# List of Tables

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page no.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1.1</td>
<td>Comparison between Product and Employer Branding</td>
<td>31</td>
</tr>
<tr>
<td>Table 1.2</td>
<td>Industry wise Attrition</td>
<td>65</td>
</tr>
<tr>
<td>Table 2.1</td>
<td>Concept and Impact of Employer Branding</td>
<td>84</td>
</tr>
<tr>
<td>Table 2.2</td>
<td>Component Employer Branding</td>
<td>86</td>
</tr>
<tr>
<td>Table 2.3</td>
<td>Factors Affecting Employer Branding</td>
<td>87</td>
</tr>
<tr>
<td>Table 2.4</td>
<td>Effect Of Employer Branding</td>
<td>90</td>
</tr>
<tr>
<td>Table 2.5</td>
<td>Articles on Allied Terms and Concepts Related to Employer Branding</td>
<td>98</td>
</tr>
<tr>
<td>Table 2.6</td>
<td>Operational Attributes related with definition and conceptualization of employer Brand</td>
<td>99</td>
</tr>
<tr>
<td>Table 2.7</td>
<td>Articles on Variables dependent on Employer Branding</td>
<td>100</td>
</tr>
<tr>
<td>Table 2.8</td>
<td>Time Series Analysis of Literature Review on Employer Branding across Disciplines</td>
<td>100</td>
</tr>
<tr>
<td>Table 2.9</td>
<td>Conceptual/Theoretical papers available on Correlation of employer branding with selected dependent variable (Attraction &amp; Retention).</td>
<td>101</td>
</tr>
<tr>
<td>Table 2.10</td>
<td>Empirical Qualitative papers available on Correlation of employer branding with selected dependent variable (Attraction &amp; Retention).</td>
<td>102</td>
</tr>
<tr>
<td>Table 2.11</td>
<td>Empirical Quantitative papers available on Correlation of employer branding with selected dependent variable (Attraction &amp; Retention).</td>
<td>103</td>
</tr>
<tr>
<td>Table 2.12</td>
<td>On the basis of key words including both dependent and independent variables following articles were selected to draw research background for the thesis</td>
<td>104</td>
</tr>
<tr>
<td>Table 3.1</td>
<td>Institutional respondents’ demographic profile</td>
<td>120</td>
</tr>
<tr>
<td>Table 3.2</td>
<td>Beneficiaries Demographic Profiles Employees</td>
<td>121</td>
</tr>
<tr>
<td>Table 3.3</td>
<td>Potential Employees</td>
<td>122</td>
</tr>
<tr>
<td>Table 4.1.1</td>
<td>Independent Sample test for perception of management representatives of selected banks regarding awareness of concept of employer brand</td>
<td>137</td>
</tr>
</tbody>
</table>
Table 4.1.2 Independent Sample test for perception of management representatives of selected banks regarding state of employer brand in their bank.  
Table 4.1.3 Independent Sample test for perception of management representatives of selected banks regarding the time of initiation of process of employer brand in their bank.  
Table 4.1.4 Independent Sample test for perception of management representatives of selected banks regarding the reasons of initiation of process of employer brand in their bank.  
Table 4.1.5 (A) Management representative perception regarding Ranking of factors which affect the attraction and retention of employees in bank as well as across different organisations in other sectors:  
Table 4.1.5 (B) Independent Sample test for perception of management representatives of selected banks regarding the factors that affect the attraction and retention of employees in their bank.  
Table 4.1.6 Independent Sample test for perception of management representatives of selected banks regarding the trait of personality of employer brand in their bank.  
4.1.7 Perception of public and private sector management representatives of selected banks regarding external and internal media for communication of employer brand of bank.  
Table 4.1.7 (A) Perception of public and private sector management representatives of selected banks regarding external and internal media for communication of employer brand of bank.  
Table 4.1.7 (B) Independent Sample test for perception of management representatives of selected banks regarding the regarding external and internal media for communication of employer brand of bank.  
Table 4.1.8 Perception of public and private sector management representatives of selected banks regarding the department responsible for establishing employer brand of bank.  
Table 4.1.8 Independent Sample test for perception of public and private sector management representatives of selected banks regarding the department responsible for establishing employer brand of bank.  
4.2.1 Attitude of public and private sector management representatives of selected banks regarding outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for  
Table 4.2.1 (A) Rank of attitude of management representatives of selected banks regarding outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for potential employees.
Table 4.2.1 (B) Independent Sample test for attitude of management representatives of selected banks regarding outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for potential employees.

Table 4.2.2 (A) Independent Sample test for attitude of management representatives of selected banks regarding outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for employees.

Table 4.2.2 (B) Independent Sample test for attitude of management representatives of selected banks regarding outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for employees.

4.2.3 Attitude of public and private sector management representatives of selected banks regarding outcomes which according to them will be the outcome of establishing your Bank as the best bank to work with

Table 4.2.3 (A) Ranking of attitude public and private sector management Representative of selected banks regarding outcomes which according to them will be the outcome of establishing your Bank as the best bank to work with.

4.2.3 (B) Independent Sample test attitude public and private sector management representatives of selected banks regarding outcomes which according to them will be the outcome of establishing your Bank as the best bank to work with.

Table 4.2.1.1 ANOVA statistics for Opinion of bank employees regarding awareness of concept of employer branding across public and private sector banks

Table 4.2.1.2 ANOVA statistics for Opinion of bank employees regarding stage employer branding in their bank across public and private sector banks

Table 4.2.1.3 ANOVA statistics for Opinion of bank employees regarding initiation of process of employer branding in their bank across public and private sector banks

Table 4.2.2.1 ANOVA statistics for Opinion of bank employees regarding initiation of process of employer branding in their bank across public and private sector banks

Table 4.2.2.2 ANOVA statistics for Opinion of bank employees regarding department responsible for employer branding in their bank across public and private sector banks

4.2.2.3 Opinion most preferred media used by their bank to established their employer brand

Table 4.2.2.3 (A) Ranking of opinion of employees of selected banks with respect to most preferred internal and external media for communication of employer brand
Table 4.2.2.3 (B) ANOVA statistics for Opinion of bank employees regarding preferred media for employer branding in their bank across public and private sector banks

Table 4.2.2.3 (A) Opinion of bank employees regarding Attitude towards outcome of activities carried out for employer branding in their bank across public and private sector banks

Table 4.2.2.3 (B) ANOVA statistics for Opinion of bank employees regarding Attitude towards outcome of activities carried out for employer branding in their bank across public and private sector banks

4.2.2.4 Attitude towards the outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for potential employees

Table 4.2.2.4 (A) ranking of the outcomes of activities carried out by your bank to establish it as the ‘Best Bank to work’ for potential employees

Table 4.2.2.4 (B) ANOVA statistics for Opinion of bank employees regarding outcome of activities of employer branding for potential employees in their bank across public and private sector banks.

4.2.3.1 Factors which according to you are the most important factor that compels you to stay in your bank.

Table 4.2.3.1 (A) ANOVA Ranking of Opinion of bank employees regarding reasons which compel employees to stay in a bank across public and private sector banks

Table 4.2.3.1 (B) ANOVA statistics of Opinion of bank employees regarding reasons which compel employees to stay in a bank across public and private sector banks

4.2.3.2 Opinion regarding the Brand personality traits of your preferred bank.

Table 4.2.3.1 (a) Reliability Statistics

Table 4.2.3.1 (b): KMO and Bartlett's Test

Table 4.2.3.1 (c): Total Variance Explained

Table no: 4.2.3.1 (d): Rotated component Matrix

Table 4.2.3.1 (E): Factor Analysis Summary

Table 4.2.3.1 (f) ANOVA statistics for Opinion of bank employees regarding outcome of activities of employer branding for potential employees in their bank across public and private sector banks

Table 4.3.3.1 (a) - Conversion of Scores into Ranks
Table 4.3.3.1 (b) - Perception of aspirants regarding the best employer in banking industry in India

Table 4.3.3.1 (c) Independent Sample test for perception of Bank Job aspirants regarding most preferred employer Bank in Public sector

Table 4.3.3.1 (d) Independent Sample test for perception of Bank Job aspirants regarding most preferred employer Bank in Private sector

4.3.3.2 Opinion of bank job aspirants with respect to symbolic personality trait in their most preferred bank employer amongst Bank gender wise

Table 4.3.3.2 (a) Reliability Statistics

Table 4.3.3.2 (b): KMO and Bartlett's Test

Table 4.3.3.2 (c): Total Variance Explained

Table no: 4.3.3.2 (d): Rotated component Matrix

Table 4.3.3.2 (E): Factor Analysis Summary

Table 4.3.3.2 (f) ANOVA statistics for Opinion of bank job aspirants regarding with respect to symbolic personality trait in their most preferred bank employer amongst Bank gender wise

Table 4.3.3.3 Bank Job aspirants’ opinion regarding most preferred factor for choosing a potential bank employer

Table 4.3.3.2 (A) Reliability Statistics

Table 4.3.3.2 (B) Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Table 4.3.3.2 (B) Factor Matrix

Table 4.3.3.2 (C) Rotated Factor Matrix

Table 4.3.3.2 (D) Total Variance Explained

Table 4.3.3.2 (E) Factor Analysis Summary

Table 4.3.3.2 (H) ANOVA statistics for Opinion of bank job aspirants regarding with respect to reasons for selecting a particular potential bank employer gender wise

Table 4.3.4 Bank job aspirants’ perception regarding the factors makes a bank highly attractive to work

Table 4.3.4.1(A) Bank job aspirants’ perception regarding the factors makes a bank highly attractive to work for

Table 4.3.4.1 (B) ANOVA statistics for Opinion of bank job aspirants regarding with respect to reasons for selecting a particular potential bank employer gender wise
Table 4.3.5.1 (A) Comparative Analysis of aspirant’s perception and bank employee attitude towards branding strategies of banks in India with respect to preferred symbolic personality trait of employer 222

Table 4.3.5.1 (B) Independent sample t test for aspirant’s perception and bank employee attitude towards branding strategies of banks in India with respect to preferred symbolic personality trait of employer 224

Table 4.3.5.2 (A) Comparative Analysis of Aspirant’s perception and bank employee attitude towards branding strategies of banks in India with respect to reasons for choosing a particular employing bank 226

Table 4.3.4.2 (B) Independent sample t test for aspirant’s perception and bank employee attitude towards branding strategies of banks in India with respect to reasons for choosing a particular employing bank 227