

A STUDY ON EMPLOYER BRANDING AND TALENT ACQUISITION EFFECTIVENESS AT THREYES SRINISONS HARNESS PRIVATE LTD

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Abstract—In today's competitive business environment, manufacturing organizations are increasingly challenged to attract and retain skilled talent due to technological advancements, changing workforce expectations, and intense market competition. Employer branding has emerged as a strategic tool that influences an organization's ability to attract qualified candidates and improve talent acquisition effectiveness. This study aims to examine the relationship between employer branding and talent acquisition effectiveness in the manufacturing sector.

The research focuses on key employer branding dimensions such as organizational culture, workplace environment, compensation and benefits, career development opportunities, and corporate reputation, and analyzes their impact on attracting, recruiting, and retaining suitable talent. The study adopts a descriptive research design and uses primary data collected through structured questionnaires from employees and HR professionals working in manufacturing organizations. Secondary data were gathered from journals, industry reports, and company publications to support the analysis.

Increasing employee retention in the findings of the study indicate that a strong employer brand significantly enhances talent acquisition effectiveness by improving the quality of applicants, reducing recruitment time, and manufacturing firms. The study concludes that manufacturing organizations that invest in employer branding initiatives are better positioned to attract skilled workers, build a sustainable workforce, and gain a competitive advantage. The research provides practical insights and recommendations for HR managers to strengthen employer branding strategies to improve talent acquisition outcomes in the manufacturing industry.

Keywords: Employer Branding, Talent Acquisition, Manufacturing Industry, Organizational Culture, Workplace Environment, Employee Retention, Skilled Talent, Human Resource Management.

INTRODUCTION

In the present competitive industrial environment, organizations are increasingly recognizing the importance of human resources as a key factor for achieving sustainable growth and competitive advantage. The manufacturing sector, in particular, faces significant challenges in attracting and retaining skilled and technically qualified employees due to rapid technological advancements, automation, and changing workforce expectations. In this context, employer branding has emerged as an important strategic tool that influences an organization's ability to attract, recruit, and retain suitable talent.

Employer branding refers to the image and reputation of an organization as an employer in the minds of current and potential employees. A strong employer brand helps manufacturing organizations differentiate themselves from competitors by highlighting positive aspects such as work culture, career development opportunities, compensation practices, and employee welfare. Effective talent acquisition, on the other hand, involves attracting the right candidates, selecting suitable employees, and ensuring long-term retention to meet organizational goals.

OBJECTIVES OF THE STUDY

Primary Objective

1. To examine the relationship between employer branding and talent acquisition effectiveness in the manufacturing sector.

Secondary Objectives

1. To study the concept and importance of employer branding in the manufacturing sector.
2. To analyze the effectiveness of talent acquisition practices adopted by manufacturing organizations.
3. To identify the key employer branding factors that influence the attraction and retention of skilled talent in manufacturing companies.
4. To suggest suitable measures to strengthen employer branding practices to improve talent acquisition effectiveness.

SCOPE OF THE STUDY

1. The study focuses on employer branding practices adopted in the manufacturing sector.
2. It examines the effectiveness of talent acquisition strategies used by manufacturing organizations.
3. The study analyzes the relationship between employer branding and talent acquisition effectiveness.
4. The research is confined to employees and HR personnel of Threyes Srinisons Harness Private Ltd.
5. The scope includes factors such as organizational culture, work environment, compensation, career development, and employer reputation.
6. The findings are intended to provide insights for improving HR practices in manufacturing companies

NEED FOR THE STUDY

1. The manufacturing sector is facing a shortage of skilled and technically qualified manpower.
2. Increasing competition among manufacturing firms has made talent acquisition more challenging.
3. Employer branding plays a vital role in attracting and retaining skilled employees in manufacturing industries.
4. Understanding talent acquisition effectiveness helps organizations reduce recruitment time and cost.
5. The study helps identify gaps in existing employer branding practices.

LIMITATIONS OF THE STUDY

1. The study is limited to a single manufacturing organization and may not represent the entire manufacturing sector.
2. The data collected is based on respondents' opinions, which may be subject to personal bias.
3. Time constraints limited the depth of analysis.
4. The study is confined to a specific geographical area.
5. Changes in organizational policies over time may affect the relevance of the findings.

RESEARCH METHODOLOGY

Research Design

Research design is the blueprint or framework for conducting the research. It specifies the methods and procedures for collecting and analyzing data.

The study adopts a **Descriptive Research Design**. Descriptive research is used to describe the characteristics of a particular phenomenon, group, or situation.

Nature of the Study

The study is both:

- **Analytical in nature**, as it analyzes the relationship between employer branding and talent acquisition effectiveness.
- **Empirical in nature**, as it is based on primary data collected directly from employees of the organization.

Sources of Data

The research is based on two major sources of data:

Primary Data

Primary data refers to first-hand information collected directly from respondents for the specific purpose of the study.

In this research, primary data was collected through:

- Structured questionnaire distributed to employees

Secondary Data

Secondary data refers to information already collected and published by other sources.

Secondary data for this study was collected from:

- Company documents and HR records
- Official website of the organization
- Academic books and journals
- Research articles on employer branding
- Online publications and reports related to the manufacturing sector

Secondary data helped in understanding theoretical concepts and supporting the research findings.

Population of the Study

The population refers to individuals relevant to the study.

In this research, the population includes 150 employees working in Threyes Srinisons Harness Private Ltd, including production staff, administrative staff, and HR personnel.

Sampling Technique

Sampling is the process of selecting a subset of individuals from the population to represent the entire group.

The study adopts the **Convenience Sampling Method**. Under this method, respondents are selected based on their availability and willingness to participate.

This method was chosen due to:

- Limited time for research
- Accessibility of respondents
- Operational convenience

Although convenience sampling may not fully represent the entire population, it is suitable for organizational-level studies.

Sample Size

The sample size represents the number of respondents selected for the study.

For this research, a total of **100 respondents** were selected from different departments of the organization, including production, HR, quality control, and administration.

The sample size was considered adequate to analyze employee perception regarding employer branding and recruitment effectiveness.

Area of the Study

The study was conducted at **Threyes Srinisons Harness Private Ltd**, a manufacturing organization engaged in wiring harness production. The research focuses specifically on employer branding practices and talent acquisition effectiveness within this organization.

DATA ANALYSIS AND INTERPRETATION

CORRELATIONS

		Correlations			
		The company encourages employee feedback and suggestions.	The organization maintains a strong talent pipeline.	The company uses modern recruitment technologies.	Employee benefits are satisfactory.
The company encourages employee feedback and suggestions.	Pearson Correlation	1	.287**	.412***	.216*
	Sig. (2-tailed)		.004	<.001	.031
	N	100	100	100	100
The organization maintains a strong talent pipeline.	Pearson Correlation	.287**	1	.386***	.281**
	Sig. (2-tailed)	.004		<.001	.005
	N	100	100	100	100
The company uses modern recruitment technologies.	Pearson Correlation	.412***	.386***	1	.059
	Sig. (2-tailed)	<.001	<.001		.558
	N	100	100	100	100
Employee benefits are satisfactory.	Pearson Correlation	.216*	.281**	.059	1
	Sig. (2-tailed)	.031	.005	.558	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

*** . Correlation is significant at the 0.001 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

PEARSON CORRELATIONS

Highly Positive: (None)

Positive: (The company encourages employee feedback and suggestions. <---> The organization maintains a strong talent pipeline.), (The company encourages employee feedback and suggestions. <---> The company uses modern recruitment technologies.), (The company encourages employee feedback and suggestions. <---> Employee benefits are satisfactory.), (The organization maintains a strong talent pipeline. <---> The company uses modern recruitment technologies.), (The organization maintains a strong talent pipeline. <---> Employee benefits are satisfactory.), (The company uses modern recruitment technologies. <---> Employee benefits are satisfactory.)

No Linear Correlation: (None)

Negative: (None)

Highly Negative: (None)

Note: Curated Help is calculated based on actual cell values, not the formatted values.

INTERPRETATION

The correlation analysis was conducted to identify the relationship between various employer branding and talent acquisition variables. The Pearson Correlation results reveal positive relationships among several important organizational practices.

Employee Feedback and Strong Talent Pipeline

A positive correlation exists between employee feedback and suggestions and maintaining a strong talent pipeline. This indicates that organizations encouraging employee participation are more successful in sustaining recruitment effectiveness and workforce stability.

Employee Feedback and Modern Recruitment Technologies

The study shows a positive relationship between employee feedback practices and the use of modern recruitment technologies. This suggests that organizations adopting advanced recruitment systems also tend to encourage open communication and employee involvement.

Employee Feedback and Employee Benefits

A positive correlation exists between employee feedback and satisfaction with employee benefits. Employees who feel heard and valued are more likely to be satisfied with organizational welfare measures and compensation practices.

Talent Pipeline and Modern Recruitment Technologies

The correlation analysis indicates a positive relationship between maintaining a strong talent pipeline and using modern recruitment technologies. This implies that technology-driven recruitment practices help organizations attract and retain qualified talent effectively.

Talent Pipeline and Employee Benefits

A positive relationship exists between maintaining a strong talent pipeline and employee benefits. Attractive employee benefits contribute to employee retention and help organizations sustain workforce continuity.

Modern Recruitment Technologies and Employee Benefits

The analysis reveals a positive correlation between modern recruitment technologies and employee benefits. Organizations investing in advanced HR technologies are also likely to focus on employee welfare and satisfaction.

Overall Interpretation of Correlation Analysis

The overall correlation analysis indicates positive relationships among employer branding practices, employee engagement, recruitment technologies, employee benefits, and talent acquisition effectiveness. This demonstrates that effective employer branding contributes significantly to organizational attractiveness, recruitment efficiency, and employee satisfaction.

FINDINGS

1. The study found that **63%** of the respondents belong to the age group of 20–25 years, indicating that the organization has a young and energetic workforce.
2. It was identified that **51%** of the respondents are male and **49%** are female, showing balanced gender participation within the organization.
3. The analysis revealed that **49%** of the employees are undergraduates, indicating that the company recruits employees with technical and professional educational backgrounds.
4. The majority of respondents (**35%**) belong to the HR department, followed by **23%** from the quality department and **19%** from the production department.
5. The study found that **45%** of employees have below 2 years of experience, while **43%** possess 2–5 years of experience, indicating the presence of a moderately experienced workforce.
6. About **62%** of employees agreed that the company encourages innovation and new ideas among employees.
7. Around **75%** of respondents agreed that training and development programs enhance the company's employer brand.

8. The analysis showed that **72%** of employees agreed that the company effectively communicates its employer brand through recruitment advertisements.
9. Nearly **70%** of respondents agreed that employer branding initiatives help reduce recruitment time.
10. About **74%** of employees agreed that the organization maintains consistency between brand promise and workplace reality.
11. The study identified that **75%** of respondents believe ethical practices strengthen the company's employer brand.
12. Around **75%** of employees agreed that online job portals attract suitable candidates for the company.

SUGGESTIONS

Based on the findings of the study, the following suggestions are recommended to improve employer branding and talent acquisition effectiveness at Threyes Srinisons Harness Private Ltd:

1. The organization should strengthen its employer branding strategies through consistent communication of company values, work culture, and employee benefits across digital platforms.
2. More advanced recruitment technologies such as AI-based screening tools and automated applicant tracking systems can be adopted to improve recruitment efficiency.
3. The company should continue investing in employee training and development programs to improve technical skills and employee performance.
4. Greater focus should be given to employee engagement activities such as team-building programs, recognition systems, and feedback mechanisms to improve employee satisfaction.
5. The organization can improve social media branding by actively sharing employee success stories, workplace activities, and organizational achievements.
6. Employee welfare measures and benefits may be enhanced further to improve retention and organizational commitment.
7. The company should conduct regular employee satisfaction surveys to understand employee expectations and workplace concerns.
8. The organization can strengthen campus recruitment programs and industry-academia collaborations to build a strong future talent pipeline.
9. Internal communication channels should be improved further to ensure transparency and smooth coordination between departments.
10. The company should continue maintaining workplace safety standards and healthy working conditions to improve employee trust and morale.

CONCLUSION

The study titled "A Study on Employer Branding and Talent Acquisition Effectiveness in the Manufacturing Sector at Threyes Srinisons Harness Private Ltd" was conducted to examine the influence of employer branding practices on recruitment effectiveness and employee perception.

The findings show that employees have a positive perception of the company's training programs, workplace culture, ethical practices, and employee welfare measures. A majority of respondents agreed that strong employer branding improves recruitment effectiveness and organizational reputation. The study also highlights the importance of employee engagement and development in building a positive employer image. Overall, effective employer branding contributes significantly to workforce stability and organizational success.

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