
The Relationship between Brand Orientation and Employee Brand Building Behaviors According to the Role of Internal Branding and Inter-Functional Communications in Pasargad Bank Branches in Guilan Province

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Abstract Today Creating an appropriate brand image is considered as a strategic tool for loyalty to customers, and this is also very important in the banking industry. In this regard, the present study was designed to investigate the relationship between Brand orientation and Employee brand-building behaviors, considering the role of Inter-functional communications and Internal branding in Pasargad bank branches of Guilan province. The method of this research is descriptive and is considered as a practical purpose. The statistical population of this research consisted of employees of Pasargad Bank in Guilan province and the method of sampling was randomly simple. The data gathering method in this research is field survey of this questionnaire. The content validity method was used for validity and the reliability was determined using Cronbach's alpha coefficient. Finally, for analyzing the data and testing the research hypotheses, structural equation modeling was used with smart pls 2 software. The results of analysis of collected data showed that there is a positive relation between Brand orientation with internal branding and internal branding as well as Employee brand-building behaviors. In addition, the role of moderating Inter-functional communications has been confirmed. Findings also showed that the brand orientation, internal branding and Inter-functional communications Explaining 75.8 percent of the variables of Employee brand-building behaviors. **Keyword:** Brand orientation , Employee brand-building behaviors, Internal

branding in, Inter-functional communications

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