

AN EMPIRICAL STUDY ON EMPLOYEE VALUE PROPOSITION AND ITS INFLUENCE ON  
EMPLOYEE BRANDING WITH SPECIAL REFERENCE TO PRIVATE  
LIFE INSURANCE COMPANIES OF COIMBATORE CITY

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## ABSTRACT

Employee branding is a new twist in employee engagement and identity. Nowadays the employee branding shapes the behaviour of the employees so that they project the brand identity in their daily activities. The importance of employee branding is widely recognised in India which is witnessed by the way companies value their employees to inculcate positive image about the company. This study is based on social exchange theory. According to the social exchange theory, when the organization is taking care of the employees in the working environment, employees will reciprocate the same towards the organization. This study focused on whether employee value proposition is influencing the employees towards the employee branding in the workplace. For this study, data were collected through a structured questionnaire and 150 samples have been taken for this study. The Simple random sampling method is used to collect the data. The Coimbatore in Tamilnadu is considered as a geographical location for this study. The data was analysed with the help of statistical tools such as Chi-square test, Independent Sample T- Test, and ANOVA. The result of the study employee value proposition is influencing the employee branding in the workplace. Therefore, organization has to concentrate on employee value proposition components. When employee value proposition components are focussed and increased at the workplace, as a result employee branding gets increased.

**Keywords :** Employee branding, Work place, Employee Engagement, Employee Empowerment.

### I. INTRODUCTION

Human resource management is an indispensable part of any organisation. Human resources are considered as a significant source to gain competitive advantage. Human resource is always related to organization's profitability and their ability cannot be replaced by machines.. Employees in the organization should be the brand ambassadors of any organization. Hence, the organization puts an effort to meet the expectation of the employees and create a healthy workplace atmosphere among the employee.

### II. REVIEW OF LITERATURE

**Babithsingh Yadav, Varsha Rokade(2013)**, this study revealed that, salary and incentives are the major influencing factors of employee retention. Most of the respondents are not much satisfied with the amount of

salary and Incentives paid by the organization. Hence, company should provide more competitive pay and other benefits to retain employees in the long run.

**Maria Elena Duron (2012)**, this article revealed an employee can be the most powerful brand ambassador of his company. The way the employees interact with potential customers and the masses can make all the difference in gaining a customer and losing one. The work atmosphere is everything an employee has to deal with on a daily basis at work or at their point of operation.

**Rohit Agrawal (2012)**, this study found that employee brands ensured a sense of belongingness in the people and this makes the employees play an integral role in the achievement of success. Hence, one can say that an employee brand is the value of a company that exists in the corporate. Employee branding is done to attract the

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