

## Original Research Article

## A Study on The Influence of Employer Branding Practices on Job Seekers' Intention to Apply in the Logistics E-Commerce Sector

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**Abstract:** In the modern competitive labor market, employer branding has become an important strategy for attracting talented employees. This study examines how employer branding influences job seekers' intention to apply in the logistics e-commerce sector, which has grown rapidly due to increasing online shopping and technological advancements. However, companies often face challenges such as high employee turnover, work pressure, and difficulty in attracting skilled candidates. Using a quantitative approach, data was collected from 100 respondents through a structured questionnaire. The findings show that factors such as company reputation, career growth opportunities, compensation, digital presence, and organizational culture significantly influence job seekers' decisions to apply for jobs in logistics companies.

**Keywords:** employer branding, job seekers' intention, logistics e-commerce sector, company reputation, career growth, compensation, organizational culture, digital presence.

## 1. Introduction

The logistics e-commerce sector has expanded rapidly in the past decade due to technological advancement and increasing online shopping. Digital platforms have transformed traditional retail into integrated supply chain networks where logistics operations such as transportation, warehouse management, packaging, inventory control, and last-mile delivery are essential. With the growth of e-commerce, the demand for skilled logistics employees has increased. However, attracting qualified candidates is challenging due to intense competition among organizations. Job seekers now evaluate employers not only based on salary but also on work culture, career development opportunities, company reputation, and employee benefits.

Employer branding has therefore become an important strategy for building a positive image in the labor market. It promotes organizations as attractive workplaces by highlighting their values, culture, benefits, and career opportunities. In the logistics e-commerce sector, employer branding is important because logistics roles are often perceived as operationally demanding. This study examines how employer branding practices influence job seekers' intention to apply in the logistics e-commerce sector.

## 2. Statement Of Problem

The logistics e-commerce sector is rapidly growing due to rising online shopping and demand for fast delivery. However, it faces challenges like high employee turnover, difficulty in attracting skilled workers, and negative job perceptions. Work pressure and shift-based schedules further reduce job appeal.

Therefore, strong employer branding is essential to create a positive image and attract job seekers. This study examines its impact on job application intentions.

## 3. Objectives Of The Study

1. To examine employer branding practices in the logistics e-commerce sector.
2. To analyze job seekers' perception of employer branding.
3. To study the relationship between employer branding and job seekers' intention to apply.
4. To identify key factors influencing job application decisions.
5. To provide suggestions for improving employer branding strategies.

## 4. Need For The Study

- The logistics e-commerce industry is one of the fastest-growing sectors in India due to the expansion of online marketplaces and digital payments.
- Companies require a large workforce to manage logistics operations efficiently.
- However, many organizations face difficulties in attracting qualified candidates.
- Key challenges include high employee turnover, negative perception of operational jobs, performance pressure with shift work, and competition from IT and corporate sectors for talent.

## 5. Literature Review

### i. Sharma, Ankit et al. (2025)

The study highlighted that strong employer branding helps organizations attract skilled employees and improve recruitment outcomes.

**ii. Temel, Merve & Esen, Emel (2024)**

The research concluded that digital platforms and social media improve employer branding effectiveness.

**iii. Wijaya, Cindy Natalia et al. (2023)**

The study found that strong employer branding positively affects job seekers’ intention to apply in e-commerce companies.

**iv. Tanwar, K. & Prasad, A. (2016)**

The research showed that career development, work culture, and benefits increase job seekers’ interest in applying.

**v. Sivertzen, A. M., Nilsen, E. R. & Olafsen, A. H. (2013)**

The study highlighted that social media plays an important role in strengthening employer branding.

**6. Research Methodology**

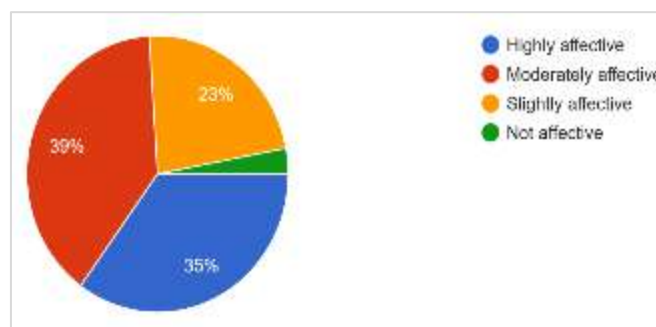
- **Research Design:** Descriptive design to study employer branding impact.
- **Research Approach:** Quantitative method used.
- **Data Collection Method:**  
*Primary:* Questionnaire  
*Secondary:* Books, journals, online sources
- **Sample Size:** 100 respondents.
- **Sampling Technique:** Convenience sampling.
- **Tool Used:** Percentage analysis and graphical representation (Pie Chart).

**7. Data Analysis**

Data collected from respondents was analyzed using percentage analysis.

**i. How much did salary competitiveness affect your decision?**

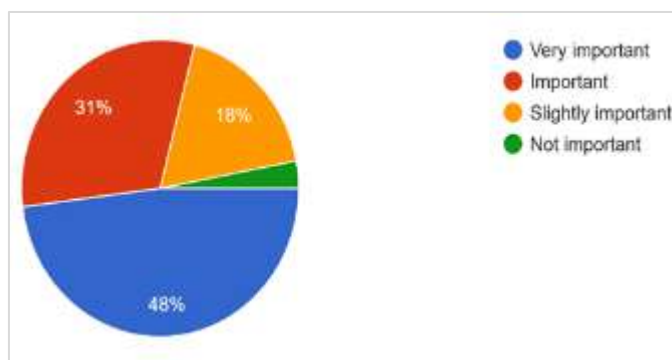
Response	No of respondents	Percentage
Highly affective	35	35%
Moderately affective	39	39%
Slightly affective	23	23%
Not affective	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** According to the survey of 100 respondents, Salary competitiveness had a strong impact on applicants, with 39% stating it moderately affected their decision and 35% saying it highly affected them. About 23% felt it slightly affected their choice, while only 3% reported no effect. This shows that competitive pay is a major factor influencing job application decisions.

**ii. How important is flexible work policy?**

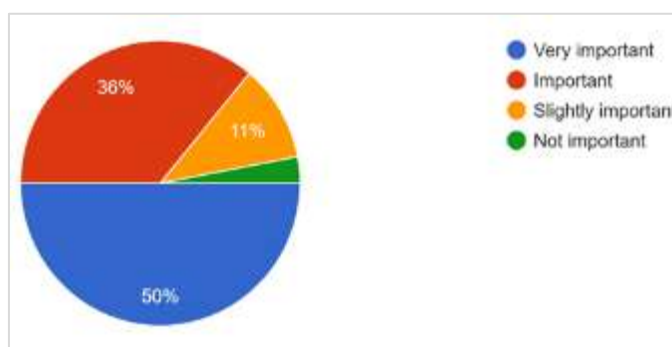
Response	No of respondents	Percentage
Very important	48	48%
Important	31	31%
Slightly important	18	18%
Not important	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** According to the survey of 100 respondents, Flexible work policy is highly valued by respondents, with 48% considering it very important and 31% saying it is important. Around 18% found it slightly important, while only 3% felt it was not important. This shows that flexibility in work arrangements is a key factor influencing candidates' decisions to apply.

**iii. How important is company stability?**

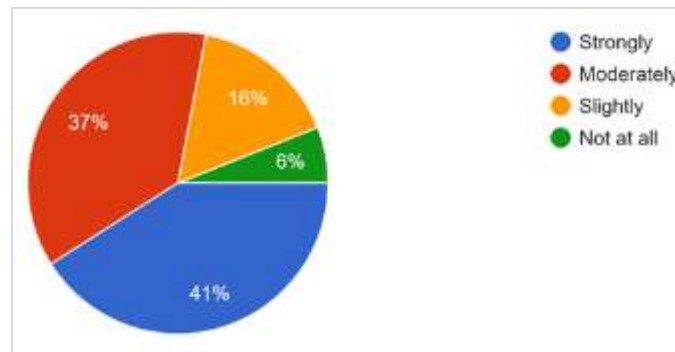
Response	No of respondents	Percentage
Very important	50	50%
Important	36	36%
Slightly important	11	11%
Not important	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** According to the survey of 100 respondents, Company stability is considered extremely important, with 50% of respondents rating it as very important and 36% as important. About 11% found it slightly important, while only 3% felt it was not important. This shows that stability and long-term security strongly influence candidates when deciding to apply.

iv. How strongly did employer branding influence your intention to apply?

Response	No of respondents	Percentage
Strongly	41	41%
Moderate	37	37%
Slightly	16	16%
Not at all	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** According to the survey of 100 respondents, Employer branding had a strong overall impact on applicants, with 41% stating it strongly influenced their intention to apply and 37% reporting a moderate influence. About 16% felt it had a slight influence, while only 6% said it had no influence at all. This shows that employer branding plays a significant role in attracting potential candidates.

## 8. Hypothesis Of The Study

In research, a hypothesis is a statement that predicts the relationship between two variables. In this study, the hypothesis is used to examine whether employer branding practices influence job seekers' intention to apply in the logistics e-commerce sector.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between employer branding practices and job seekers' intention to apply in the logistics e-commerce sector.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between employer branding practices and job seekers' intention to apply in the logistics e-commerce sector.

### Hypothesis Testing using Chi-Square Technique

#### a) Objective of Hypothesis Testing

The purpose of this test is to examine whether Employer Branding significantly influences Job Seekers' Intention to Apply in the Logistics E-Commerce Sector.

The data used for hypothesis testing is taken from the survey question:

“Overall, how strongly did employer branding influence your intention to apply?”

**Observed responses:**

Response	Strongly	Moderate	Slightly	Not at all	Total
No. of Respondents	41	37	16	6	100

**b) Formulation of Hypotheses**

Null Hypothesis ( $H_0$ ): Employer branding has no significant influence on job seekers' intention to apply.

Alternative Hypothesis ( $H_1$ ): Employer branding has a significant influence on job seekers' intention to apply.

**c) Expected Frequency**

Formula:  $E = \text{Total Observation} / \text{Number of Categories}$ .  $E = 100/4 = 25$

Thus, Expected Frequency ( $E$ ) = 25 for each category.

**d) Chi-Square Formula**

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where:

- O = Observed Frequency
- E = Expected Frequency

**e) Calculation Table**

Response	O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
Strongly	41	25	16	256	10.24
Moderate	37	25	12	144	5.76
Slightly	16	25	-9	81	3.24
Not at all	6	25	-19	361	14.44

$\chi^2 = 10.24 + 5.76 + 3.24 + 14.44$  Thus,  $\chi^2 = 33.68$

**f) Degree of Freedom**

$df = (n - 1)$  Therefore,  $df = 4 - 1 = 3$

**g) Table Value**

At 5% significance level (0.05) with  $df = 3$

Chi-Square table value = 7.815

**h) Decision Rule**

Calculated value	33.68
Table value	7.815

Since,  $33.68 > 7.815$  the Null Hypothesis ( $H_0$ ) is rejected.

## 9. Key Findings

- Young job seekers form the majority of applicants in the logistics sector.
- Company reputation is the most influential factor affecting application decisions.
- Digital platforms play a crucial role in employer brand awareness.
- Career growth opportunities significantly increase organizational attractiveness.
- Work-life balance and job security are important considerations.

## 10. Suggestions

- Companies should strengthen digital employer branding by promoting their values, culture, and opportunities on social media and career websites.
- Organizations should improve career development and employee benefits through training, clear growth paths, competitive pay, and incentives.
- Firms should build a positive work culture and encourage employee testimonials to enhance trust, satisfaction, and attract job seekers.

## 11. Conclusion

The logistics e-commerce sector is growing rapidly and needs a skilled workforce. However, attracting qualified candidates remains a major challenge. This study highlights the importance of employer branding in influencing job seekers. Factors like company reputation, career growth, compensation, and work culture play a key role. A strong digital presence also impacts applicants' decisions. Companies with a positive employer image attract better talent and gain a competitive advantage.

Thus, employer branding helps improve recruitment, retention, and long-term growth.

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