

**THE EFFECT OF EMPLOYER BRAND ON EMPLOYEE
COMMITMENT OF SELECTED APPAREL FIRMS IN
NUWARELIYA**



By:

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ABSTRACT

The aim of the present research study is to investigate the effect of employer brand on employee commitment of selected apparel firms in Nuwara-Eliya. More precisely, the study focused on evaluating the effect of selected dimensions of employer brand, based on conceptual model as predictors of employee commitment; employees brand knowledge, employer brand and its competitors, customer brand as perceived by employees, and employer brand as experienced by employees among the executive level employees of selected apparel firms in Nuwara-Eliya. It also examined the degree of executive level employee's commitment. 105 executive level employees from two apparel firms in Nuwara-Eliya are participated in the study. The respondent were given structured questionnaire of two parts including, employer brand and employee commitment. Three measuring tools were used to analyze data including; descriptive statistics, Correlation and Multiple Linier Regressions. The finding showed a high level of employer brand and employee commitment among the executive level employees of selected apparel industry in Nuwara-Eliya. Employer brand and all its dimensions showed statistically significant correlation with employee commitment. Concerning the effect of employer brand, out of four dimensions were found to have a significant effect of executive level employee commitment namely; employees brand knowledge, employer brand its competitors, customer brand as perceived by employees, and employer brand as experienced by employees.

Keyword: *Employer Brand, Employees Brand Knowledge, Employer Brand its Competitors, Customer Brand as Perceived by Employees, Employer Brand as Experienced by Employees, Employee Commitment.*

TABLE OF CONTENTS

| | PAGE NO. |
|--|----------|
| ACKNOWLEDGEMENT | i |
| ABSTRACT | ii |
| LIST OF TABLES | xi |
| LIST OF FIGURES | xv |
| ABBREVIATIONS | xvi |
| Chapter-1: NTRODUCTION | 1 |
| 1.1 Background of the Study | 1 |
| 1.2 Problem Statement/ Research Gap | 3 |
| 1.3 Research Questions | 4 |
| 1.4 Research Objectives | 4 |
| 1.5 Significant of the Study | 4 |
| 1.6 Scope of the Study | 5 |
| 1.7 Chapter Organizations | 5 |
| 1.8 Chapter Summary | 6 |
| Chapter-2: LITTERATURE REVIEW | 7 |
| 1.2 Introduction | 7 |
| 2.2 Employer Brand | 7 |
| 2.2.1 Concept of Employer Brand | 7 |
| 2.2.3 Dimension of Employer Brand | 9 |

| | |
|---|-----------|
| 2.2.3.1 The Employer Brand As Experienced By Employees..... | 10 |
| 2.2.3.2 Customer Brand As Perceived By Employees | 10 |
| 2.2.3.3 The Employer Brand and its Competitors | 10 |
| 2.2.3.4 Employees' Brand Knowledge | 11 |
| 2.2.4 Employer Brand Theory | 11 |
| 2.3 Employee Commitment | 12 |
| 2.3.1 Definition of Employee Commitment | 12 |
| 2.3.2 Employee Commitment..... | 13 |
| 2.4 The Relationship between Employer Brand and Employee Commitment | 15 |
| 2.4.1 The Relationship between Employees Brand Knowledge and Employee Commitment | 15 |
| 2.4.2 The Relationship between Employees Brand Competitors and Employee Commitment | 15 |
| 2.4.3 The Relationship between Customer Brand as Perceived by Employees and Employee Commitment..... | 16 |
| 2.4.4 The Relationship between Employees Brand as Experience by Employees Commitment | 16 |
| 2.5 Chapter Summary | 17 |
| Chapter-3: CONCEPTUALIZATION AND OPERATIONALIZATION | 18 |
| 3.1 Introduction..... | 18 |
| 3.2 Conceptualization | 18 |
| 3.3 Theoretical Background of the Study..... | 19 |
| 3.4 Definitions of Key Variables | 20 |

| | |
|--|-----------|
| 3.4.1 Employer Brand | 20 |
| 3.4.1.1 The Employer Brand as Experience by Employee | 20 |
| 3.4.1.2 Customer Brand as Perceived by Employees | 20 |
| 3.4.1.3 The Employer Brand and its Competitors | 21 |
| 3.4.3.4 Employees' Brand Knowledge | 21 |
| 3.4.2 Employee Commitment..... | 21 |
| 3.5 Operationalization..... | 21 |
| 3.6 Chapter Summary | 24 |
| Chapter – 4: RESEARCH METHODOLOGY..... | 25 |
| 4.1 Introduction..... | 25 |
| 4.2 Research Philosophy | 25 |
| 4.3 Research Approach | 26 |
| 4.4 Research Strategy..... | 26 |
| 4.5 Methodological Choice..... | 27 |
| 4.6 Time Horizon..... | 27 |
| 4.7 Research Site/ Area Selection..... | 27 |
| 4.8 Study Population..... | 28 |
| 4.9 Sampling Technique | 28 |
| 4.10 Sampling Framework and Sample Size | 28 |
| 4.10.1 Sample Size | 28 |
| 4.10.2 Sampling Framework | 29 |

| | |
|---|----|
| 4.11 Method of Data Collection..... | 29 |
| 4.12 Research Instrument..... | 29 |
| 4.13 Source of Measurement | 30 |
| 4.13.1 Method of Measured of Personal Information | 30 |
| 4.13.2 Method of Measuring the Research Information | 31 |
| 4.14 The Pilot Study | 32 |
| 4.15 Reliability Instrument | 32 |
| 4.16 Unit of Data Analysis..... | 33 |
| 4.17 Method of Data Analysis | 33 |
| 4.18 Method of Data Evaluation..... | 33 |
| 4.18.1 Method of Data Evaluation for First and Second Objectives..... | 33 |
| 4.18.1.1 Mean | 33 |
| 4.18.1.1.2 Standard Deviation..... | 33 |
| 4.18.2.1 Bivariate Analysis..... | 34 |
| 4.18.2.1.1 Correlation Analysis | 34 |
| 4.18.3 Method of Data Analysis for Fourth Objective..... | 35 |
| 4.18.3.1 Simple Regression Analysis | 35 |
| 4.18.3.2 The Multiple Regression Analysis | 35 |
| 4.18.3.3 Hypothesis Testing | 35 |
| 4.19 Method of Data Presentation | 36 |
| 4.20 Ethical Consideration..... | 36 |

| | |
|---|-----------|
| 4.21 Chapter Summary | 36 |
| Chapter-5: DATA PRESENTATION AND ANALYSIS..... | 37 |
| 5.1 Introduction..... | 37 |
| 5.2 Reliability Analysis..... | 37 |
| 5.3 Data Presentation | 38 |
| 5.3.1 Data Presentation for Personal Information | 38 |
| 5.3.1.1 Sample Distribution of Garment Factories (Name of the factory) | 38 |
| 5.3.1.2 Designation..... | 39 |
| 5.3.1.3 Department | 39 |
| 5.3.1.4 Gender | 40 |
| 5.3.1.5 Age Group | 40 |
| 5.3.1.6 Experience | 41 |
| 5.3.1.7 Educational Level..... | 42 |
| 5.3.2 Data Presentation of Research Information | 42 |
| 5.3.2.1 Univariate Analysis | 42 |
| 5.3.2.1.1 Overall Level of Employer Brand and Employee Commitment | 43 |
| 5.3.2.1.2 Overall Level of Employees Brand Knowledge | 44 |
| 5.3.2.1.2.1 Level of Employer Brand Knowledge in Trendywear Adhikarigama (Pvt) Ltd and Original Apparel (Pvt) Ltd..... | 45 |
| 5.3.2.1.3 Overall Level of Employer Brand and its Competitors | 46 |
| 5.3.2.1.3.1 Level of Employer Brand and its Competitors in Trendywear Adhikarigama (Pvt) Ltd and Original Apparel (Pvt) Ltd..... | 47 |

| | |
|---|-----------|
| 5.3.2.1.4 Level of Customer Brand as Perceived by Employees | 48 |
| 5.3.2.1.4.1 Overall Level of Customer Brand as Perceived by Employees in Trendywear Adhikarigama (Pvt) Ltd and Original Apparel (Pvt) Ltd | 49 |
| 5.3.2.1.5 Level of Employer Brand as Experience by Employees | 50 |
| 5.3.2.5.1 Level of Employer Brand Experience by Employees Trendywear Adhikarigama (Pvt) Ltd and Original Apparel (Pvt) Ltd..... | 51 |
| 5.3.2.1.6.1 Level of Employee Commitment in Trendywear Adhikarigama (Pvt) Ltd and Original Apparel (Pvt) Ltd | 53 |
| 5.3.2.2 Bivariate Analysis..... | 54 |
| 5.3.2.2.1 Pearson's Correlation Analysis..... | 54 |
| 5.3.2.2.1.1 Correlation among Overall Employer Brand and employee commitment | 55 |
| 5.3.2.3 Multiple Regression Analysis..... | 57 |
| 5.3.3 Testing Hypotheses..... | 59 |
| 5.3.3.1 Testing Hypotheses 1..... | 59 |
| 5.3.3.2 Testing Hypotheses 2..... | 60 |
| 5.3.3.3 Testing Hypotheses 3..... | 60 |
| 5.3.3.4 Testing Hypotheses 4..... | 61 |
| 5.4 Chapter Summary | 61 |
| Chapter- 6: DISCUSSION | 62 |
| 6.1 Introduction..... | 62 |
| 6.2 Discussion..... | 62 |

| | |
|--|-----------|
| 6.2.1 Discussion of Personal Information | 62 |
| 6.2.1.1 Sample Distribution of Garment Factories | 62 |
| 6.2.1.2 Designation of the Sample | 62 |
| 6.2.1.3 Department of the Sample | 62 |
| 6.2.1.4 Gender Distribution of the Sample | 63 |
| 6.2.1.5 Marital Status of the Sample | 63 |
| 6.2.1.6 Age Group of the Sample | 63 |
| 6.2.1.7 Experience | 63 |
| 6.2.1.8 Educational Level | 63 |
| 6.2.2 Finding from Level of Employer Brand | 63 |
| 6.2.3 Finding from Level of Employee Commitment | 64 |
| 6.2.4 To Examine the Relationship between Employer Brand and Employee Commitment of Selected Apparel Industry in Nuwara-Eliya | 64 |
| 6.2.5 Finding from Hypothesis Testing – Correlation Analysis | 65 |
| 6.2.5 To Explore the Effect of Employer Brand and Employee Commitment of Selected Apparel Industry in Nuwara-Eliya | 66 |
| 6.3 Chapter Summary | 66 |
| Chapter-7: CONCLUSION | 67 |
| 7.1 Introduction | 67 |
| 7.2 Conclusions of the Research Objectives | 67 |
| 7.2.1 Objective One and Two | 67 |
| 7.2.2 Objective Three | 67 |
| 7.2.3 Objective Four | 68 |

7.3 Recommendations.....68

7.4 Limitations of the Study.....68

7.5 Suggestions for Future Research69

LIST OF REFERENCES.....70

APPENDIX - I.....79

APPENDIX-II.....83

APPENDIX-III87