

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

**Titly Dhar\***

*Business Administration Department  
Institute of Engineering and Management  
University of Engineering and Management, Kolkata*

**Soma Bose Biswas**

*Department of Management Science  
Techno International New town, Kolkata*

**Supti Mandal**

*Business Administration Department  
Post Graduate Institute of Hospital Administration, Kolkata, India*

**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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\*Corresponding Author. Email: titlydhar@ymail.com