

IMPACT OF CORPORATE IMAGE ON STUDENTS INTENTION TO APPLY- WITH SPECIFIC TO CHOSEN CONSULTING COMPANIES

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ABSTRACT: Understanding the importance of corporate image as an employer in the process of attracting young talents through campus hiring process is important for effective selection and recruitment of an organisation. Organisations with better image attract larger and higher-quality applicants. This research aims to analyse the impact of perceived corporate image on potential workers' intention to apply for a job.

The empirical data were obtained from a sample of 100 undergraduate students studying their B Tech programs at VIT Vellore. Apart from descriptive statistics, Factor Analysis, Pearson's Correlation and Linear Regression analyses were used to test hypothesis. The results revealed that there is a positive and significant relationship between perceived corporate image and intention to apply for a job. The results depict that hiring managers to concentrate more on the employer image of an organisation in order to attract top talents from the market.

Keywords: Corporate image, empirical data, Organisations

I. INTRODUCTION

Human Capital is considered as a vital factor that can define the productivity and also the future of a company. One of the finest ways to attract the right talents to join the company is by selling their corporate image (Leosaputro & Leosaputro, 2014)

Employer image is “the image of the organization as an employer, including how well they treat the employees” (in Carpenter, 2013 p.14) Also the employer image can be acknowledged based on “the value of impressions and the perceptions about the hiring organization.” (in Carpenter, 2013, p.41) Market image is defined as “the image of the organization as a producer of goods and/ or services” (in Carpenter, 2013, p.41).

Corporate image is highly significant to the recruitment of potential employees and has attracted the attention of practitioners and research scholars from various fields.

Most of researchers cited many advantages a good image can bring to organisation. One of those advantages is that organisation with a better image or reputation can attract better job applicants (Wei et al, 2016; Chapman et al, 2005).

The study fit to examine the relationship between an organisation's corporate image and a job seeker's intention to apply. We have explored how recruitment messages affect the relationship between corporate image and person-organisation fit.

The target population consisted of fresh graduates from Vellore Institute of Technology, India and Engineering graduates who are finishing their degree by 2020 are picked as our sample.

The information of real job openings from 7 consulting companies was used as the research data. The results revealed that corporate image relates positively to both intention to apply and person-organisation fit and comprehensive recruitment messages strengthen the positive relationship between corporate image and person-organisation fit.

Review of Literature

The study contributes and expands literature on attributes relevant in job choice decisions by providing useful insights regarding how job seekers weigh these attributes while making an employment choice

Further, Xie, Bagozzi & Meland (2015) cited that the studies in the personnel psychology suggests that company reputation plays important role in the recruitment process

Indicates that the image does signals the potentials regarding the psychological benefit that they can gain by being a member of the well-respected organization (Alshathry, Clarke & Goodman, 2016)

Company’s reputation and identity congruence between applicants’ self-identities and their perceived organization identity affect job applicants’ job pursuit intentions through mediation of cognitive social identity

The company's reputation, the attractiveness of its sector, flexibility, product and service quality, geographical area, co-operation, wage and other rights granted to the employee, company culture, strategic responsibility, and global job opportunities are other components of the employer brand. (Micheals et al. 1998, p.50; Pinkess 2008, p.39; Swaroop and Agrawal 2009, p.44; Howe and

Strauss 2004, p.4)Backhaus and Tikoo (2004) proposed a resource based approach to provide the theoretical background for the employer brand, while Rynes et al. (1991, p.514) proposed the theory of signaling

Based on the existing literature, we have framed the following hypothesis:

H1: There is a significant correlation between the corporate image and intention to apply

H2: There is a significant impact of corporate image on intention to apply

II. RESEARCH DESIGN

Sample and data

The organisational sample is restricted to one industry, the consulting industry in India was chosen as the object of the analysis. Data for the study were collected by using google doc via questionnaire . The convenience sample included 100 undergraduate students studying at the Vellore Institute of Technology , India .Detailed demographic features of respondents are given in table 1 below.

Gender	
Male	143
Female	067
Score (%)	
6-6.9	11
7-7.9	44
8-8.9	67
9-9.9	78
Department	
B Tech	
CSE	38
IT	36
ECE	30
EEE	39
Mech	43
Civil	14

The questionnaires were distributed in English and the questionnaires were filled via google doc;

The questionnaire contained three sections: (1) questions regarding candidates ’ demographic information(2) questions that assessed the candidates ‘ perception of the image of the organisation, (3) questions that determines the participants' intentions to apply to the company.

Respondents were asked to give specific grading to each of the questions using a 5-point likert scale ranging from: strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4) and strongly agree (5).

III. MEASURES

Perceived Employer image

To measure the perceived corporate image, items evaluating corporate image dimensions were adapted. An example items is: “**Company is known for research and development**”. Respondents rated these items on a 5-point rating scale ranging from 1 (Extremely influential) to 5 (No influence at all).

The Cronbach's α for this scale was 0.912.

Intention to apply for a job. The study measured the students' intentions to apply with following questions like: “**I would be more inclined to take a consulting company offer , if selected and leave dream offers (who pay below 4 lakhs)**” “**What is the ideal period you think to have consulting company's selection process**” Participants responded using a 5-point Likert scale (1=Extremely Influential ; 5=No Influence at all. The scale shows good reliability (Cronbach's α was) at 0.899.

Table 1

Items loaded	Mean	Standard Deviation
Corporate Image		
Company is known for research and development	2.42	1.232
Company website	2.25	1.290
Company's products and services	2.08	1.430

Table 2

Items loaded	Factor 1	Factor 2
Intention to Apply		
Please mention the consulting company you would choose if you have multiple offers, if given an option		0.834
I would choose the company after doing my own research / homework		0.798

Hypothesis 1 was supported and we confirm that there is a significant and positive correlation between the corporate image and intention to apply for a job ($r = 0.540, p < 0.05$).

Table 3 - Descriptive Statistics and Correlations

Variables	Mean	Standard Deviation	1	2
Corporate Image	5.09	1.13	1	0.509
Intention to Apply	5.11	1.09	0.509	1

None of the control variables (% , department) related significantly to intention to apply for a job (GPA ($r = -0.25, p > 0.05$); department ($r = 0.137, p > 0.05$)) and to the perceived corporate image (GPA ($r = 0.055, p > 0.05$); department ($r = 0.011, p > 0.05$))

Table 4

		b	Std Error	T	P
Corporate Image	Intention to Apply	0.509	0.102	6.002	.000

In addition, the regression analysis revealed that there is also a significant and positive relationship between the corporate image and intention to apply for a job ($\beta = 0.509, p < 0.01, \text{Adjusted R-squared} = 0.283$).

IV. LIMITATION

The main limitation of the Study is it has been specific to chosen 7 consulting companies in India .

Second limitation is the study is focused on an single institution in India . It can always be Performed in other region, institutions, other business segments

V. CONCLUSION

Findings suggests that the corporate image leads to applicant's intentions to apply for a job. The study is confirming the correlation between corporate image & intention to apply and how corporate image positively influencing the intention to apply . Companies should also understand that the job applicants are more attracted to a job vacancy at firms with positive images.

In conclusion, based on the F-test conducted, it was known that corporate image has significant impact towards the job applicant attraction. This result validate the first hypothesis.

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