Studying the impact of brand personality traits on attitude toward employer brand.

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Abstract The aim of this study was to investigate the impact of brand personality on the employer's attitude toward the brand. This study is applied and descriptive nature of data collection - the survey. The study employees of the National Bank of Gilan have been a number of times in 1320. Cochran formula is used to determine the sample size. In which the sample is extracted 297 people. To collect the data required by a standard questionnaire was used. By content validity and construct validity of validity, as well as its reliability by using Cronbach's alpha coefficient has been confirmed. In this study, descriptive and inferential statistics were used Descriptive statistics were used to describe the demographic variables and variables describing the research and inferential statistics to examine the hypothesis using SPSS software and Smartpls is used. The results showed that the variables of trust in their employer brand personality and emotion employer to employer brand and had a significant positive impact. Brand trust and brand sentiment towards the positive and direct impact on the attractiveness of the employer brand. The results showed that the employer brand personality dimensions (honesty and sincerity, competence, sophistication and grace, strength and power) except exciting employer brand trust have direct and positive impact. The results showed that both the employer brand's character and charms competence and complexity of the emotions have a direct and positive impact to employer brand. But the scale of honesty and sincerity, exciting and robust and power has not had a significant impact on sentiment towards the employer brand. Keywords: trust, brand personality, employer brand attractiveness

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