



## A RESEARCH STUDY ON AN IMPACT OF EMPLOYER BRANDING ON EMPLOYEE RETENTION IN HOSPITALITY INDUSTRY.

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### ABSTRACT

Researchers and practitioners in management are paying close attention to the relationship between employer branding and employee retention. Employer branding, which combines the two important organizational sectors of branding and human resources, is one strategy for increasing an organization's value. Together, they provide a more accurate picture of the most effective strategy for attracting and keeping the necessary workers. The study uses a sample of 105 respondents from various hotels and examines seven employer branding attractiveness aspects. The study found that the seven company branding factors have a beneficial effect on employee retention.

**Key words: Employer Branding, Employee Retention, Values, Human Resources**

### INTRODUCTION

The travel and tourism business are a much larger sector of the economy than the hotel sector. The broad range of companies that make up the travel and tourism sectors all have one thing in common: they want to give travelers the goods and services they need or want.

A purposeful, planned, and ongoing effort to create and uphold a sense of mutual understanding between a company and the public, also known as the business of making and keeping friends and fostering a more tolerant environment, is what is commonly referred to as hospitality. According to the Oxford Dictionary, "hospitality" is described as "the liberality and good willed reception and entertainment of guests, visitors, or strangers." The Latin term *Hospitalitas*' is the source of the English word hospitality.

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The travel and tourism sector can be divided into five primary categories, with each category showing the different subcategories within it. The hospitality sector consists of lodging, dining, and institutional food and beverage operations that don't serve the travelling public. Since they provide their customers with overnight accommodation, lodging operations set themselves apart from other travel and tourism-related enterprises. There are several accommodation establishments that offer food and beverage service, entertainment, and other amenities.

The hospitality and tourism industry are a vast sector that includes all the economic activities that directly or indirectly contribute to, or depend upon, travel and tourism. This industry sector includes:

- Hotels & Resorts
- Restaurants & Catering
- Night Clubs & Bars
- Travel & Transportation
- Tourism
- Spas & Wellness
- Cruise Liners & Bus tours
- Events (Private, Business, Cultural & Sports)

Employer branding is the process of managing and influencing how job seekers, employees, and other important stakeholders perceive you as an employer. It includes everything you do to promote your business as a top employer.

Giving present and potential employees a distinctive and positive impression of a company is a practice known as employer branding. It is an essential part of a business' recruitment and retention strategy and helps to attract the best people to the best jobs.

Another advantage of employer branding is that it fosters a sense of loyalty and trust among employees and management. By clearly stating its values and mission, a company can cultivate a positive reputation among employees and future candidates. Because of this, it is simpler to attract skilled applicants who may be more likely to continue with the company in the long run. Employer branding may ultimately lead to greater output, higher rates of staff retention, and more employee satisfaction.

### **VALUE OF EMPLOYER BRANDING**

1. Positive company reputation: Convince potential employees.
2. A strong business culture will increase worker retention.
3. Positive brand perception: Persuade people to think favorably of your company.
4. Corporate brand savings: A strong corporate brand eliminates the need to overpay personnel.
5. Brand talent acquisition: Attract top talent without having to spend more.
6. Young talent magnet: Draw applicants between the ages of 18 and 34.
7. Employee referral benefit: Make it simple for staff members to provide contacts for open positions.
8. A diverse work atmosphere will draw applicants from different backgrounds.
9. Enhance your capacity to retain top talent for a longer period of time.
10. In comparison to 45% of organizations with weak employer brands, 71% of mid-sized enterprises with strong employer brands reported improved company performance.
11. Organizations with strong employer brands attract twice as many applicants as those with weaker brands.
12. Firms with a strong employer brand experienced a 28% boost in retention and a 50% drop in cost per hire.
13. A company that actively controls its employer brand attracts 94% more applicants.
14. Companies with strong employer brands reported a 12% rise in employment and a 20% increase in revenue.

A company's top talent needs to be kept on staff for it to prosper. This is what employee retention strives to do. Employee retention refers to the strategies an organisation employs to keep its most valuable personnel and lower the likelihood of employee turnover. Businesses and HR departments are currently very concerned about employee retention.

There are numerous reasons why people leave their professions. Some are voluntary, such as switching occupations, while others are forced, such as being laid off. Employee retention strategies mostly concentrate on voluntary turnover that is bad for the business rather than the loss of a poor performer. It also highlights instances of turnover that could be avoided, as when someone leaves their employment to move out of state.

### **LITERATURE REVIEW**

Anna Näppä, Maria Ek Styvén & Tim Foster (2023). This study investigates the function of employees in the tourism and hospitality industries as a target audience and as co-creators of employer brand equity. The majority of recent study has concentrated on the effects of external employer brands; however, internal employer branding research has been scarce. Employer brand equity is used as a conceptual lens through which to view the study issue. Exploratory in-depth interviews with 16 employees from hotels, restaurants, and shops in Northern Sweden were done to gather empirical data on employee experiences. Although they are a target audience for internal employer branding, employees also contribute to the creation of the corporate value proposition. Employees serve as brand ambassadors, stewards, promoters, and influencers, spreading information about the company both inside and outside. However, in practice, companies in the service sector seem to place more focus on the customer experience than on reminding the employees of the brand promise towards them. This study identifies and describes the role of employees in the employer branding process by developing a new conceptual framework. Thereby, it adds to the understanding of co-creation in employer branding, an under-researched area which has been suggested to become a new paradigm in the employer branding literature.

Rapeepath Taweewattanakunanon & Chonlatis Darawong (2022) Organizations have invested heavily in employer branding to entice fresh talent and keep hold of current workers, making it challenging for rivals to outperform them. This paper investigates the links between luxury hotel branding tactics and employee loyalty, recommendation intent, and work happiness. 298 hotel workers in Thailand took part in the study overall. The findings show that company branding, including relationships at work, pay, the importance of the task at hand, and work-life balance, positively affect employee job satisfaction. Additionally, job happiness has a beneficial effect on a worker's loyalty and willingness to recommend others.

Tsakiridou, Christina-Maria; Karanasiopoulou, Charikleia (2022). The purpose of the current study is to determine what aspects of a hospitality employer appeal to skilled workers and whether sociodemographic traits have an impact on those aspects. In this context, 333 hospitality employees who were determined to be "talented" through a series of questions took part in a poll. An online structured questionnaire was utilized to collect the data. According to the findings of the statistical investigation, the development, economic, and social values are the elements that bright people prioritize when choosing a job. With the exception of educational background, no statistically significant differences were discovered between sociodemographic traits and the components of attractiveness. Therefore, hospitality employers need to improve the above factors and enhance their brand image and employer value proposition so as to attract high performers and be perceived as a “desirable place to work” in the minds of potential talented candidates. The managerial implications are thoroughly presented so that they ameliorate the employer branding strategies and ensure a sustainable competitive advantage.

Rapeepath Taweewattanakunanon & Chonlatis Darawong (2022) Organizations have invested heavily in employer branding to entice fresh talent and keep hold of current workers, making it challenging for rivals to outperform them. This paper investigates the links between luxury hotel branding tactics and employee loyalty, recommendation intent, and work happiness. 298 hotel workers in Thailand took part in the study overall. The findings show that company branding, including relationships at work, pay, the importance of the task at hand, and work-life balance, positively affect employee job satisfaction. Additionally, job happiness has a beneficial effect on a worker's loyalty and willingness to recommend others.

Patricia Callanan Coaley (2021) Employer ratings not only have an impact on job searchers, but also give a glimpse into the benefits of an organization's employer brand. This qualitative study investigated employee testimonials found on four Las Vegas hotel/casino companies' Indeed and Glassdoor websites. The findings showed that three employer-brand advantages—functional, economic, and psychological—appeared in the reviews as both good and negative aspects of employment. The study's conclusions have implications for practitioners in marketing and human resources, and they add to the increasing body of knowledge on employer branding.

## **RESEARCH METHODOLOGY**

### **STATEMENT OF PROBLEM**

Study on Impact of Employer Branding on Employee Retention.

### **GOALS OF THE STUDY**

The research goal in the impact off employer branding on employee retention is to investigate the relationship between them and identify the factors which would influence the relationship. The research aims to provide insights into how organizations can enhance their employer branding to attract and retain their valuable talents.

### **SCOPE OF THE RESEARCH**

The primary goal of this study is to investigate the impact of corporate branding on employee retention. To determine if there is a statistically significant relationship between retention and the demographic characteristics of the respondents' gender, age, and experience. to investigate whether the elements of employer branding and employee retention are connected. to investigate if the elements of employer branding influence employee retention.

### **RESEARCH DESIGN**

Research design is flexible enough to provide opportunity for considering different aspects of problem under study.

### **RESEARCH TYPE**

Research study is based on descriptive research, as it has been exploring the importance of

Employer Branding on Employee Retention.

### **POPULATION SIZE**

In Jamnagar, more than 1000 Resort Employees are doing working.

### **SAMPLE SIZE**

Sample size plays an important role in the research. 105 employees are taken as a sample size for the research study.

### **SAMPLING UNIT**

For the research purpose Employees of different Resorts are taken.

### **SOURCE OF DATA AND DATA COLLECTION INSTRUMENT**

For the research data face to face interview and questionnaire are taken as a data source.

### **SAMPLING METHOD**

The method adopted to collect the data is Non – Probability Convenient Sampling method.

### **FINDINGS**

1. **First Objective:** To know the impact of various values of Employer Branding on Employee Retention. For this Study Regression analysis has been used.
2. HO: - There is no impact of interest value on employee retention.
3. H1: - There is an impact of interest value on employee retention.

**Table No. 1**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>I feel bursting with energy at workplace</b>	<b>1</b>	<b>2</b>	<b>18</b>	<b>44</b>	<b>40</b>
<b>At my job, I feel strong and vigorous</b>	<b>1</b>	<b>1</b>	<b>13</b>	<b>51</b>	<b>39</b>
<b>I am enthusiastic about my job in the organization</b>	<b>1</b>	<b>2</b>	<b>6</b>	<b>52</b>	<b>44</b>
<b>My job inspires me to work more effectively</b>	<b>1</b>	<b>1</b>	<b>7</b>	<b>47</b>	<b>49</b>
<b>total</b>	<b>4</b>	<b>6</b>	<b>44</b>	<b>194</b>	<b>172</b>

**(Source: Filled Questionnaire)**

**Table No. 2**

<b>Particulars</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>Job Security</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>42</b>	<b>54</b>
<b>Ethical Behaviour</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>45</b>	<b>54</b>
<b>Performance Recognition</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>35</b>	<b>61</b>
<b>Rewards &amp; Opportunities</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>36</b>	<b>62</b>
<b>Total</b>	<b>0</b>	<b>4</b>	<b>27</b>	<b>158</b>	<b>231</b>

(Source: Filled Questionnaire)

**Table No. 3**

<b>X</b>	<b>Y</b>
4	0
6	4
44	27
194	158
4	0

**Table No. 4**

<b><i>Regression Statistics</i></b>	
Multiple R	0.942174629
R Square	0.887693031
Standard Error	40.48836124
Observations	5

There is a positive impact of interest value on employee retention because there is a direct relation between interest value and employee retention out of the total respondent's majority of the employees have strongly agreed that interest value positively impacts the employee



retention.

HO: - There is no impact of social value on employee retention.

H1: - There is an impact of social value on employee retention.

**Table No. 5**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>I feel a sense of belongingness in the firm</b>	<b>0</b>	<b>1</b>	<b>10</b>	<b>50</b>	<b>44</b>
<b>I get enough support from the boss</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>48</b>	<b>45</b>
<b>I get enough support from my colleagues at work place</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>44</b>	<b>51</b>
<b>I am satisfied at my workplace</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>45</b>	<b>52</b>

(Source: Filled Questionnaire)

**Table No. 6**

<b>Particulars</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>Job Security</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>42</b>	<b>54</b>
<b>Ethical Behaviour</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>45</b>	<b>54</b>
<b>Performance Recognition</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>35</b>	<b>61</b>
<b>Rewards &amp; Opportunities</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>36</b>	<b>62</b>

(Source: Filled Questionnaire)

**Table No. 7**

<b>X</b>	<b>Y</b>
<b>0</b>	<b>0</b>
<b>1</b>	<b>4</b>
<b>40</b>	<b>27</b>
<b>187</b>	<b>158</b>
<b>192</b>	<b>231</b>

**Table No. 8**

<i>Regression Statistics</i>	
<b>Multiple R</b>	<b>0.971303323</b>
<b>R Square</b>	<b>0.943430146</b>
<b>Standard Error</b>	<b>28.7355407</b>
<b>Observations</b>	<b>5</b>

There is a positive impact of social value on employee retention because there is a direct relation between social value and employee retention out of the total respondent's majority of the employees have strongly agreed that social value positively impacts the employee retention.

HO: - There is no impact of application value on employee retention.

H1: - There is an impact of application value on employee retention.

**Table No. 9**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>I find the work that i do is full of meaning and purpose</b>	<b>0</b>	<b>2</b>	<b>8</b>	<b>51</b>	<b>44</b>
<b>I look for opportunities to practice my skills and knowledge</b>	<b>0</b>	<b>1</b>	<b>12</b>	<b>47</b>	<b>45</b>
<b>I look for getting new things to work</b>	<b>0</b>	<b>3</b>	<b>12</b>	<b>43</b>	<b>47</b>
<b>I feel the knowledge I have is used in our organization</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>48</b>	<b>48</b>

(Source: Filled Questionnaire)

**Table No. 10**

<b>Particulars</b>	<b>Strongly</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly</b>
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	Disagree				Agree
<b>Job Security</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>42</b>	<b>54</b>
<b>Ethical Behaviour</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>45</b>	<b>54</b>
<b>Performance Recognition</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>35</b>	<b>61</b>
<b>Rewards &amp; Opportunities</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>36</b>	<b>62</b>

(Source: Filled Questionnaire)

**Table No. 11**

X	Y
<b>1</b>	<b>0</b>
<b>6</b>	<b>4</b>
<b>40</b>	<b>27</b>
<b>189</b>	<b>158</b>
<b>184</b>	<b>231</b>

**Table No. 12**

<i>Regression Statistics</i>	
<b>Multiple R</b>	<b>0.96274086</b>
<b>R Square</b>	<b>0.926869963</b>
<b>Adjusted R Square</b>	<b>0.902493284</b>
<b>Standard Error</b>	<b>32.67192645</b>
<b>Observations</b>	<b>5</b>

There is a positive impact of application value on employee retention because there is a direct relation between application value and employee retention out of the total respondent's majority of the employees have strongly agreed that application value positively impacts the employee retention.

HO: - There is no impact of development value on employee retention.

H1: - There is an impact of development value on employee retention.

**Table No. 13**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutra l</b>	<b>Agre e</b>	<b>Strongl y Agree</b>
<b>My organization provides us training</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>36</b>	<b>48</b>

<b>courses</b>					
<b>My organization organize various conferences, workshops</b>	<b>0</b>	<b>1</b>	<b>21</b>	<b>36</b>	<b>47</b>
<b>I look for career enhancing opportunities</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>37</b>	<b>50</b>
<b>Skills development is a continuous process in our organization</b>	<b>0</b>	<b>1</b>	<b>16</b>	<b>39</b>	<b>49</b>

(Source: Filled Questionnaire)

**Table No. 14**

<b>Particulars</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutra l</b>	<b>Agre e</b>	<b>Strongl y Agree</b>
<b>Job Security</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>42</b>	<b>54</b>
<b>Ethical Behaviour</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>45</b>	<b>54</b>
<b>Performance Recognition</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>35</b>	<b>61</b>
<b>Rewards &amp; Opportunities</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>36</b>	<b>62</b>

(Source: Filled Questionnaire)

**Table No. 15**

<b>X</b>	<b>Y</b>
<b>0</b>	<b>0</b>
<b>2</b>	<b>4</b>
<b>76</b>	<b>27</b>
<b>148</b>	<b>158</b>
<b>194</b>	<b>231</b>

**Table No. 16**

<b><i>Regression Statistics</i></b>	
<b>Multiple R</b>	<b>0.964400744</b>
<b>R Square</b>	<b>0.930068795</b>
<b>Adjusted R Square</b>	<b>0.906758393</b>
<b>Standard Error</b>	<b>31.94937393</b>
<b>Observations</b>	<b>5</b>

There is a positive impact of development value on employee retention because there is a direct relation between development value and employee retention out of the total respondent's majority of the employees have strongly agreed that development value positively impacts the employee retention.

HO: - There is no impact of economic value on employee retention.

H1: - There is an impact of economic value on employee retention.

**Table No. 17**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>I feel non-monetary benefits encourages me</b>	<b>0</b>	<b>1</b>	<b>15</b>	<b>42</b>	<b>47</b>
<b>I am satisfied with the monetary benefits i get</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>42</b>	<b>54</b>
<b>I feel social security benefits given are beneficial</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>42</b>	<b>52</b>
<b>I am satisfied with the incentives provided by our organization</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>38</b>	<b>59</b>

(Source: Filled Questionnaire)

**Table No. 18**

<b>Particulars</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>Job Security</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>42</b>	<b>54</b>
<b>Ethical Behaviour</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>45</b>	<b>54</b>
<b>Performance Recognition</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>35</b>	<b>61</b>
<b>Rewards &amp; Opportunities</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>36</b>	<b>62</b>

(Source: Filled Questionnaire)

**Table No. 19**

<b>X</b>	<b>Y</b>
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<b>0</b>	<b>0</b>
<b>1</b>	<b>4</b>
<b>43</b>	<b>27</b>
<b>164</b>	<b>158</b>
<b>212</b>	<b>231</b>

**Table No. 20**

<i>Regression Statistics</i>	
<b>Multiple R</b>	<b>0.994077932</b>
<b>R Square</b>	<b>0.988190935</b>
<b>Adjusted R Square</b>	<b>0.98425458</b>
<b>Standard Error</b>	<b>13.12908925</b>
<b>Observations</b>	<b>5</b>

There is a positive impact of economic value on employee retention because there is a direct relation between economic value and employee retention out of the total respondent's majority of the employees have strongly agreed that economic value positively impacts the employee retention.

HO: - There is no impact of management value on employee retention.

H1: - There is an impact of management value on employee retention.

**Table No. 21**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>My organization offers a stress-free work environment</b>	<b>0</b>	<b>2</b>	<b>14</b>	<b>43</b>	<b>46</b>
<b>My organization communicates clear advancement path to every employee</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>42</b>	<b>48</b>

My organization have a fair attitude towards all the employees	0	2	7	46	50
My organization provides autonomy to its employees to take decisions	0	0	11	40	54

(Source: Filled Questionnaire)

Table No. 22

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Job Security	0	1	8	42	54
Ethical Behaviour	0	1	5	45	54
Performance Recognition	0	1	8	35	61
Rewards & Opportunities	0	1	6	36	62

(Source: Filled Questionnaire)

Table No. 23

X	Y
0	0
4	4
47	27
171	138
198	231

Table No. 24

<i>Regression Statistics</i>	
Multiple R	0.970114385
R Square	0.94112192
Adjusted R Square	0.921495894

<b>Standard Error</b>	<b>28.41849735</b>
<b>Observations</b>	<b>5</b>

There is a positive impact of management value on employee retention because there is a direct relation between management value and employee retention out of the total respondent's majority of the employees have strongly agreed that management value positively impacts the employee retention.

HO: - There is no impact of work-life balance value on employee retention.

H1: - There is an impact of work-life balance value on employee retention.

**Table No. 25**

<b>Particular</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>My organization provide flexible working hour</b>	<b>1</b>	<b>1</b>	<b>11</b>	<b>44</b>	<b>48</b>
<b>My organization provides me time to spend with family and friends on a daily basis</b>	<b>0</b>	<b>1</b>	<b>10</b>	<b>43</b>	<b>51</b>
<b>I am satisfied with my current work hours</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>45</b>	<b>52</b>
<b>I feel I have enough time to destress myself from work schedule</b>	<b>0</b>	<b>1</b>	<b>12</b>	<b>41</b>	<b>51</b>

(Source: Filled Questionnaire)

**Table No. 26**

<b>Particulars</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>Job Security</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>42</b>	<b>54</b>
<b>Ethical Behaviour</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>45</b>	<b>54</b>
<b>Performance Recognition</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>35</b>	<b>61</b>
<b>Rewards &amp; Opportunities</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>36</b>	<b>62</b>

(Source: Filled Questionnaire)



**Table No. 27**

<b>X</b>	<b>Y</b>
<b>1</b>	<b>0</b>
<b>4</b>	<b>4</b>
<b>40</b>	<b>27</b>
<b>173</b>	<b>158</b>
<b>202</b>	<b>231</b>

**Table No. 28**

<b><i>Regression Statistics</i></b>	
<b>Multiple R</b>	<b>0.988132605</b>
<b>R Square</b>	<b>0.976406045</b>
<b>Adjusted R Square</b>	<b>0.968541394</b>
<b>Standard Error</b>	<b>18.55783107</b>
<b>Observations</b>	<b>5</b>

There is a positive impact of work-life balance value on employee retention because there is a direct relation between work-life balance value and employee retention out of the total respondent's majority of the employees have strongly agreed that work-life balance value positively impacts the employee retention.

### **CONCLUSION AND FUTURE DIRECTION**

Strong employer brand can help with staff retention. It encourages commitment and devotion and draws outstanding talent. But it's crucial to keep in mind that creating a successful employer brand necessitates a sincere dedication to the growth and welfare of workers. It's important to build a culture that people are pleased to be a part of, not only use effective marketing strategies.

Additionally, a strong employer brand can aid a business in luring excellent candidates during the hiring process. Candidates may be more likely to join an organisation when they perceive a favourable employer brand, raising the standard of the workforce as a whole.

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