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Shopee ecommerce human resource recruitment branding strategy

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Abstract

In recent years, business models globally continue to change significantly with the advent and strong development of e-commerce. This business model has made great contributions to economic growth in the context that the world is entering the 4.0 revolution. According to GlobalData's E-Commerce Analytics, Vietnam is considered as one of the fastest growing e-commerce markets in Southeast Asia with an average annual growth rate of about 18% and is expected to grow rapidly. The market size is

likely to reach \$26 billion by 2024. The explosive growth of e-commerce increases the need for quality human resources with expertise and understanding of e-commerce. death. Creating a fierce competition among famous brands in the field of e-commerce such as Shopee, TiKi, Lazada, Sendo makes e-commerce businesses understand clearly and focus on raising issues. Employer branding to attract good human resources.

Keywords: E-commerce, Recruitment Brand

1. Introduction to the research problem

Today, businesses face many challenges in finding candidates, especially those for important positions. Moreover, candidates are getting younger and more tech-savvy, they actively research the company and its culture through online tools before applying. Without a strong enough recruitment brand, that business will drown with hundreds of job announcements every day. Employer branding has been and is a global trend.

Why build a recruitment brand strategy? Talented people always have their own requirements and needs commensurate with their values. Therefore, before applying for a position, they all look at communication channels (website, press, fanpage, email) to better visualize the recruitment brand and consider whether it is suitable. with the company's culture or not. Once you have built a strong recruitment brand, you don't need to spend a lot of money and human resources on recruitment. That part of the cost can be deducted for company branding or product development. Because at that time, talented candidates will come by themselves. When the business has a strong recruitment brand, employees will automatically refer friends and acquaintances to apply for the missing positions. The more positive employees comment on the company on facebook, zalo, forum, etc., the higher the chance of finding potential candidates, and this also helps to increase brand awareness, and create a chain effect that helps increase sales. sales number. The special benefits and different company culture such as modern open office, entertainment facilities and employee health care programs will help employees to be more attached to the company, have higher level of service. higher satisfaction, leading to better work performance. Therefore, it can be said that this is a very competitive environment for building recruitment strategies, competitors in the field of e-commerce are always ready to use competition policy to attract talented human resources to apply for the business. The general manager together with the human resources director of Shopee have determined a recruitment brand strategy to increase competitiveness, This is the most important job to help Shopee create a position, a difference, build a sustainable brand in the eyes of customers in general and develop its market share in particular. However, Shopee's recruitment brand strategy cannot avoid shortcomings. Therefore, my group will conduct research to organize activities to build a recruitment brand strategy for Shopee unit.

2. Theoretical basis

2.1 Overview of employer brand strategy

2.1.1 Concepts

Brand concept

A brand is a special sign (tangible and intangible) to identify certain products, goods or services produced or provided by an individual or organization.

Employer brand concept

Employer branding was first studied by Ambler and Barow (1996). The two authors have defined employer brand as the sum of psychological values, remuneration policies, and benefits from job expertise. The main goal of the research is to help businesses easily manage recruitment by focusing on important tasks, increasing labor production and perfecting recruitment, making employees happy. commitment to the business.

Employer branding is seen as the process of building an employer's identity towards current and potential employees, to differentiate a business from its competitors.

Brands are often associated with associations about a company's products or services. With this understanding, a brand is a consumer image of a business. Trademarks are often used to distinguish a business as a seller from other sellers. Employer branding, on the other hand, considers a business as an employer. Employer brand is the image of the business in the mind of employees. Employer branding aims to create a reputation with employees that this business is better than other businesses in order to attract them to work at the company.

The importance of employer branding

Job seekers often research multiple businesses at the same time when they apply for jobs, and they may use a business's reputation as a source of information about working conditions in different organizations. Organizations have experienced effective employer branding that leads to certain competitive advantages, and this makes it easier for the organization to attract and retain employees.

It must be acknowledged that businesses with strong recruitment brands can reduce recruitment costs, improve relationships with existing employees, retain talent and even offer lower salaries (same position) with companies with low recruitment brands.

2.1.2 Contents of steps to build an employer brand strategy

Here are eight steps to building an employer brand strategy:

- 1. Determine the value proposition of the business**
Core values in an employer brand strategy begin with the company's mission statement, values, vision, and culture. Based on business needs, businesses will then determine the skills needed to accomplish their goals.
- 2. Conduct employer brand assessment**
In a management position – Human Resources, you will not be able to fully perceive the reputation of the company in the eyes of the candidate, or even your own employees. Therefore, it is recommended that businesses conduct internal surveys, search on social networks to read reviews about themselves. This will help you discover what your employees love about the company culture to work on, as well as any areas that need improvement for employer branding.
- 3. Communication declares the value of the business**
Once you've made a list of the company's values and benefits, it's time to communicate your employer brand through some clear value propositions on your website, job brochure, and social media pages. The purpose of a value statement is to ignite passion in potential candidates – by demonstrating the company's positive and responsible impact on society. Everyone wants to feel meaningful in their work – even at the expense of a

pay cut. Take advantage of this by including the introduction of the company's value proposition into the interview process. Certainly, the opportunity for businesses to hire the right people for the right jobs increases significantly.

4. Leverage the power of word of mouth

When a candidate wants to learn more about your employer brand, they'll want to listen and meet your current employees. Take advantage of this by conducting interviews or sharing employee testimonials on the company website. You can also ask employees to share on social networks on the occasion of the company's party, team building or other social activities. This is a simple yet powerful way for employees to share company culture with their network.

5. Optimizing the working experience

The probationary period is an employee's first experience when entering a company and has a very strong impact on the employer branding strategy. A negative experience will leave your new employee looking forward to another opportunity.

It is important that you make employees feel heard and excited about work and colleagues from the very beginning. Equipping new hires with the manuals and tools needed to fulfill their roles will reduce turnover and enhance teamwork.

6. Create learning and development opportunities

Joint Research Inc. shows that a common reason employees leave their jobs is boredom and a desire for new challenges. By providing opportunities for employees to learn and develop new skills, you are showing that the company is focused on the development needs of employees, so that they do not feel bored in their roles. This will be a premise for businesses to better retain talented employees. In other words it's also a win-win situation

7. Promote your recruitment brand with videos, blogs, images and slideshows

To improve market awareness of a product or service, a business cannot just deliver its message through a single channel. Leverage every channel possible - videos, images, slideshows, blogs and other forms of messaging - to ensure that your business is reaching the widest audience across all media platforms.

8. Build a diverse and inclusive team

Employer branding requires businesses to demonstrate their commitment to diversity. Diversity in culture, age, background, etc. will bring more creative ideas, improve working culture and customer service in general. In addition, this also facilitates businesses to expand their reach to more groups of candidates.

2.1.3 Meaning of employer brand strategy

The meaning of an employer brand strategy is the first key element that business founders need to identify and create to guide the business for communication and marketing activities.

Meet the needs and interests of customers. Giving the right orientation to the interests of the business, thereby demonstrating the strengths of the business and being able to realize recruitment strategies while impressing colleagues, employees and partners.

Thus, meaningful brand strategies associated with social issues will easily attract the attention of the public. A

meaningful and clear brand name will help business leaders orient themselves according to customers' perceptions and concerns, determine what to do and what not to do in approaching the market.

3. Research methods

Research methods are considered as practical theories of the research paper, and determine the success of the research. The application of a research method means the application of a method to conduct the discovery of the research object. Each topic will have different specific research methods, but these methods will always be closely related to the content of the research problem.

3.1 Qualitative research methods

Qualitative research method is a type of research often used to probe, find out opinions and views to find insight into issues. In addition, this method can also be used to detect future customer trends.

The methods of data collection of qualitative research are very diverse and do not have a specific structure like quantitative research. By relying on documents and research sources of qualitative methods so that we can highlight the role of employee care activities, the results of employee care create Shopee's employer brand.

Shopee qualitative research often answers "how" and "why" questions about a phenomenon, behavior, etc. For example, the personal interview method, the interviewer at Shopee will ask questions. Open-ended questions so that respondents can freely express their views, thereby can collect diverse information, even never thought of.

The advantages and disadvantages of qualitative methods

Advantage

The problem is seen from an insider's perspective
Help discover useful information quickly.

The lead time of a qualitative research project is usually shorter and less costly than that of a quantitative research project.

Disadvantages

Limitations on the reliability of research results

The time required to collect and analyze data for a qualitative study is quite long and difficult.

Subjectively, the generalization of research results to the overall is limited.

Transparency of qualitative research is lower than that of quantitative research

3.2 Quantitative research methods

Quantitative research method is the collection and analysis of information on the basis of data obtained from the market. The purpose of quantitative research is to draw market conclusions through the use of statistical methods to process data and figures. Quantitative research is suitable for research on attitudes, opinions, and behaviors of surveyed people.

Shopee's method for collecting quantitative data is often more structured than qualitative data collection including various forms of survey such as email, online survey, paper survey, mobile survey, survey by mail.

There are many softwares developed to serve for data processing and statistical analysis, typically: SPSS, STATA, SAS, etc. These software support Shopee in the process of collecting information and numbers.

Advantages and disadvantages of quantitative research methods

Advantage

Scientific objectivity

High reliability of research results, representativeness

Quick analysis

Disadvantage

Quantitative research does not clarify the phenomenon of people (behavior research).

Subjective factors of surveyors.

Differences in understanding of questions

Contextual errors can affect survey content.

Quantitative research uses more complex research methods than qualitative research, so it takes more time to design research procedures.

Because a large sample is needed to generalize to the population, the cost of conducting a quantitative study is often very large, much higher than that of a qualitative study.

4. Research results and discussion

4.1 Research results

Find out the change of psychological factors, motivation and behavior of customers in order to build an appropriate marketing strategy, thereby motivating customers to buy products and services.

Buyers can learn about customers based on

Demographics, behavior (Geography, Demographics, Needs, Behavior, Personality).

Factors that drive purchase (Occasion/Event, Budget, Brand, Product Quality, Trending).

Customer journey: describes the stages Buyer interacts with Seller to reach the final decision (buyer or customer awareness of the brand).

In addition, Sellers should also learn about 2 types of customers to come up with appropriate marketing strategies:

Active customers: Actively looking for solutions that satisfy their needs.

Passive customers: Affected by society, media, and advertising.

From understanding and analyzing Shopee's business model, we realize that the advantages and disadvantages of Shopee businesses still need to make more efforts to dominate the online retail market, from pricing policy, to inventory management, products, delivery policy and customer care. With strong investment capital and an abundant customer database, Shopee in the future can create a competitive advantage by providing a wide range of products with quality to satisfy past and present customers. trust.

Qualitative research is carried out based on research bases, theoretical issues on overview of e-commerce and online shopping, consumer behavior and consumer purchasing decision process, The model drawn from previous studies aims to: Discover, adjust and supplement the factors affecting the online shopping decision on Shopee of customers in Ho Chi Minh City. Ho Chi Minh City from 2019 to present. Develop questionnaires, scales and collect necessary information related to research subjects to serve quantitative research.

Quantitative research is done through data obtained from an online survey of customers in Ho Chi Minh City who decide to choose Shopee as an online shopping shopping channel.

Preliminary assessment of the reliability and value of the scale by Cronbach's Alpha reliability coefficient and

exploratory factor analysis to assess the reliability of the scales, thereby eliminating unreliable observed variables, and at the same time reconstructing the remaining observed variables and appropriate factors (measured components), as the basis for the correction of the research model, research hypothesis and subsequent analysis contents.

Linear regression analysis aims to test the research model, research hypotheses and measure the impact of groups of factors.

T-Test (test for difference) and ANOVA (Analysis of Variance) aim to determine whether customers in Ho Chi Minh City decide to purchase online on Shopee site according to the demographic characteristics of the surveyed customers.

4.2 Discussion of study's results

Capturing people's interests is a healthy, attractive employer brand. Shopee has always built itself a comprehensive brand, serving millions of people. Enterprises have communicated about their company's brand values and affirmed their position in the field of e-commerce floors. With the desire to satisfy the interests of customers and applicants, Shopee has built a dynamic, fun environment, set up a system, designed modern facilities and invested actively. combine the most relevant, effective experiences.

In addition, Shopee also pays special attention to experience issues during the probationary period and creates opportunities for employees to learn and develop. The employees will be thoughtfully and thoughtfully treated, listened to and understood from the employer.

Shopee's employer brand strategy always wants to bring a beautiful image in the eyes of people through promotional ads and images on social networking sites.

In addition, businesses also research and learn about the preferences and psychology of customers who want to apply for working positions, Shopee always creates a diverse and suitable working system. Help employees understand and be more aware, develop themselves, create an ideal joy, beautiful years when working here.

Shopee is also constantly updating and innovating, learning about the needs to meet the popularity of its employer brand. Create trust, impress everyone so that people trust Shopee

5. Conclusions and recommendations

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. Launched in 2015, the Shopee commerce platform was built to provide users with an easy, safe and fast experience when shopping online through a strong payment and operating support system. For users across the region, Shopee offers an integrated online shopping experience with a wide range of products, a dynamic user community, and a seamless service chain. However, besides that, there are some recommendations for Shopee as follows:

For the Management Board of Shopee E-commerce trading floor:

Apply necessary measures to ensure the safety of information related to members' business secrets. Not to disclose, transfer, rent or sell information related to business secrets or personal information of consumers without the consent of the parties involved, unless otherwise provided for by law. other determination.

Maintain the normal operation of the Shopee E-commerce

trading floor and quickly overcome the problems that affect the operation of the Platform such as: technical problems with machines, software errors, internet transmission system, human resources, events, social changes, natural disasters, power outages, decisions of State agencies or a related third party. In the event of force majeure events such as: Natural disasters, fires, social ups and downs, decisions of authorities... which are beyond our control, Shopee e-commerce trading floor is not responsible. joint responsibility.

For Members participating in Shopee E-commerce trading floor:

Members are responsible for providing necessary information related to themselves to ensure order completion, including: transaction name, address, selected payment method, contact phone. Particularly, the Seller must provide complete and accurate information including the name and address of the head office of the trader, organization or the name and permanent address of the individual; number, date and place of issuance of the business registration certificate of the trader, or the number, date of issue and the unit issuing the establishment decision of the organization, or the personal tax identification number of the individual; phone number or another online contact method.

Sellers and Buyers are responsible for providing information about transactions and goods to support Shopee E-commerce trading floor in resolving disputes arising between Buyers and Sellers taking place through the Platform. The Seller is responsible for indemnifying the Buyer if it can be proved that the fault lies with the Seller.

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