

Impact of Corporate Brand Image on Employee Satisfaction

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Corporate Brand Image

- Brand image is a perception about a brand held in consumer memory
- It is only recently that the term 'corporate brand' has emerged and has captured many academics' and practitioners' attention, as it is claimed that research is now shifting from product to corporate branding
- It is the public perception of the firm rather than a reflection of its actual state or position.
- Large firms use various corporate advertising techniques to enhance their image in order to improve their desirability as a supplier, employer, customer, borrower, etc.

➤ Corporate image is comprised of four key elements :

- 1) Thoughts about the corporation,
- 2) Recognition of the corporation,
- 3) Reputation of the corporation and
- 4) The comparability of the firm with its competitors

➤ Corporate image consisted of two main components

- 1) **Functional:** tangible characteristics that can be measured and evaluated easily.
- 2) **Emotional:** such as feelings, attitudes and beliefs the one have towards the organization. These emotional components are consequences from accumulative experiences the customer have with the passage of time with the organization

Job Satisfaction

- **Job satisfaction** or **employee satisfaction** has been defined in many different ways
- Some believe it is simply how content an individual is with his or her job, in other words, whether or not they like the job or individual aspects or facets of jobs, such as nature of work or supervision
- job satisfaction measures vary in the extent to which they measure feelings about the job or cognitions about the job

Rationale

- There is an increasing realization that corporate brands serve as a powerful navigational tool to a variety of stakeholders for a variety of purposes including employment, investment and, most importantly, consumer buying behavior.
- This increasing realization calls for development of a conceptual framework which would best define the factors contributing towards defining corporate brand image and its impact on one such stakeholder i.e employee.

Research Question

Does corporate brand image impact job related satisfaction of employees working for it?

Objectives

To find out the factors of corporate brand image.

To determine the relationship between satisfaction among employees and corporate brand image.

Research Methodology

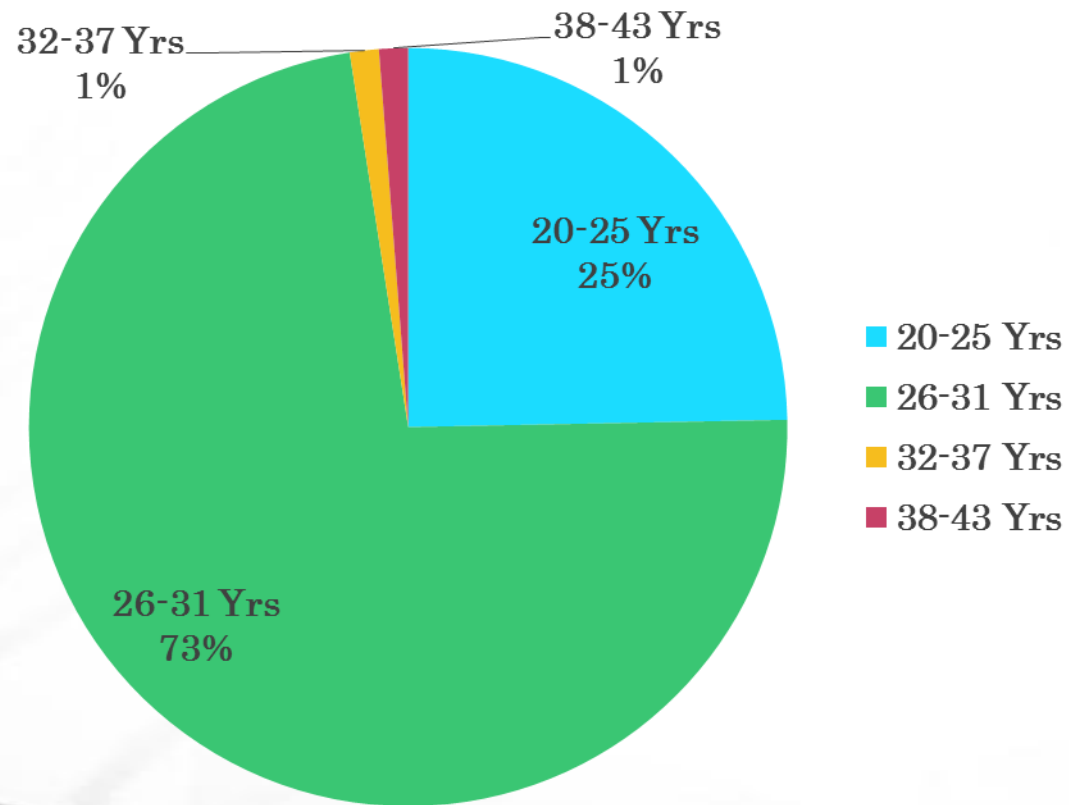
- **Research Design & Type:** Cross Sectional- Descriptive
- **Type of study:** Quantitative
- **Sample size:** 81
- **Sampling method:** Non-probability, purposive sampling
- **Sampling Unit:** Pharma Employees (Medical Sales Reps) working in different pharmaceutical organizations with different age groups and work experience
- **Tools used:** Structured Questionnaire based on Likert scale (1-5)
- **Technique used:** Survey (Online)
- **Type of data:** Primary & Secondary
- **Study location:** Jodhpur
- **Study duration:** 3 month (February-April, 2016)

KEY FINDINGS

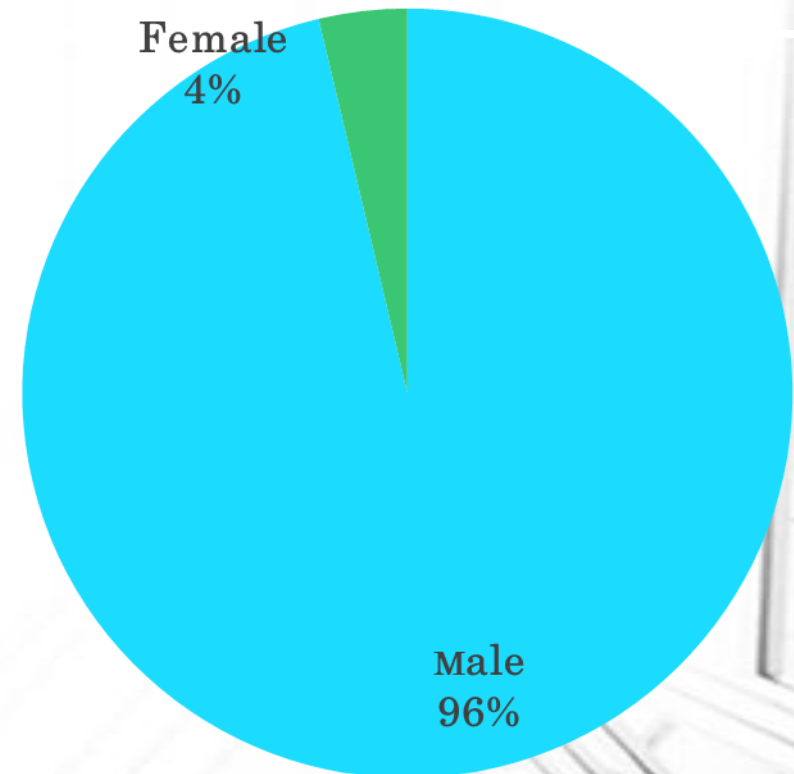


Demographic data profile

Age wise sample distribution

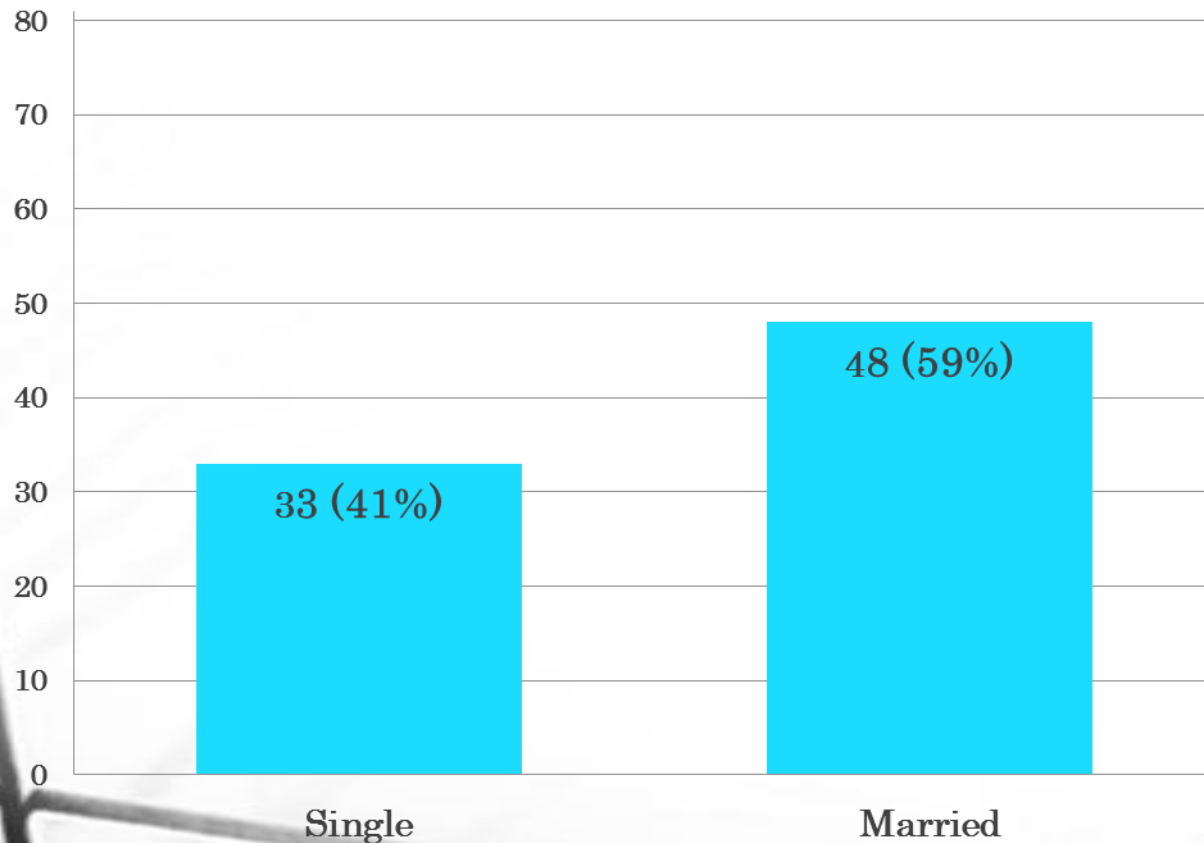


Gender wise sample distribution

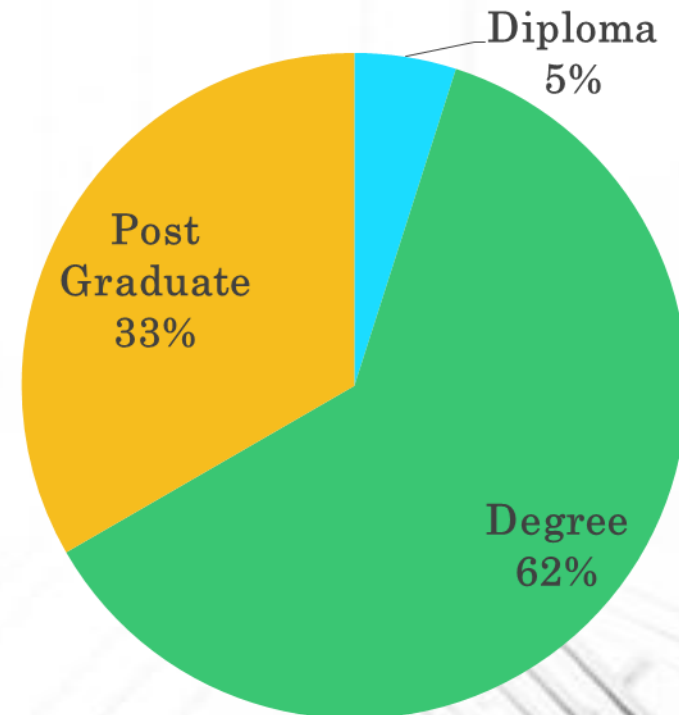


Demographic data profile

Marital status of sample respondents

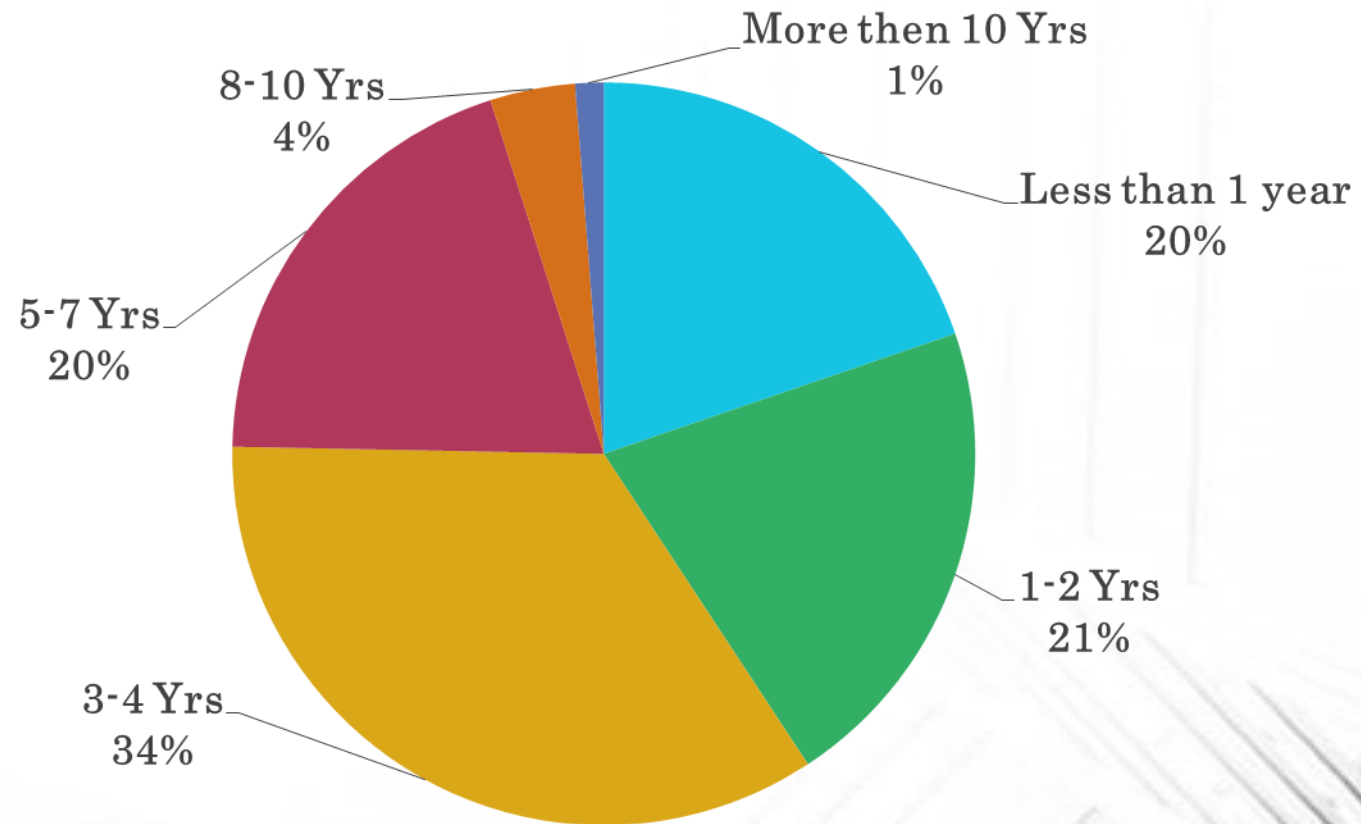


Highest level of education among respondents



Demographic data profile

Work experience of respondents



Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.802	.806	16

Cronbach's alpha was **0.802**, which indicates a high level of internal consistency for the scale

Determinants of Corporate Brand Image

- KMO & Bartlett's Test of Sphericity is a measure of sampling adequacy.
- The world-over accepted index is over 0.6.
- The Bartlett's Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected to the problem being addressed through the study. For Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05
- Both statistical data supported the use of factor analysis for these items.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.679
Bartlett's	Test	of Approx. Chi-Square	417.041
<u>Sphericity</u>		df	120
		Sig.	.000

- Rotation maximizes high item loadings and minimizes low item loadings, thereby producing a more interpretable and simplified solution. Orthogonal varimax rotation that produces factor structures that are uncorrelated.

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
VAR00014	.736				
VAR00005	.729				
VAR00015	.718				
VAR00011	.573				
VAR00006	.522				
VAR00010					
VAR00016					
VAR00008		.851			
VAR00009		.782			
VAR00002			.783		
VAR00001			.702		
VAR00013			.545		
VAR00012				.848	
VAR00007				.522	
VAR00003					.780
VAR00004					.531

Total Variance Explained

Factor	Factor designation	Short description	Eigenvalue	% of Variance	Cumulative %
Factor-1	Career prospects & Compensation	1. is ample salary being paid 2. investment in training & development 3. Opportunity for career progression 4. Scope of variety in daily work 5. Employees being taken care of	4.557	28.483	28.483
Factor-2	Organizational Fame	1. Company is large 2. Company is among top companies	1.798	11.235	39.719
Factor-3	Organizational environment	1. enjoy an informal culture 2. freedom to take initiative 3. proper usage of academic degree	1.407	8.792	48.511
Factor-4	Organization standards	1. work as per standard schedule of company 2. performers are recognized and recorded	1.307	8.171	56.681
Factor-5	Organization Flexibility	1. company adapts to changes in market 2. your colleagues have things in common	1.203	7.517	64.199

Relation between CBI and Job Satisfaction

- A coefficient of .399 suggests weak but a positive relationship between corporate brand image and job satisfaction of an employee. The value of $R^2 = 0.159$ suggests that 16% of the variance in job satisfaction can be explained by corporate brand image.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.399 ^a	.159	.149	1.72688

a. Predictors: (Constant), CBI_Independent

b. Dependent Variable: JS_Dependent

ANOVA table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.660	1	44.660	14.976	.000 ^a
	Residual	235.587	79	2.982		
	Total	280.247	80			

a. Predictors: (Constant), CBI_Independent

b. Dependent Variable: JS_Dependent

- The **Coefficients** table provides us with the necessary information to predict Job satisfaction from corporate brand image, as well as determine whether corporate brand image contributes statistically significantly to the model (by looking at the "**Sig.**" column)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.789	1.234	3.881	.000
	CBI_Independent	.083	.021	.399	.000

a. Dependent Variable: JS_Dependent

- Furthermore, we can use the values in the "**B**" column under the "**Unstandardized Coefficients**" column to present the regression equation as:

$$Y(\text{Job Satisfaction}) = 4.789 + .083 * X(\text{Corporate Brand Image})$$

- B value of 0.083 signifies that **for every one unit increase in corporate brand score the model predicts an increase of 0.083 unit change in job satisfaction score.** The t-test finds that both intercept and variable are highly significant ($p < 0.001$) and are non zero.

Difference in opinions (Independent sample T-test)

Hypothesis

- H_0 = There is no difference on the opinion on Corporate Brand Image among different age groups
- H_a = There is difference on the opinion on Corporate Brand Image among different age groups

Between age group 20-25 Yrs and 26-31 Yrs

The Sig. value = 0.868 ($p > 0.05$). A value greater than 0.05 means null hypothesis (H_0) is accepted

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Age Equal variances assumed	.028	.868	1.291	77	.201	2.99153	2.31724	-1.62270	7.60575
Equal variances not assumed			1.322	34.225	.195	2.99153	2.26368	-1.60772	7.59077

Difference in opinions (Independent sample T-test)

Hypothesis

- H_0 = There is no difference on the opinion on Corporate Brand Image among different work experience groups
- H_a = There is difference on the opinion on Corporate Brand Image among different age groups

2. Between Work Experience group: Less than 1 year and 1-2 years

The Sig. value = 0.936 ($p > 0.05$). A value greater than 0.05 means null hypothesis (H_0) is accepted

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.007	.936	-.392	31	.698	-1.26838	3.23345	-7.86305	5.32629
WorkEx Equal variances not assumed			-.392	30.931	.697	-1.26838	3.23188	-7.86044	5.32368

Difference in opinions (Independent sample T-test)

Hypothesis

- H_0 = There is no difference on the opinion on Corporate Brand Image among different work experience groups
- H_a = There is difference on the opinion on Corporate Brand Image among different age groups

3. Between Work Experience group: 1-2 years and 5-7 years

The Sig. value = 0.758 ($p > 0.05$). A value greater than 0.05 means null hypothesis (H_0) is accepted

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
WorkEx	Equal variances assumed	.096	.758	.005	31	.996	.01838	3.55707	-7.23631	7.27307
	Equal variances not assumed			.005	29.475	.996	.01838	3.57556	-7.28935	7.32611

Difference in opinions (Independent sample T-test)

Hypothesis

- H_0 = There is no difference on the opinion on Corporate Brand Image among different work experience groups
- H_a = There is difference on the opinion on Corporate Brand Image among different age groups

4. Between Work Experience group: Less than 1 year and 5-7 years

The Sig. value = 0.804 ($p > 0.05$). A value greater than 0.05 means null hypothesis (H_0) is accepted

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
WorkEx	Equal variances assumed	.062	.804	-.348	30	.731	-1.25000	3.59709	-8.59624	6.09624
	Equal variances not assumed			-.348	29.050	.731	-1.25000	3.59709	-8.60632	6.10632

Thank
you

