

MEASUREMENT MODEL OF EMPLOYER BRAND PERSONALITY A SCALE CONSTRUCTION

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ABSTRACT

Purpose

To meet the demand of increasingly conscious and competitive employees, IT service providers need to understand what defines Employee Brand Personality (EBP) in the employees' minds. The purpose of this research is to build a measurement model of employer brand personality. This paper clearly identifies the employer brand personality of companies in IT sector.

Design/methodology/approach

Descriptive research design was used for the study. A structured questionnaire was used for data collection. The questionnaire contained demographic questions and questions related to employer brand personality. The data was collected through personal interviews with employees of various leading IT companies in Tamil Nadu. Structural equation modelling was used to find out the segments of employer brand personality of IT companies.

Findings

This study is based on the multi-dimensional approach to brand personality, which considers conception of brand personality as a complex construct comprising dimensions like Radical, Exhilaration, Modish, Lenient, Conscientious, Satisfying, Enterprise, Frank, Influential for IT sector which provide new insight into the employer brand personality literature.

Practical Implications

The results show the EBP dimensions of IT companies. Hence employers can use different strategies for attracting and retaining employees.

Originality/value

This paper makes a maiden attempt to measure employer brand personality dimensions of leading IT companies. The study is useful for consultants and organizations to implement Employer branding program.

Keywords: Employer brand, Brand personality, scale, brand management, Marketing.