

# **Explanation of brand equity and corporate reputation through social responsibility and customer trust, Studied (branch of Gilan Province Saderat Bank)**

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**Due to the increasing in the level of competitive intensity in various industries, especially banking industry, bank reputation and brand equity are considered as the most important factors in consciousness and decision-making in the use of banking services. Nowadays, customers care about the issues related to corporate social responsibility and this affects their attitude and makes use them again. Since the purpose of any economic enterprises is to earn maximum profit with long-term relationships with their customers. The current study investigates the significance of the relationship between corporate social responsibility through customer confidence and brand equity and reputation of the branches of Bank Saderat in Gilan province. It is a field study and an applied regarding purpose and data were collected by questionnaire. The population of this study includes customers of the Bank Saderat in Gilan province and 408 were ed as sample using non-probability sampling. Cronbach's alpha was used to test reliability which was calculated higher than 0.7 for all variables. In order to analyze the data was used structural equation modeling by SPSS and LISREL software. All hypotheses of this study were approved which as follows: corporate social responsibility is positively related to corporate reputation, corporate social responsibility has a positive relationship with the brand equity, corporate social responsibility has a positive relationship with the trust, there is a positive relationship between corporate social responsibility and corporate reputation through customer confidence, and there is a positive relationship between corporate social responsibility and the brand equity through customer confidence**

**Keywords : Brand Equity, Customer Trust, Corporate Reputation, Social Responsibility**

