

## **A COMPARATIVE STUDY OF EMPLOYER BRAND IMAGE BETWEEN ZYDUS CADILA AND CIPLA COMPANIES IN INDIAN CONTEXT**

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### **ABSTRACT**

*“Employer brand “was firstly used in the early 1990. It was used to denote the Organization’s reputation as a great place to work. Employer branding is also helpful in making a better image of an organization in the minds of existing or target employees. For implementing employer branding there should be a clear employer brand proposition which will define what the organization would most like to be associated with an employer ,highlights the unique attributes and clearly show the give and get of the employment deal. The research was conducted on 60 employees of Zyduscadila and Cipla pharmacy companies. The respondents were employees who held different position in their respective companies. . For this purpose frequency and percentage analysis tools were used. The study revealed that Cipla Company’s Employer provides better career opportunities and future prospects, leadership and strong corporate culture and satisfactory level to their employees as compare to Zydus Cadila Company.*

**Keywords:** Cipla, Career opportunities, Employer Branding, Future prospects, Zyduscadila

### **INTRODUCTION**

Employer branding is relatively a new concept. It is the most important type of branding in organizations. Today it is gaining much importance and become a hottest strategy in international employment. The concept of branding has now shifted from marketing to the HRM. In marketing, branding gives a specified name to a product or group of product of one seller. It helps us in recognizing the product and differentiating it from those of other competitors .It gives an image of an organization in the market. Employers have to do a great effort in making an image of their organization the best place of working by providing the package of functional, economic and psychological benefits. .This term is basically concerned with attraction , engagement and retention initiatives targeted at enhancing companies employer brand .By attracting and retaining the best talent a company can ascend their productivity and profitability .The reason for gaining the importance of employer branding is changing in workforce demographic and attitudes of new employees . In this modern era employees have a great mobility. They are not much loyal to the organization. They have an attitude to leave that organization which can not give them perfect package i.e. salary , proper atmosphere and career development chances .Therefore the responsibility of employer has increased to provide the employees the perfect place. This target can be

achieved by managing the talented persons by giving them reward and recognition and by best communication policies performance management is also needed .

### OBJECTIVE OF THE STUDY

The overall purpose of this endeavor is to investigate empirically for the following objectives:-

- To know which company (ZydusCadila &Cipla) has better career opportunities and future prospects.
- To know which company (ZydusCadila &Cipla) has better leadership and strong corporate culture.
- To study which company's employees are much satisfied.

### RESEARCH DESIGN AND METHODOLOGY

**Area of the Study:** The study was conducted in the two Pharmaceutical companies Zyduscadila and Cipla in indian context.

**Sample Size:** Data was analyzed on the basis of responses provided by 60 respondents(30 each).

**Research Instrument and Method:** Survey was conducted on Respondents through the Well-structured Questionnaire. Questionnaire was divided into two sections. First part was designed to obtain demographic information about respondent's gender, residential Status, age, income, qualification, position in organization and experience.. Second part contained respondent's opinion regarding their employer.

**Limitation of Study:** This study was conducted in 2 Pharmaceutical companies Zydus cadila and Cipla.

### ANALYSIS OF DATA

The data collected through questionnaires was coded keeping in context with the objective of the study. It was further suitably analyzed by Frequency and Percentage in Ms excel

**Table 1.** Distribution Of Respondent According To Gender

ZYDUS CADILA			CIPLA		
MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)
18 (60)	12 (40)	30 (100)	22 (73.33)	8 (26.67)	30 (100)

Study shows that in Zydus Cadila Company 60% and in Cipla Company 73.33% respondents are Male. (Table 1)

**Table 2.** Distribution of Respondent According to Residential Status

ZYDUS CADILA			CIPLA		
URBAN NO. (%)	RURAL NO. (%)	TOTAL NO. (%)	URBAN NO. (%)	RURAL NO. (%)	TOTAL NO. (%)
24 (80)	6 (20)	30 (100)	21 (70)	9 (30)	30 (100)

Study shows that in Zydus Cadila Company 80% and in Cipla Company 70% respondents were related to urban area (Table 2).

**Table 3.** Distribution of Respondent According To Age

AGE GROUP (Yrs.)	ZYDUS CADILA			CIPLA		
	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)
Less than 25	04 (22.22%)	02 (16.67%)	6 (20%)	10 (45.50%)	04 (18.2%)	14 (46.67%)
25-35 years	12 (66.67%)	08 (66.67%)	20 (66.67%)	08 (36.37%)	02 (9.10%)	10 (33.33%)
Above 35 yrs.	02 (11.11%)	02 (16.67%)	4 (13.33%)	04 (18.20%)	02 (9.10%)	6 (20%)
TOTAL	18 (100%)	12 (100%)	30 (100)	22 (100)	8 (100)	30 (100)

Study shows that in Zydus cadila Company out of total respondents 20% and in Cipla Company 46.67% of total respondents belong to the age groups of Less than 25 years, and in Zydus cadila 66.67% and in Cipla 33.33% of respondents belong to the age groups of 25-35 years and in Zydus cadila Company 13.33% and in Cipla Company 20% of respondents belong to the age groups of above 35 years (Table 3)

**Table 4.** Distribution Of Respondent According To Income

INCOME GROUP (Rs.)	ZYDUS CADILA			CIPLA		
	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)
Less than 2,00,000	06 (33.33%)	06 (50%)	12 (40%)	14 (63.63%)	04 (50%)	18 (60%)
2,00,000-5,00,000	10 (55.56%)	04 (33.33%)	14 (46.67%)	04 (18.18%)	02 (25%)	6 (20%)
Above Rs. 5,00,000	02 (11.11%)	02 (16.67%)	04 (13.33%)	04 (18.19%)	02 (25%)	6 (20%)
TOTAL	18 (100%)	12 (100%)	30 (100%)	22 (100%)	08 (100%)	30 (100%)

Study shows that in Zydus cadila Company out of total respondents 40% and in Cipla Company 60% of respondents belong to the income group of Less than Rs 2,00,000 and in Zydus cadila 46.67% and in Cipla 20% of respondents belong to the income group of Rs 2,00,000 – 5,00,000 and in Zydus cadila Company 13.33% and in Cipla Company 20% of respondents belong to the income group of above Rs. 5,00,000 (Table 4)

**Table 5 :** Distribution Of Respondent According To Qualification

QUALIFICATION	ZYDUS CADILA			CIPLA		
	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)
Under-graduate	-	-	-	04 (18.2%)	-	04 (13.3%)
Graduate	10 (55.56%)	08 (67%)	18 (60%)	10 (45.4%)	04 (50%)	14 (46.67%)
Post - graduate	08 (44.44%)	04 (33%)	12 (40%)	04 (18.2%)	04 (50%)	08 (26.6%)
Any Professional course	-	-	-	04 (18.2%)	-	04 (13.3%)
<b>TOTAL</b>	<b>18 (100%)</b>	<b>12 (100%)</b>	<b>30 (100%)</b>	<b>22 (100%)</b>	<b>08 (100%)</b>	<b>30 (100%)</b>

Study shows that in Zydus cadila Company out of total respondents ,no respondent is belong to undergraduate category and in Cipla Company only 13.33% out of total respondents are undergraduate and , and in Zydus cadila 60% and in Cipla 46.67% out of total respondents belong to the graduate category and in Zydus cadila Company 40% and in Cipla Company 26.67% of respondents belong to the post graduate category and only in cipla company some respondents have professional degree. (Table 5)

**Table 6.** Distribution Of Respondent According To Their Position In Company

POSITION	ZYDUS CADILA			CIPLA		
	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)
Manager	04 (22.2%)	02 (16.7%)	06 (20%)	06 (27.3%)	04 (50%)	10 (33.3%)
Consultant	02 (11.1%)	-	02 (6.67%)	04 (18%)	-	4 (13.3%)
Auditor	-	-	-	02 (9%)	-	2 (6.67%)
Trainee	-	04 (33.3%)	04 (13.3%)	-	-	-
Other/MR	12 (67.7%)	06 (50%)	18 (60%)	10 (45.5%)	04 (50%)	14 (46.67%)
<b>TOTAL</b>	<b>18 (100%)</b>	<b>12 (100%)</b>	<b>30 (100%)</b>	<b>22 (100%)</b>	<b>08 (100%)</b>	<b>30 (100%)</b>

Study shows that in zyduscadila company 20% and in cipla company 33.33% out of total respondents held the position of manager ,and 6.67% and 13.3% out of total respondents held the position of consultant in ZC and Cipla respectively, and 6.67% out of total respondents held the position of auditor only in Cipla company, and 13.3% out of total

respondents held the position of trainee only in Zydus cadila company, and 60% out of total respondents in ZC and 46.67 % out of total respondents in Cipla company held the position of MR. (TABLE-6)

**Table 7.** Distribution Of Respondent According To Their Experience In Company

Experience	ZYDUS CADILA			CIPLA		
	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)	MALE NO. (%)	FEMALE NO. (%)	TOTAL NO. (%)
Fresher	06 (33.3%)	-	06 (20%)	02 (9.1%)	02 (25%)	4 (13.33%)
1-3 years	04 (22.2%)	08 (67.67%)	12 (40%)	04 (18.2%)	02 (25%)	6 (20%)
3-6 years	04 (22.2%)	04 (33.33%)	8 (26.67%)	04 (18.2%)	02 (25%)	6 (20%)
Above 6 years	04 (22.2%)	-	4 (13.33%)	12 (54.5%)	02 (25%)	14 (46.67%)
TOTAL	18 (100%)	12 (100%)	30 (100%)	22 (100%)	08 (100%)	30 (100%)

Study shows that 20% of total respondents are fresher in Zydus cadila ,on the other hand only 13.33 % of total respondents are fresher in Cipla , And in ZC 40 % and in Cipla 20% of total respondents have less than 3 years experience , and in ZC 26.67% and in Cipla 20 % of total respondents have 3-6 years experience, and in Zydus cadila 13.33 % and in Cipla 46.67 % of total respondents have more than 6 years experience.(Table-7)

**Table 8.** Showing Respondent' S Opinion Regarding Their Employer

Statements	ZYDUS CADILA			CIPLA		
	Yes	No	Total	Yes	No	Total NO. (%)
Are your employer provide conservative working environment	26 (86.67%)	4 (13.33%)	30 (100%)	26 (86.67%)	4 (13.33%)	30 (100%)
Are your employer gives you the task of bigger challenges	28 (93.33%)	2 (6.67%)	30 (100%)	30 (100%)	0	30 (100%)
Are your performance is appraised by your employer	30 (100%)	0	30 (100%)	28 (93.33%)	2 (6.67%)	30 (100%)
Are your employer gives you proper salary	28 (93.33%)	2 (6.67%)	30 (100%)	26 (86.67%)	4 (13.33%)	30 (100%)
Are your employer is good leader or manager	26 (86.67%)	4 (13.33%)	30 (100%)	28 (93.33%)	2 (6.67%)	30 (100%)
Are your employer provide better career opportunities	26 (86.67%)	4 (13.33%)	30 (100%)	28 (93.33%)	2 (6.67%)	30 (100%)

**Table 8.** Showing Respondent' S Opinion Regarding Their Employer

Statements	ZYDUS CADILA			CIPLA		
	Yes	No	Total	Yes	No	Total NO. (%)
Are your employer provides you possibilities for promotion	20 (66.67%)	10 (33.33%)	30 (100%)	28 (93.33%)	2 (6.67%)	30 (100%)
Are your employer provides you security of job	25 (83.33%)	5 (16.67%)	30 (100%)	27 (90%)	3 (10%)	30 (100%)
Are your employer provides you internal further education	27 (90%)	3 (10%)	30 (100%)	28 (93.33%)	2 (6.67%)	30 (100%)
Are your employer provides you good ethic and moral	26 (86.67%)	4 (13.33%)	30 (100%)	30 (100%)	0	30 (100%)
Are your employer provides you possibilities to work from home	16 (53.33%)	14 (46.67%)	30 (100%)	20 (66.67%)	10 (33.33%)	30 (100%)
Are you satisfied with your employer	28 (93.33%)	2 (6.67%)	30 (100%)	29 (96.77%)	1 (3.33%)	30 (100%)
TOTAL	306 (85%)	54 (15%)	360 (100%)	328 (90.33%)	32 (9.67%)	360 (100%)

Study reveals that Cipla Company 's Employer provides better career opportunities and future prospects, leadership and strong corporate culture and satisfactory level to their employees as compare to Zydus Cadila Company as shows in Table -8.

## CONCLUSION

The main purpose of paper was to compare two pharmaceutical company i.e. Zydus cadila and cipla in terms of which company has better career opportunities, future prospects ,better leadership and strong corporate culture .The research shows that in cipla mostly respondents are male and mostly related to age group of less than 25 years and belong to the income group of less than Rs. 2,00,000. Mostly respondents are graduate and some respondents also have professional degrees in cipla. Mostly respondents were MR in cipla and having more than 6 years experience. On the other hand Zydus cadila mostly respondents are belong to the age group of 25-35 years and belong to the income group of 2,00,000-5,00,000. Mostly respondents are graduate and having the position of MR and having experience 1-3 years in Zydus cadila. The study reveals Cipla Company's Employer provides better career opportunities and future prospects, leadership and strong corporate culture and satisfactory level to their employees as compare to Zydus Cadila Company.

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