Chapter 6

SUMMARY, CONCLUSION & SUGGESTION

4.5 Summary
The study provides valuable inputs on employee role in brand image creation in two different industries. Various dimensions were identified and studied as dependent and independent variables for brand image creation through the most valuable capital of an organization i.e. ‘An Employee’. The concept of employee branding was experimented on two different industries say ‘Banking & Insurance’ belongs to ‘Public & Private’ sectors. The research provides an important insight into various dimensions related to employee branding. Further, it explained the intrinsic and extrinsic attributes that helps an employee to put positive impression on customer’s psyche for him/her self and for his/her brand. The study also pursued to learn about the functionality and applicability of various factors on different industries and sectors. The present research is based on primary data. Data collection was done through respondents belonging to different industry & sector. The target respondents were the customers of Public-Private banks and insurance companies. The complete report of the study is covered in seven chapters excluding references and appendix. A brief summary of the chapters are as follows:
Chapter 1 is comprised of ‘Conceptual Framework’, ‘Rationale’ and ‘Objectives’ of the study. In conceptual framework relevant topics have been discussed that support to the relevancy of current research. It also describes the literature background of the research topic with the help of nature, scope, background, dimensions, parameters and characteristics of the variables. ‘Rationale’ establishes the relationship of the variables with the current scenario and its importance to the organization in order to understand the inter relationship with the working environment of different industries and sectors. ‘Objectives’ of the study represents goal of the research and provide systematic examination of the context.

Chapter 2 is ‘Review of Literature’ which talks about past researches on the related topics. In this chapter available literature related to the current research topic is reviewed. It also investigates the scope for future research on the related problem and used as a literature background for the current research.

Chapter 3 discussed about the methodology used to obtain results from the data. The study is based on 2x2 matrixes that covers four subgroups of respondents (customers) belongs to ‘public and private’ sector and ‘bank and insurance’ industries. The extraneous variables such as age, gender, occupation were controlled by elimination and randomization. Initially total responses of 420 customers were collected. Further, Incomplete and un-properly filled responses were dropped out. Finally 400 responses
were taken into consideration and then data refining was done. After refining the data total 345 responses were selected with different number of elements in each cell of the research paradigm. After a brief description of the study, design and sample, the tools for data collection and analysis have been presented. The analysis of data was carried out by using Factor Analysis, ANOVA and t-test analysis that have been presented at the end of the chapter.

Chapter 4 is all about result of the tests applied. The details of the result is given based on multi stage statistical analysis along with the related research problem and assumed hypothesis. For better understanding of results summary of the result is also given at the end of the each result.

Chapter 5 relates to discussion. The results were discussed in support of assumed hypothesis and reported findings of other related researches to make some significant interpretation. It also discussed the importance of the result and connects with existing knowledge of the subject.

Chapter 6 discuss about the ‘Summary’, ‘Conclusion’ and ‘Suggestion’.

Summary: It covers the chapter wise outline of the study to give instant overall picture of the contents of the report.

Conclusion: Conclusion is drawn within the framework of objectives of the study.
Suggestion: It highlights the critical issues of the findings and provides valuable inputs on the research problem. Also, give direction to the further research.

Chapter 7 discussed about the implications of the study. It focuses on the usefulness of the generated knowledge and its application on real world for different purposes.

6.2 Conclusion

The study concluded its findings with support of research based objectives. Research investigated the usefulness of an employee as a tool for brand image creation. The results accompany the objectives of the research and achieved its purpose successfully as concluded below.

1. To determine and analyze the factors responsible for brand image creation through ‘Employee Branding’

In the light of research objective several potential factors have been identified responsible for brand image creation through employee branding. Significant impact of identified factors was measured on two different industries and sectors. Further, these factors were analyzed on the basis of their load and arranged accordingly. The study experienced
variability in the functionality of these factors according to their nature and type of industry or sector in which it is being used.

2. To study the role of employees in brand image creation.

The study observed the roles of employee is very crucial for brand image creation in service industries. The responses revealed that customers are more likely to be loyal due to employee performance in service products. Results also revealed that employee’s attributes (internal & external) are the key elements in efficiently delivering of services while keeping customers happy and satisfied.

3. To study how the concept of ‘Employee Branding’ works in different industry and sectors.

Employee branding works differently in different industries and sectors. As per the research results employee branding is more prominent in sectors than industries. Results revealed that employee branding works at same parameters in both Banking and Insurance industries where as it differ in sectors (Public & Private). The reason behind this is privatization of various sectors in which organization faces keen competition, on the other hand public sector organizations are the undisputed leader in their sectors. Therefore, employees belong to public sector organization feel less responsibility for enhancing brand image and keeping customers happy & satisfied as compare to private
sector employees. Private firms operate independently and accountable for its mission where each stake holder is responsible for the growth and achieving desire result for the firm. On the other hand if we see the overall functioning of employee branding the research experienced that employee based customer loyalty and equity are found more in service industries where employee play an important role in servicing customers and keeping them satisfied at every purchases.

4. To open up new vistas of research and develop a base for application of the findings in terms of implications of the study.

The present research revealed that employee is a strategic tool for brand image creation. The study was carried out with its own limitations in terms of time and resources, thus, there is a scope to test the result by undertaking similar kind of research at a large scale with larger sample size. The research also left space for future studies comparing service sector with other sector. Since, only bank and insurance industries was selected for the study, the research investigations may further be carried out with other industries like telecommunication, manufacturing, hotel etc. The study needs to be further elaborated by understanding of effect of employee branding on financial performance of the firm, market share, growth in terms of sale volume etc. In view of the importance of implications, the report has an independent chapter to highlight the possibility of tapping new vistas of research.
6.3 Suggestions

The study provides ‘new vistas’ for future research in a promising way. The organizations in today’s business environment is not only concentrating on quality and quantity but also on brand differentiation and never ending customer services. Ever changing market scenario made it obligatory for the organizations for face the challenges of high competition, customer disloyalty and variety of substitute products and services. Employee branding plays an important role in fighting such business problems because employees are the face of the brand and how they represent the brand in front of the customers create an extraordinary image, thus, create brand differentiation. Business desires are always being fulfilled with the help of employees who fight on behalf of the firm at market battle field. The body of knowledge generated through the result of the study should be applied as this work can become a base for designing HRM programs for the employees.

The research was restricted to bank and insurance industries only, but it could be further carried out into other industries nationally or internationally with large sample size. The result of the study would be more generalized if responses from other service industries be included. The quantitative limitation of samples might generate response bias. Therefore, it would be suggested that qualitative techniques would be more fertile in understanding and grasping the assembly of the study.
To investigate the consumer behavior and perceived image of a brand build through an employee requires relatively longer period. A well structured plan would take record of consumer’s response made out of employee branding. Furthermore, future studies may also check the impact of employee branding on consumers with different demographic attributes, male and female employee branding etc. Future research might also expand on the current findings by including different categories of respondents and various types of sectors & industries. The current research was limited in scope by many ways say data limitation, covering small geographic area, limited to only two industries etc.
Chapter 7

IMPLICATIONS

The study provides the following important implications for entrepreneurs, researchers and practitioner. The findings suggest number of possible applications and its advantage to the firm, researcher as well as academician. These applications of knowledge are conceived as implications of the study.

Employee branding is found a very important aspect of organization’s brand building process. Customers are highly associated with the frontline service provider (sales executives) and trust them for organizational promises and promised deliveries. The role of an employee is crucial for developing good brand image of an organization. Thus, organization must treat their employees as an interactive asset and help them in enhancing their ability and skills through periodically designed training sessions.

Organizations must involve sales executives or front line executives in problem solving and decision making process and make them feel proud to be an important part of the organization. This practice may bring healthy relationship with employees, favorable working environment and transparency within the organization. Consequently, employee will be more committed and this practice will inculcate favorable organizational climate.
Employee can give real data from the field that can be used for effect strategy formulation and better understanding of customers’ psychology.

The study provides various types of benefits to the organization and helps them to understand different attitude and behavior of the customers. The study also revealed that how and why the role of employee branding differ between and within the sectors & industries. It brings the important fact about the market and its functionality for particular sector or industry. Organizations can draw benefits from the knowledge of the study and can develop a better understanding about employee branding, which consequently leads to increase organizational effectiveness and efficiency. The result of the study can also helps the organizations to determine the factors initiating employees as a brand ambassador.

Organization can identify various events where front line employee can be recognized for their best services encourage them for sustained performance. In today’s competitive environment, allocation of financial resources is not workable alone but along with aforesaid steps employee must be informed about the organization’s expectation and its goals.

Employees should have clear understanding about the organization’s mission at one hand. On another hand organization should also understand and fulfill the aspirations of
employee. This would help the employee to align their personal goals with organizational goals. If organization develops and intimate employees about their career path, this would develop a sense of responsibility, motivation and commitment towards the organization. If the employees are motivated, they will be very effective in their dealing with customers. If the dealings are effective, positive word of mouth publicity will spread about the brand.