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# Corporate Social Responsibility as a Catalyst for Employer Branding: Insights from Cavin Kare Pvt. Ltd

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**ABSTRACT:** In the evolving corporate landscape, organizations are increasingly leveraging Corporate Social Responsibility (CSR) not only as a tool for societal impact but also as a strategic element in strengthening their employer branding. This project explores the direct influence of CSR activities on employer branding, with a focus on how employee participation in such initiatives enhances organizational reputation, work-life satisfaction, and employee engagement. The study adopts a descriptive research design and utilizes random sampling to collect primary data through a 21 Likert-scale questionnaire distributed among employees. Key variables analyzed include awareness of CSR, participation in socially responsible programs, perceived employer brand value, and pride in association with the organization. The findings indicate that effective CSR engagement and communication contribute significantly to building a positive employer image. The project concludes with strategic suggestions for integrating CSR more deeply into employer branding efforts to attract and retain talent, foster employee pride, and improve organizational commitment.

**KEYWORDS:** Corporate Social Responsibility, Employer Branding, Employee Engagement, Work-Life Satisfaction, Organizational Commitment and Workplace Culture.

## I. INTRODUCTION

In the modern corporate environment, the concept of employer branding has gained strategic importance, as companies strive to position themselves as attractive employers to both current and prospective talent. Simultaneously, Corporate Social Responsibility (CSR) has evolved from being a peripheral activity to a central component of organizational identity and culture. The intersection of these two powerful elements — employer branding and CSR is the focus of this project.

Employer branding in CSR refers to how a company's social and environmental initiatives shape its reputation as a responsible and desirable place to work. Employees today are not only seeking financial rewards but also purpose, alignment with values, and a sense of impact through their work. CSR activities, when actively communicated and inclusively designed, offer employees a platform to engage with causes they care about. This strengthens their emotional connection to the company, enhances work-life satisfaction, and builds a deeper sense of pride in being part of the organization.

This project explores how CSR can be strategically leveraged to improve employer branding. It particularly emphasizes the importance of employee participation in CSR initiatives, analyzing whether involvement in such programs contributes to stronger internal culture, greater organizational pride, and improved external reputation. Furthermore, it evaluates how CSR-related engagement can contribute to achieving recognitions such as Great Place to Work certifications by improving key factors like trust, belonging, and social impact. By studying employee perceptions and engagement with CSR efforts, this research aims to identify whether CSR is a valuable driver of employer branding and to suggest actionable insights for organizations looking to strengthen their employer brand through socially responsible practices.





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### II. REVIEW OF LITERATURE

Conceptualizing and Researching Employer Branding by Backhaus & Tikoo (2004). This seminal work defines employer branding as a process of creating a distinct identity for organizations to attract and retain talent. The study establishes the link between employer brand and organizational attractiveness. Firm Reputation and Applicant Pool Characteristics by Turban & Cable (2003). Examines how employer reputation influences job seekers' perceptions and decisions, demonstrating that firms with strong employer branding attract better-quality applicants.

An Integrative Review of Employer Branding and OB Constructs by Edwards (2010), M. R. Explores employer branding as a multidisciplinary concept, highlighting its relationship with HRM, marketing, and CSR, emphasizing its role in employee commitment. Employer Branding and CSR: Effects on Organizational Attractiveness by Erdogan, B., Bauer, T. N., & Taylor, S. (2015) Investigates CSR's impact on employer attractiveness, indicating that socially responsible firms have stronger employer brands and increased employee loyalty. The Impact of CSR on Employee Commitment and Employer Branding (2011) by Kim, H. R., & Park, H. J. Establishes that organizations with well-defined CSR initiatives improve their employer brand, leading to higher job satisfaction and reduced turnover rates.

### III. OBJECTIVE OF THE STUDY

#### Primary Objective

The objective of this study is to examine the role of Corporate Social Responsibility in shaping employer branding strategies.

#### Secondary Objective

- To determine if internal communication of CSR efforts strengthens employees' perception of the company's brand.
- The study will explore the relationship between ethical business practices, social impact, and organizational performance to provide actionable insights for companies seeking to enhance their employer brand.
- To examine whether employee participation in CSR activities enhances their connection with the organization.
- To assess how CSR initiatives influence employee pride, engagement, and work-life satisfaction.
- To evaluate whether CSR activities contribute to attracting and retaining top talent.

### IV. METHODOLOGY

This study follows a descriptive research design to explore and analyze the role of Corporate Social Responsibility in shaping employer branding. A structured approach was adopted to collect primary data through a survey questionnaire consisting of 21 close-ended questions, specifically designed to capture employee perceptions, awareness, and involvement in CSR activities.

In this study, the random sampling method was employed to ensure that each member of the target population had an equal and unbiased chance of being selected. This technique is particularly effective in descriptive research as it helps eliminate selection bias and enhances the representation of the sample.

**Data Collection Tools:** Google Forms

**Analysis Tools:** SPSS, Excel, Microsoft Word

#### Sampling Techniques Used:

- Reliability Test
- Descriptive Statistics
- Anova Test



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### V. FINDINGS

#### 5.1 RELIABILITY TEST

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.955	.957	16

#### INTERPRETATION

The Cronbach's Alpha value of 0.955 indicates excellent internal consistency among the 16 items, suggesting that the scale is highly reliable. The slightly higher value of 0.957 based on standardized items further confirms that the items consistently measure the same underlying construct even when standardized. Such high reliability is particularly desirable in perception-based surveys, as it ensures the responses are stable and dependable. A value above 0.9 typically reflects strong coherence among items, reducing the likelihood of measurement error. Overall, the scale can be confidently used for assessing respondents' views with accuracy and consistency.

#### 5.2 DESCRIPTIVE STATISTICS

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q5: I am familiar with CSR activity done by the company.	60	1	5	4.22	.922	-1.659	.309	3.560	.608
Q6: I have participated in educational initiatives and other socially responsible activities organized by my employer.	60	1	5	3.75	1.129	-.945	.309	.405	.608
Q7: My company actively communicates its CSR activities to employees.	60	1	5	3.88	1.075	-.946	.309	.665	.608
Q8: CavinKare's CSR initiatives, such as CavinKare Ability Awards, Chinnikrishnan Innovation Awards, and EmployAbility Job Fair, enhance brand awareness among customers.	60	1	5	4.02	.930	-1.213	.309	2.134	.608



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Q9: The company's involvement in CavinKare Ability Awards, Chinnikrishnan Innovation Awards, and EmployAbility Job Fair enhances its employer brand and reputation.	60	1	5	4.03	.920	-1.284	.309	2.428	.608
Q10: I believe CSR activity done by the company positively impacts its employer brand.	60	1	5	4.10	.838	-1.267	.309	2.653	.608
Q11: Candidates with strong personal values related to social responsibility are more likely to be attracted to work at CavinKare due to its CSR efforts.	60	1	5	4.03	.938	-1.087	.309	1.164	.608
Q12: I believe Company's responsibilities and care towards society contribute to overall business success.	60	1	5	3.90	.896	-1.113	.309	2.157	.608
Q13: If CavinKare had to choose between increasing its CSR investments or increasing its traditional marketing budget, I believe investing more in CSR would bring greater long-term benefits to the company.	60	1	5	4.05	.982	-1.215	.309	1.636	.608
Q14: Companies that fail to engage in CSR will struggle to remain competitive in the long run, regardless of how much they invest in marketing.	60	1	5	3.80	.917	-.677	.309	.457	.608
Q15: I am satisfied with CSR activities done by the company, such as CavinKare Ability Awards and Educational Initiatives.	60	1	5	3.92	.996	-1.104	.309	1.176	.608



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Q16: I believe that employees who engage in CSR activities are more likely to feel connected to the organization.	60	1	5	4.13	.812	-1.234	.309	2.871	.608
Q17: I feel a sense of pride working for the company that organizes CSR initiatives.	60	1	5	4.07	.861	-1.120	.309	1.954	.608
Q18: I am likely to recommend my company to others based on its societal initiatives.	60	1	5	4.02	.892	-.922	.309	1.144	.608
Q19: A program offering paid time off for employees to engage in CSR initiatives would enhance the company's appeal as an attractive employer.	60	1	5	3.95	.928	-.950	.309	.922	.608
Q20: If CavinKare empowered employees to initiate and generate ideas CSR projects, it would likely strengthen the company's employer brand and boost employee engagement.	60	1	5	4.12	.958	-1.436	.309	2.452	.608
Valid N (listwise)	60								

### INTERPRETATION:

The descriptive statistics reveal that respondents generally have a positive perception of the company's CSR activities, with mean scores ranging from 3.75 to 4.22 across the items. The standard deviation values, which range from 0.812 to 1.129, indicate moderate variability, suggesting that while opinions vary slightly, most responses are relatively consistent. All skewness values are negative (from -0.677 to -1.659), showing that the data is left-skewed, meaning a majority of participants gave higher (more favorable) ratings. Additionally, the positive kurtosis values (some above 2) reflect leptokurtic distributions, indicating that responses are sharply peaked around the mean, further emphasizing agreement among respondents. Together, these statistics suggest a strong, favorable, and consistent attitude toward the company's CSR efforts, with limited outlier responses.

### 5.3 ANOVA TEST

#### Pair 1:

Q4: I have been working in the company for

Q17: I feel a sense of pride working for the company that organizes CSR initiatives.

### HYPOTHESIS:

#### Null Hypothesis (H<sub>0</sub>):

There is no significant difference in employees' sense of pride based on their tenure with the company.



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### Alternative Hypothesis ( $H_1$ ):

There is a significant difference in employees' sense of pride based on their tenure with the company.

ANOVA					
Q17: I feel a sense of pride working for the company that organizes CSR initiatives.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.139	2	.569	.762	.471
Within Groups	42.595	57	.747		
Total	43.733	59			

### INTERPRETATION:

The ANOVA results measures employees sense of pride in working for a company that organizes CSR initiatives, show no statistically significant difference across different tenure groups ( $p = 0.471$ ,  $F = 0.762$ ). This indicates that the length of time an employee has been with the company does not significantly influence how proud they feel about the organization's CSR efforts. The variation in responses is primarily within groups rather than between them, as shown by the relatively low F-value and similar mean squares. Therefore, employee pride related to CSR appears to be consistent regardless of tenure, suggesting that factors other than length of service—such as personal values or direct involvement in CSR—may play a more important role in shaping this perception.

### PAIR 2:

Q3: Designation in the company

Q15: I am satisfied with CSR activities done by the company, such as CavinKare Ability Awards and Educational Initiatives

### HYPOTHESIS:

#### Null Hypothesis ( $H_0$ ):

There is no significant difference in satisfaction with CSR activities across different designations.

#### Alternative Hypothesis ( $H_1$ ):

There is a significant difference in satisfaction with CSR activities among different designations.

ANOVA					
Q15: I am satisfied with CSR activities done by the company, such as CavinKare Ability Awards and Educational Initiatives					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.644	6	1.941	2.191	.058
Within Groups	46.939	53	.886		
Total	58.583	59			

### INTERPRETATION:

The ANOVA examining satisfaction with CSR activities (Q15) across job designations yielded an F-statistic of 2.191 with degrees of freedom (6, 53) and a p-value of 0.058. Although the between-group mean square (1.941) is more than twice the within-group mean square (0.886), the p-value falls just above the conventional 0.05 threshold, so we cannot reject the null hypothesis of equal satisfaction means across designations. This suggests that while there may be some differences in how various job levels perceive CSR satisfaction, these differences are not statistically significant at the 5% level. The borderline result, however, points to a potential effect that could become clearer with a larger sample or more focused subgroup analysis.

### PAIR 3:

Q6: I have participated in educational initiatives and other socially responsible activities organized by my employer.

Q2: I belong to the following age group.



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### HYPOTHESIS:

#### Null Hypothesis ( $H_0$ ):

There is no significant difference in participation in educational and socially responsible activities across different age groups.

#### Alternative Hypothesis ( $H_1$ ):

There is a significant difference in participation in educational and socially responsible activities among different age groups.

ANOVA					
Q6: I have participated in educational initiatives and other socially responsible activities organized by my employer.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.430	2	1.215	.951	.392
Within Groups	72.820	57	1.278		
Total	75.250	59			

### INTERPRETATION:

The ANOVA results for Question 6, which assesses participation in educational and socially responsible activities, indicate no statistically significant difference across age groups ( $p = 0.392$ ,  $F = 0.951$ ). This suggests that age does not have a meaningful impact on employees' likelihood of participating in CSR initiatives. The variation in responses is primarily within age groups rather than between them. Therefore, CSR participation appears to be fairly consistent across different age categories, and age-based targeting may not be necessary for increasing involvement.

## VI. SUGGESTIONS

- CSR initiatives should be aligned with the company's core values and communicated clearly to both internal and external stakeholders.
- Regularly organizing CSR events can help boost employee morale and strengthen internal branding.
- Employee feedback should be taken before planning CSR programs to ensure higher engagement and relevance.
- CSR contributions and employee involvement should be highlighted on recruitment platforms and social media to attract value-driven talent.
- CSR success stories and employee experiences can be used in employer branding campaigns to enhance credibility.
- Collaboration between the HR and CSR departments should be improved to align employee well-being with social responsibility goals.
- Employees should be given paid time off or incentives to participate in CSR activities to increase involvement.
- The impact of CSR activities on employee satisfaction should be reviewed periodically to refine strategies.

## VII. CONCLUSION

This study on Employer Branding in Corporate Social Responsibility provides meaningful insights into how CSR initiatives shape employee perceptions and influence organizational outcomes. The findings indicate that effective internal communication of CSR efforts significantly enhances employees' perception of the company's brand, making them more aligned with its values and mission. Moreover, employee participation in CSR activities fosters a stronger emotional connection with the organization, contributing to higher levels of engagement and identification with company goals.

The research also reveals that ethical business practices and visible social impact are closely linked with positive perceptions of organizational performance, reinforcing the value of CSR as a strategic employer branding tool. Employees reported increased pride and satisfaction in being part of an organization that actively contributes to societal well-being. Importantly, the study confirms that CSR initiatives play a critical role in attracting and retaining talent, especially among individuals who prioritize social responsibility in their career choices.

In conclusion, CSR not only strengthens an organization's external brand image but also builds a powerful internal brand by enhancing employee loyalty, engagement, and workplace fulfillment. Companies that invest in meaningful, well-





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communicated CSR programs can create a sustainable competitive advantage in the talent marketplace while contributing positively to society.

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