Hypothesis

H₁: There is no significant difference between employee attraction and employer branding.

H₂: There is no significant difference between the parameters on which employee attraction differs for 2 groups: Current Employees and Future / Prospective employees i.e. same parameters had attracted the current employees and will also attract future employees.

H₃: There will be a significant difference amongst employer branding practices in banking, financial services and insurance sectors.

H₄: There is no significant relationship between employer branding practices and the decision making process of applying to a job in the minds of the future employees.

H₅: There will a significant relationship between employer branding and job satisfaction.