

Considering the effect of social responsibility on loyalty of customers of Melli bank in Guilan province

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Importance of corporate social responsibility is increasing and has strategic result for the company. Great companies invest significantly in activities related to social responsibility of the company. Tendency to investment in social responsibility of company shows that this cost is not limitation or correct work that should be done but it is a source for achieving competitive excellence. Nowadays social responsibility of the company is counted as an important subject for most organizations and their managers therefore the main goal of this research is considering effect of social responsibility on customers' loyalty of Melli bank in rasht city. method in current research is descriptive-surveying and applied one, statistical society are customers of Rasht city that were chosen by using available sampling method with volume of 387 people and data were collected through questionnaire with 5-item likert spectrum. Then collected data were analyzed by SPSS software. Result of research shows that social responsibility, customer loyalty, customer-orientation, Altruism, ethical responsibility and respecting environment affect customer loyalty.

Keywords : Keywords: Social responsibility, Customer loyalty, Customer-orientation, Altruism, Ethical responsibility, Respecting to environment

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