

Evaluation the Outcomes of Internal Branding on Employee Engagement

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Abstract

Purpose: *The purpose of this study is to investigate how the internal branding of an organization create effect on the employee engagement attitudes.*

Design/methodology and approach: *Data were collected from 102 employees of several organizations in Bangladesh. Hypothesis were tested and analyzed by using SPSS 20.*

Findings: *The result of this study is that the internal branding has a great impact on employee's retention which has a positive impact on organizational overall performance.*

Research limitations: *The current research took place by considering the employees who were still now related with the organization but the employees who are left out from organization because of the wrongful management of internal branding activities toward employees of an organization were not considered by the research.*

Originality and value: *It shows the significant of a brand-building mechanism at the cultural level, and the influential effect of internal brand on employee's engagement.*

Keywords- *Hypothesis, internal branding activities, considering the employees.*

INTRODUCTION

Employee satisfaction helps employees to retain in the Organization. In a business environment, the satisfaction and retention of high-quality employees are essential element of an organization success. Qualified employees have enough knowledge to understand customer. At present, Internal branding is working as a competitive advantage for organization. When employer can appropriately ensure the greatest value related to its branding toward employees, it will ultimately create an impact on employee's mind. Then Organization will able to increase marketing activities and gives employee different kind of benefits to motivate them. According to customer expectations, employees will provide customer services which increase customer satisfaction about the brand. Satisfied customers make repeat purchases and turn into loyal customers. Loyal customers spread favorable word about the brand to their friends, relatives and other familiar persons. It creates a favorable image about brand and increase sales and profit of that organization. When employees get their expected benefit, they are reluctant to leave the organization. When an organization is being successful in ensuring all internal branding criteria, it is being ultimately successful in attracting and retaining productive and skilled human power for the organization. If any firm can ensure high skilled human power, it must be successful in securing desired position in the business market compared to other competitors.

Related to this situation, when a company would try to provide its employees an environment where employees can get their expected factors both hygiene and motivational factors, employees become satisfied and also, they can feel obligation for retaining with the specific organization. For this reason, organization should have to measure and analyze all those factors effecting to the customer satisfaction rate and the customer retention rate. Many organizations recruiting and selecting employees and then give them appropriate training to educate them about the organization culture, products and services. Organizations have to retain well trained employees in order to remain with the workplace for the maximum time and contribute effectively to the organizational success Employees favorable attitude and behavior will have significant impact on customers choosing their brand. Here, we try to analyze several factors related to employee's satisfaction attitude and employee's retention

decisions by aligning those factors with the factors of employers internal Branding. Because , if any organization can know the actual effect creating internal branding on customer satisfaction and retention rate , the organization must have the opportunities to compare and to know whether its internal branding activities are actually creating any positive attitudes among employees regarding satisfaction and retention decisions or not .If not , then Organization can know the ultimate results and it's actual effects on organizational overall performance .By analyzing actual situation and all test results, organization can know exactly in which situation they are holding and how to proceed toward it's long term goal by ensuring customer satisfaction and retention rate.

Employer branding is described as a continual activity aimed at telling present and potential workers that this workplace is very desirable and offers several perks (Moroko & Uncles, 2008). Employer branding may be used to improve employee loyalty and devotion both internally and externally to potential workers (Theurer et al., 2016). Internal branding can play a great role in increasing the employee engagement and satisfaction by analyzing the reasons of employee's resignation and carefully handling those reasons so that business organization can able to increase its employee engagement. A positive internal branding image provides an increasing reputation and exposure, coherence among its employees and a high number of applicants for organization. According to Moroko and Uncles (2009), the employer branding process is interdisciplinary in character, including principles from human resources, branding, organizational behavior, and management. Employee engagement is basically relying upon the activities of Human Resources management practices by which it can address and manage employees' issues and problems. Employee engagement is influenced by recruiting the right people for organization at the very beginning. Besides There have some strategies for increasing employee engagement namely bonuses, promotions and personal communication from top managers.

Internal branding aimed at present workers is generally focused on development programs and the creation of a positive company culture and work environment (Stuss & Herdan,2017). Customer perceptions of product service brand reputation, as well as business outcomes, will be influenced by employee attitudes and actions. It has been suggested that salespeople's ability and personal connections are more essential drivers of corporate success than product or service features. Employee engagement management is an effective technique to ensure

that high quality or experienced staff stays on board while preserving organisation effectiveness, morale, and favorable customer retention. Internal branding cultivates workers' attitudes and mindsets toward the brand, ensuring that brand values are communicated correctly to external stakeholders. Organizations should utilize "internal marketing of external campaigns" to guarantee that branding initiatives are frequently successfully recognized and supported by their workers, according to a branding program that corresponds With company vision, values, and culture. Some employees remain with a company for a long time because of a productive and supportive work place, and among all results, these are the elements that led to a greater retention rate (Dechawatanapaisal,2018). Attractive compensation and benefits offers, the opportunity to be promoted, a positive and supportive workplace environment, appreciation and recognitions for current best performers, cultural fit, opportunities for training and development, direct supervision, supervisory and social support, difficult assignments/tasks, open door, an honest relationship and socialization with coworkers, and a balance between professional and personal life were all factors that contributed to a supportive work environment. Internal branding is a marketing term that refers to promoting a brand internally in order to ensure that workers execute on the brand promise to different stakeholders. Employees must have a clear understanding of the brand promise in order to deliver it and also about shared cultural values and ideas. Employees that are interested are more likely to remain with their company, lowering total turnover and related expenditures. They have a higher sense of commitment to their organization's vision and goals, making them more effective brand ambassadors. They assist their organization grow sales and profits by strengthening client connections (Ahmad and Daud, 2016).

Ambler and Barrow (1996) refers that Employer brand gives developmental, economic, and psychological advantages similar to product band. Berthon at el. (2005) defined economic value as "the advantages supplied by the employer, in both monetary and non-monetary forms, to the workers." Salary is linked to employee work satisfaction and dedication, Employees are more satisfied when their salaries are greater (Sanchez and Brock,.1996). Organizations face huge losses when they fail to manage the employee engagement activities properly and when they cannot make the employee feel employees' values and beliefs are important and considerate by employer. Through this situation, organization face losses like facing difficulty in managing daily task, decreasing performance of productivity, facing the lack of knowledgeable employees and hinder the employee development, increasing cost of

hiring new employee and training programs etc. These situations create a negative image of the organization and there have several strategic approach to analyze and maintain the problems so that organization can able to retain and make satisfied employees in their environment (Chacko and Zacharias, 2020).

As per Sullivan (2004) Internal Branding is an appropriate and effective talent strategy which is functioning as a competitive advantage for organization .When an organization becomes successful in creating goodwill regarding its internal branding, it can easily enhance its work force or human capital , increase talent resources and employee engagement.

Employer branding aids the creation of an employee value proposition (EVP) and the marketing of this proposition inside the company in these considerations (Backhaus, 2016). Its main purpose is to keep and motivate outstanding people, as well as to recruit and retain valued personnel (Tanwar & Prasad, 2016). Employee engagement completely mediates the link between internal branding and work happiness, and internal branding is necessary for employees to be engaged with the job and the business. There have some significant dimensions of internal branding by which we can evaluate the likelihood of employee's attitudes regarding their satisfaction and retention behaviors. Those dimensions are namely economic value, social value, developmental value, work life balance value and reputational value. All these dimensions can help an organization to identify the perception of employees and according to their score among all these dimensions, organization can properly know the attitudes of employees about its internal Branding, whether company can able to create impact on employee engagement. Furthermore, if an organization wants to know the specific reasons of employee engagement, then it can consider the Ranking of some significant dimensions of reasons for employee engagement. The Ranking of these dimensions are namely compensation benefits offered by company, career development and training offered by company, social value offered by company, work life balance value offered by company and reputational value offered by company (Lee Y at el. 2014).

Dechawatanapaisal (2018) demonstrated that creating an internal brand has a favorable influence on brand orientation, which in turn has a positive impact on brand attitudes, such as brand commitment and identification. Employee engagement is favorably connected to such attitudes. Brand identity was shown to somewhat moderate the direct association between

brand orientation and desire to remain. Furthermore, internal branding and employee brand loyalty and behavior vary greatly depending on personal factors like age and job experience. The findings of this study suggest that businesses may use internal branding to influence employee attitudes and behavior, and it is thus advised that internal branding be included in corporate education and training (Yang et al., 2015). Existing workers' contentment, as well as talent retention, are critical components of an organization's success. To assess if a process approach to internal employer branding, which includes internal branding activities (IBA) and performing intra-organizational research (CIR), allows for an improvement in the existing level of employee participation, this study was conducted in order to find out. In the same way, internal business analysis aimed towards present workers has a huge influence on EVP shaping. In this context, and using employee participation levels (EVP) as a measure of employee engagement, it was shown that the adoption of a methodology to employer branding may result in an increase in existing employees' commitment and productivity. In this way, employer branding as a process that is aligned with HRM and corporate strategy may contribute to the creation of a competitive advantage for a company (Staniec and Kalińska-Kula, 2021).

There is currently a significant vacuum in the literature on the mechanisms through which internal branding promotes brand attitudes and staff retention, particularly an examination of these linkages within a single study. One of the contributions of the present study to educational studies might be further analysis of these linkages and extending of research outside the service industry (i.e., sales organization). As a result, the goal of this research is to get a better understanding of the internal brand image from the perspective of workers. This study aims to statistically analyze the linkages between internal branding, brand alignment, brand identity, brand commitment, and staff retention in order to fill the gaps stated above. It also looks at how brand identity and commitment play a role in moderating the link among brand orientation as well as retention. This research focuses on salespeople, who act as a link between the company and its clients (Punjaisri and Wilson, 2017). One aspect that might help firms keep their workers engaged on the job is their employer brand. Employee engagement is crucial for service businesses, such as the banking system, to provide better customer service & keep their employees engaged. An engaged staff is also more dedicated to the company, which leads to a variety of positive business consequences (Drive, 2022).

Variables include: Because demographic factors (e.g., gender, age, tenure) were not substantially connected to the model's dependent variables (i.e., brand commitment, desire to remain), they were excluded from further analysis to prevent misunderstanding of the findings.

Findings: Creating an indoor brand has a favorable influence on brand orientation, which in turn has a beneficial impact on brand attitudes, such as brand attachment & brand identification. Employee engagement is favorably related with such attitudes over time. Brand identity was shown to somewhat moderate the direct association between brand loyalty and desire to stay. Consequences in Practice Employee engagement may be improved by an interior branding process and absorption of brand attitudes. Such efforts are not just the duty of brand managers, but are shared by all workers at all levels. Collaboration among brand managers and Human resource interventions is essential for these initiatives to be effective (Alias et al., 2019).

RESEARCH METHODOLOGY

A strong organizational brand may be built by a branding program that is aligned with the organization's mission, values, and culture (Hatch and Schultz, 2008). Ind (2007, p. 123) recommends businesses to utilize "internal marketing of external campaigns" to guarantee that branding initiatives are well-received and supported by their workforce. Unfortunately, there is a structural gap between external brand statements and internal brand principles in many firms.

Various variables impacting retention are investigated and assessed throughout the study, as well as their link with employee engagement in the organization. The study used a mixed method approach, which included both qualitative and quantitative research methods. We used a survey questionnaire to collect quantitative data from the respondents in this cross-sectional research. beside this for the Primary data we used interview and has already said survey question for this. The research includes students from public and private institutions in Bangladesh who are graduating, post-graduating, or above post-graduation. To gather data that was supplied over e-mail, messenger group and via text message, a Google form was employed. A focus group discussion with 50 respondents of varying ages, backgrounds, and professions also gave qualitative insights on the six constructs employed in this study.

Analytical and descriptive research designs were employed in this study. Age, Gender, Department Unit, Educational Qualification, Years of Work Experience, and Designation were the demographic characteristics of the personnel employed in the research. The variables in this research may be divided into two types: dependent and independent variables. Employer branding was the study's independent variable, while retention was the study's dependent variable.

Beside what student think about the impact of internal branding on employee engagement and engagement we also collect some data from the employee of different companies. Employees from diverse businesses made up the sample population. Personal interviews were done, and staff was given extensive questionnaires to fill out. For the personal interview we have talk with some employee of some renowned brand like Bata, Shopno, Robi etc. where some of our seniors and relatives are now working. The responders came from all around Bangladesh, although the majority came from Dhaka and Chattogram. we hoped that we can collect data from different respondents. The questionnaire was divided into 9 variables. the variables that were related to employer branding and employee retention. There are a total of 16 questions in the survey. On a five-point Liker scale, Strongly Agree received a 5, Agree received a 4, Neutral received a 3, Strongly Disagree received a 2, and disagree received a 1. Students from Marketing department and few employees of different organization were chosen as the example unit. A total of 102 people were surveyed. Respondents.

To complete our survey, we have taken several questionnaires to take response from all the people. Some those questions and the variable we use are

- **Are you satisfied with the current compensation and benefits program provided by your company?**

Variable: compensation

- **Do you feel that you are able to gain a better work-life balance opportunity by maintaining your organizational work pressure?**

Variable: work-life balance

- **To what extent do the hygiene factors influence you in creating positive thoughts about your company?**

Variable: Motivation

- **To what extent do the motivational factors that are currently providing for your company persuade you to think positively about the organization?**

Variable: motivation

- **When an organization appreciates an incompetent employee or poor performance, to what extent does this situation affect you regarding your organizational commitment?**

Variable: support

- **Can your company's training and career development activities successfully cultivate a satisfied attitude in its workforce?**

Variable: Training and career

- **How does the acknowledgement you get from your community for the position you hold in the company make you feel regarding your job?**

Variable: The importance of reputation

- **Do the corporate social responsibility activities of your organization persuade you to generate positive thoughts regarding your job attitudes?**

Variable: social value

- **Is a favorable work-life balance system in an organization increasing employee retention?**

Variable: Experience

- **In what way do a supportive environment and training programs increase employee retention?**

Variable: Behavior of top management

So, this is the questionnaires we used in our survey. All of the data was gathered from self-reporting informants during the same period of time using the same questionnaire. so, we can say that we have conducted cross sectional data analysis. And from this questionnaire we can identify that four elements were important for employee engagement which are adopted from Veloutsou & Panigyrakis (2004) to express the employee's desire to remain with the company. "I am not considering going to another firm," one of the things reads. "I'd want to stay with this firm for at least five years.". "I'd want to work a minimum five years at the same place." "In order to further my career, I aim to stay with this organization."

As we already said the data are collected by using observation and survey method. We have conducted our research with the help of both quantitative data and qualitative data. And for decrypted analysis and for the analysis of covariance (ANOVA) are used as our independent variables are consisting of with both quantitative data and qualitative variables. SPSS 20.0 was used to do linear regression for the evaluation of variables impacting employee engagement and employee engagement.

Data Analysis

In this analysis we have taken response from 22 people through google forms and selected 11 variables which may affect the employee engagement and engagement. To identify the importance of the entire variable's we have conducted regression analysis. R square and P value are also used to evaluated the impact on employee engagement here we will discuss about the results

Regression equation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11}$$

In this equation, the intercept is β_0 and the slopes are ($\beta_1 X_1 - \beta_{11} X_{11}$)

If we translated the equation in descriptive from the equation will be,

Employee engagement = $\beta_0 + \beta_1 * \text{Satisfaction} + \beta_2 * \text{Compensation} + \beta_3 * \text{Worklife balance} + \beta_4 X \text{ Emotion} + \beta_5 * \text{Motivation} + \beta_6 * \text{Training and Career} + \beta_7 * \text{Reputation} + \beta_8 * \text{Social Value} + \beta_9 * \text{Behavior} + \beta_{10} * \text{Experience} + \beta_{11} * \text{Support}$.

So, in this regression analysis we have found that employee engagement may be affected by these 11 variables and now we have to define how much impact all these variables can causes on employee engagement and engagement and to do this we have used ANOVA test with SPSS20 and found the following data.

Table-1

Table:1 (Variables Entered/Removed¹)			
Model	Variables Entered	Variables Removed	Method
1	Emotion, Social Value, Reputation, Behavior, Work-life balance, Satisfaction, Compensation, Support, Training and Career, Experience, Motivation	.	Enter
a. Dependent Variable: Employee engagement			
b. All requested variables entered.			

Table-2

Table:2 (Model Summary)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.777	.504	4.371
a. Predictors: (Constant), Emotion, Social Value, Reputation, Behavior, Work-life balance, Satisfaction, Compensation, Support, Training and Career, Experience, Motivation				

Table-3

Table:3 (ANOVA^a)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	598.035	11	54.367	2.845	.064 ^b
	Residual	171.965	9	19.107		
	Total	770.000	20			
a. Dependent Variable: Employee engagement						
b. Predictors: (Constant), Emotion, Social Value, Reputation, Behavior, Work-life balance, Satisfaction, Compensation, Support, Training and Career, Experience, Motivation						

Table-4

Table:4 (Coefficients)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	6.033	14.649		.412	.690
	Satisfaction	.203	1.579	.034	.129	.900
	Compensation	.229	1.839	.032	.125	.903
	Work-life balance	-1.258	2.378	-.138	-.529	.610
	Motivation	1.112	1.861	.208	.598	.565
	Training and Career	3.644	2.538	.460	1.436	.185
	Reputation	-2.146	1.385	-.352	-1.549	.156
	Social Value	1.585	2.279	.208	.696	.504
	Behavior	-.587	2.316	-.091	-.253	.806
	Experience	-3.948	2.044	-.633	-1.931	.085
	Support	-.967	2.102	-.115	-.460	.656
	Emotion	2.999	1.631	.414	1.839	.099

a. Dependent Variable: Employee engagement

R square & adjusted R square

Here, from table 2 we have found that here R square is .777 which indicates that there is a strong positive co-relation between the employee engagement and these 11 variables. But here the adjusted R square value is .504 and their difference is more than 5% that means the variables included in this analysis are not significant with this model.

Regression analysis

From Table: 3 (ANOVAa)we found,

Null Hypothesis, H0: There is no significance relation among employee engagement and all this variable Alternate Hypothesis,

H1: There is a significance relation among employee engagement and all this variable And if we see the table, we can see that the value of F test show the result almost 2.845 and from the

f table at $\alpha=.05$ significant level and degree of freedom (Numerator=11, DE numerator=9) the value is around 3.10 and this value is greater than the calculated value 2.845

Calculated value < Table value

2.845 < 3.10

So, Accept Null Hypothesis,

From this we can concluded that, there is no significance relation among employee engagement and all this variable.

Coefficients Effectiveness

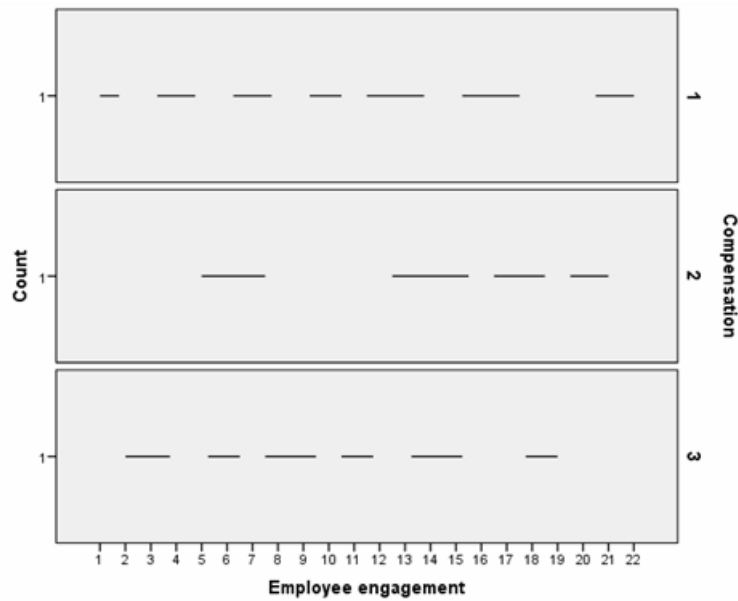
In table4 we find the co-efficient value of the all the 11 variables and to find out wheatear this variable are relevant with the model we have to compare its P value or significant value with the level of significance $\alpha=.05$. (For all the variables line chart please see Appendix section).

Relationship between Employee engagement and satisfaction

Null Hypothesis, H0: β =there is no significant impact of compensation on employee engagement Alternate Hypothesis, H1 there is significant impact of compensation on employee engagement Here, we mentioned that our significance level is 0.05. The variable "satisfaction" is entitled with .900 p value. That means p value is Greater than the level of significance. So, it can be said that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of satisfaction on employee engagement.

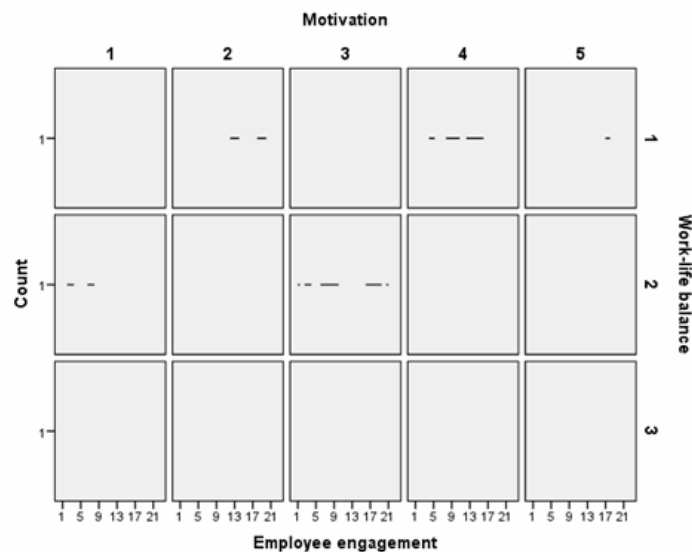
Relationship between Employee engagement and compensation:

Null Hypothesis, H0: β =there is no significant impact of compensation on employee engagement Alternate Hypothesis, H1 there is significant impact of compensation on employee engagement Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and compensation variable is about .903. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Compensation On employee engagement.



Relationship between Employee engagement and work life balance:

Null Hypothesis, H0: $\beta=$ there is no significant impact on employee engagement Alternate Hypothesis, H1 there is significant impact on employee engagement Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and work life balance variable is about .610. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Work-life balance on employee engagement.

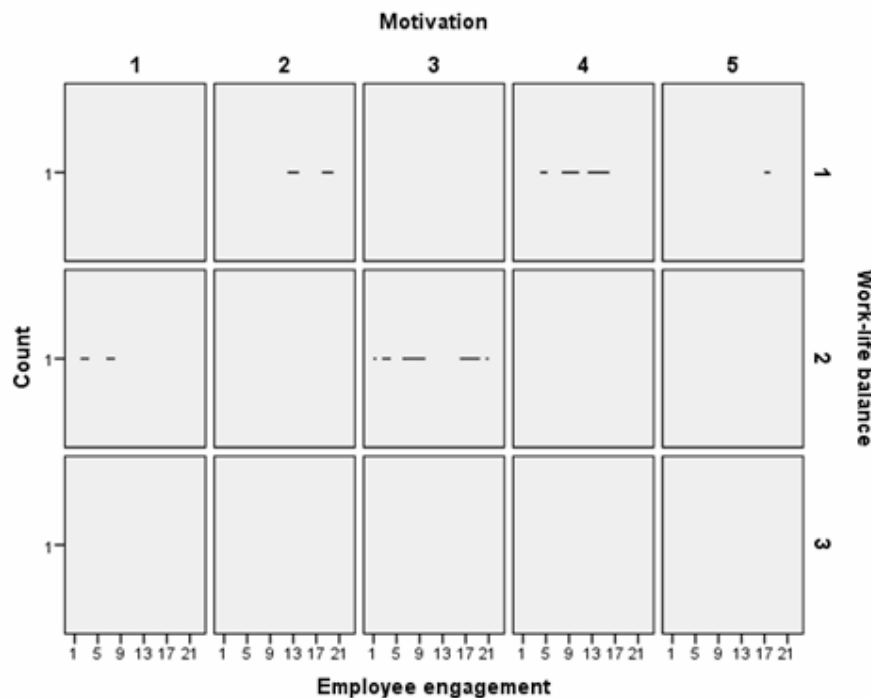


Relationship between Employee engagement and motivation:

Null Hypothesis, H0: β =there is no significant impact on employee engagement Alternate Hypothesis, H1 there is significant impact on employee engagement

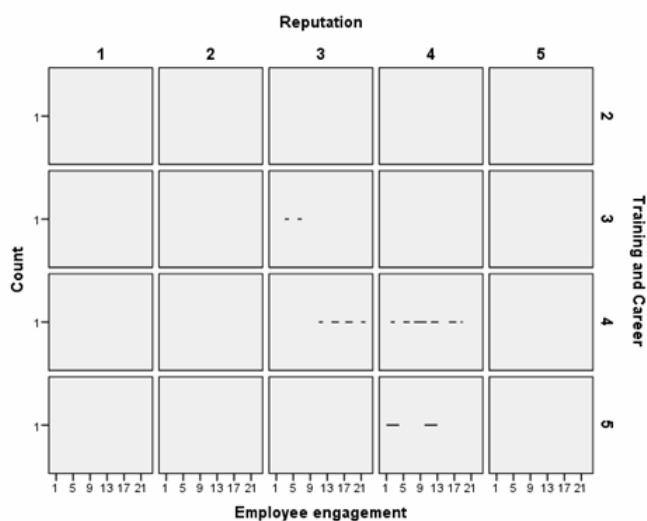
Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and motivation variable is about .565. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis.

So, we can conclude that there is no significant impact of Motivation on employee engagement.



Relationship between Employee engagement and training and career

Null Hypothesis, H0: β =there is no significant impact on employee engagement Alternate Hypothesis, H1 there is significant impact on employee engagement Here, we mentioned that our significance level is 0.05. The variable "satisfaction" is entitled with. 185 p value. That means p value is Greater than the level of significance. So, it can be said that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Training and Career on employee engagement.



Relationship between Employee engagement and reputation

Null Hypothesis, H0: β =there is no significant impact on employee engagement

Alternate Hypothesis, H1 there is significant impact on employee engagement

Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and compensation variable is about .156. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis.

So, we can conclude that there is no significant impact of Reputation On employee engagement.

Relationship between Employee engagement and social value.

Null Hypothesis, H0: β =there is no significant impact on employee engagement

Alternate Hypothesis, H1 there is significant impact on employee engagement

Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and work life balance variable is about .504. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Social Value on employee engagement.

Relationship between Employee engagement and behavior.

Null Hypothesis, H0: β =there is no significant impact on employee engagement

Alternate Hypothesis, H1 there is significant impact on employee engagement

Here, we mentioned that

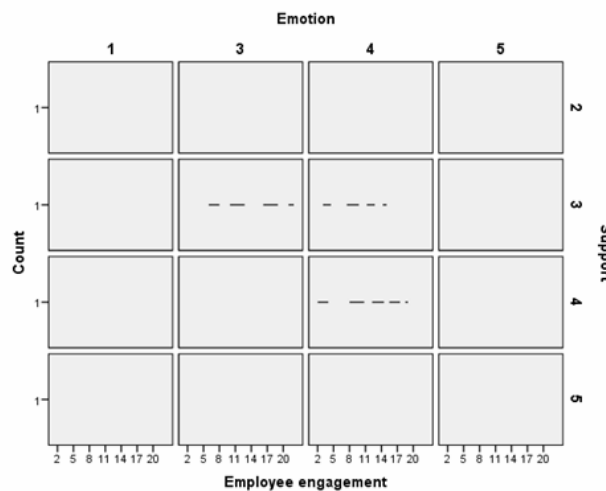
our significance level is 0.05. The p value associated within the employee engagement and motivation variable is about .806. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Behavior on employee engagement.

Relationship between Employee engagement and Experience

Null Hypothesis, H0: $\beta=$ there is no significant impact on employee engagement Alternate Hypothesis, H1 there is significant impact on employee engagement Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and motivation variable is about .085. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Experience on employee engagement.

Relationship between Employee engagement and Support

Null Hypothesis, H0: $\beta=$ there is no significant impact on employee engagement Alternate Hypothesis, H1 there is significant impact on employee engagement Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and motivation variable is about .656. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Support on employee engagement.



Relationship between Employee engagement and Emotion

Null Hypothesis, H₀: β =there is no significant impact on employee engagement Alternate Hypothesis, H₁ there is significant impact on employee engagement Here, we mentioned that our significance level is 0.05. The p value associated within the employee engagement and motivation variable is about .099. Our significance level is .05 which is less than our counted p value. As p value is greater than the level of significance, we can conclude here that we cannot reject null hypothesis. So, we can conclude that there is no significant impact of Emotion on employee engagement.

Discussion

Internal branding are important for company because it build an environment in which the employees are motivated to do their job with full enthusiasm. In our research we try to find out the variables which may causes some impact on employee satisfaction and increase their OCB (organization citizenship behavior). Internal branding can be evaluated based on employees' satisfaction and employee retention. This study deals with significance of internal branding on employee's engagement. This finding implied that satisfied employees give maximum time and contribute effectively in organizational success. Losing the qualified employees lead to reduce in productivity and work quality of an organization. Internal Branding increase the perception of belongingness and psychological attachments, enhancing the intention to stay with the organization. The findings suggest that all of the variables which are included in our research are not significantly affects employee engagement. There have other major factors which can be create greater impact in creating positive image of internal Branding. The findings also suggest that Employees' desire more facilities and accommodations those increase their mental satisfaction. In the absence of lucrative facilities in an organization, it creates dissatisfaction and bad image regarding organization that will decrease the performance of Employees'. So. To develop the organization employee's commitment to their job. Employers should try to include other variable to find out wheatear other variable can also create some impact on employee retention. And to identify those variables further research may be required so that companies' top management can efficiently handle their employees and make them satisfied.

LIMITATIONS

- In this study we just consider two methods namely survey method. But to minimize that error, we have to use observation and interview method too.
- We conduct this research with a small sample size.
- This study is concentrated on one specific area namely Dhaka division of Bangladesh. In order to find accurate results, further study can be extended including other regions of Bangladesh.

CONCLUSION

The target of this study is to find out the inter-relationship between the internal branding and employee engagement. Internal branding has been a focal point for developing employee engagement. Internal branding is the key to ensuring employees satisfaction, retention and loyalty. By understanding what factors, the employees desire to be connected with organization, employer has to ensure those expected factors. The significance of connection between internal branding and employee engagement as outcome was the purpose of conducting this study. Wide range of providing employee services as an effective instrument for exerting higher level of employee's engagement. When Employees' have positive perceptions about their organizations, they provide their best level of performance and it also helps to increase the internal branding rating which is also play as a contributory factor to create an impact on employee's engagement.

Acknowledgement

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DECLARATION

Here I am declaring that, I am the single author to write this paper entitled “Evaluation the Impact of Internal Branding on Employee Engagement.” I am also declaring that no part of this work has been submitted to any other institution for completing any other degree.

I am announcing that I did not violate any copyright issues and acknowledged all the concepts which were brought from previous studies. Text references were provided appropriately.

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