

The Impact of Employer Branding on Organizational Commitment: With Reference to Star Garments (PVT) Ltd in Katunayake

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In recent years employer branding has gained more attention among business personnel. The apparel industry in Sri Lanka has played major role into the competitive environment though representing the highest proportion in to the service sectors' organization. Employer branding was played the legitimate value into that competitiveness of the trend of the modern world. The researcher has considered as the main purpose of this study was to examine the impact of employer branding on organizational commitment. By considering the dimensions of economic value, social value, and development value that cogitate the impact on organizational commitment. The final sample of the study consisted of 107 staff and executive level employees who are currently working in the Star Garments (PVT) Ltd, Katunayake. A standardized and pre-validated questionnaire was distributed among the study sample in order to collect data. The study conducted the simple regression and t-test analysis to assess the impact of employer branding on organizational commitment as well as the impact of economic value, social value and development value with considering organizational commitment. Further, the researcher was examined, with the demographic factor, that the result of gender of the respondents' was controlled to assess the impact of the gender on the association of employer branding on organizational commitment. Findings revealed that there is a positive and moderate impact of employer branding on organizational commitment. As well as the economic value, social value and the development value were positive and moderate impact of employer branding on organizational commitment in respectively. Further, the study results revealed that gender does not significantly control the impact of employer branding on organizational commitment.

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