company records.

DATA ANALYSIS AND INTERPRETATIONS
## FACTOR ANALYSIS
Application of factor analysis

S.No	FACTORS	Initial	Extraction
1.	Satisfaction with the Policies and Practices	1.000	.957
2.	Satisfaction with the Selection Process	1.000	.870
3.	Satisfaction with the compensation amount	1.000	.911
4.	Satisfaction with the Non Monetary Compensation	1.000	.935
5.	Satisfaction with the Working Condition	1.000	.482
6.	Satisfaction with the Amount of time spent at Work	1.000	.954
7.	Satisfaction with culture in organization	1.000	.222
8.	Satisfaction with the Policies and Practices	1.000	.936
9.	Satisfaction with the Brand name of the Organization	1.000	.870
10.	Satisfaction with the Non Monetary Compensation	1.000	.953

The communalities in this table are all high. This indicates that the extracted component represents the variables well.

The variance explained by the initial solution, extracted components and rotated components is displayed. The first section of the table shows the initial Eigen values. The total column gives the Eigen value or amount of variance in the original variable accounted for by each component.

Extraction sums of squared loadings		
Total	% of variance	% of cumulative
8.090	80.896	80.896

This table indicates the extracted components. It explain nearly 81%of the variablity in the original variables,so the complexity of the data set can be consideerably reduced by using this component with 20% loss of information.
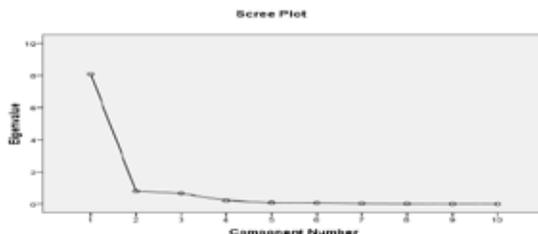
The screen plot enables to determine the optimal number of components. The components on the shallow slope contribute little to the solution. The last big drop indicates the gap between the second and eight components.

ROTATATED COMPONENT MATRIX

Satisfaction with the compensation amount	.954
Satisfaction with the Non Monetary Compensation	.967
Satisfaction with the Working Condition	.694
Satisfaction with the Amount of time spent at Work	.977
Satisfaction with culture in organization	.471
Satisfaction with the Policies and Practices	.967
Satisfaction with the Brand name of the Organization	.933

INFERENCE:
The fifth and third factors are most highly correlated and it needs more improvement and rest of the factors seems to be excellent in the organization.

SUGGESTIONS AND RECOMMENDATIONS
- It is noted that interpersonal skills among the employees are moderate. Hence it is suggested to the organization to take necessary steps to inbuilt team related activities among the employees which in turn improve the smooth relationship with coworkers and make employees to work with unity to achieve the targets.
- From the Research, it is lighted that the organization stands a step behind in the aspect of tidiness. Making necessary steps to enrich cleanliness may also be a motivating factor to the employees to work.
- From the study, the researcher pinpoints that the knowledge sharing is not a part of their daily work. Henceforth, it is suggested to the organization to provide at least an hour for employee to share the knowledge with their department colleagues who in turn makes them to update and to have clear picture about the process carried out and it leads them to work better and improve the productivity of the organization.

CONCLUSION
In today's business, internal customers are considered as the backbone of the company. HR Branding like any aspect of the business is a practiced art that takes time and effort to master. Treating the employees like friends is the best way to attract them and to sustain them in the company for long period of time. The outcome of the study found that employee's attitude towards organization poli-

cies procedures, compensation, working condition, amount of time spent at work are excellent. The company can improve the interpersonal skills of the employees which helps the business to built stronger relationship. Thus the research concludes that employees are the asset of the company and they decide the fatal of the organization. Hence, essential steps have to be taken to inbuilt the positive attitude among the employees.

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