

The impact of CSR activities in response to the bank's clients (Case Study: Gilan)

Afshin Asgarzadeh*,

Social responsibility of the bank and the bank's ability to call customers and specifically on customers' purchase intent and awareness of the impact. As the utility builds a better brain. The main objective of this study was to assess the impact of the bank's social responsibility activities Banks Gilan on purchase intention of customers according to their knowledge. Thus, 384 patients with available sampling method as the sample is ed. The research hypotheses were tested with structural equation techniques. The results showed that the bank's social responsibility activities Banks Gilan Province Khrydkhdmata financial planning has a positive effect. It was also found to increase the effectiveness of awareness. So that more and more people are aware of the impact and the social responsibility activities of banks on purchase intention more customers.

Keywords : functionality, social responsibility, awareness, purchase intent, banks Gilan province

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)