

Digital Footprint and Brand Loyalty in Attracting and Retaining Talent: An Empirical Study

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Abstract: This study investigates how digital literacy and brand commitment work together to determine employees' intention to apply and intention to stay in an organization. Based on a sample of 345 Millennial and Generation Z employees analysed by means of multiple regression, the paper highlights that an organisation's presence in digital media has a strong effect on brand loyalty and behavioural intentions. Digital branding accounted for over 50% of the variance in application intentions and 29% variance in retention intentions, meaning it recruits talent better than retaining them. For retention, the key requirement is authenticity and consistency between the company's online image and employees' real experiences.

Keywords: Digital Presence, Employer Branding, Brand Commitment, Recruitment and Retention

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