

FUZZY CLUSTERING APPROACH TO EMPLOYER BRAND POSITIONING – A INDIAN EMPLOYER STUDY

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Abstract

The purpose of this research is to identify the perceptual maps for leading companies in sectors such as Automobiles, Banking & Financial Services and Telecommunications according to the clusters of prospective employees based on the employer attractiveness scale propounded by Berthon et al (2005) Descriptive research design was used to conduct in this study using surveys. A questionnaire was administered to the students of various disciplines. Participants were required to evaluate the five potential employers under each sector using the sixteen attributes elaborated from the five values (interest value, social value, economic value, developmental value and application value) given by Berthon et al., (2005) using a five point Likert scale (1 = Strongly disagree; 5 = Strongly agree). The results indicate that the employers need to use different strategies to attract talented prospective employees for each sector. The results also show the positioning of companies within each sector for each of the cluster. Hence employers can use different strategies for different clusters of prospective employees.

Keywords: Employer branding, brand positioning, mapping, attract talent, strategy, clustering, attractiveness, multidimensional scaling, perceptions, branding.