
The impact of social responsibility activities of insurance companies on customer reactions (Case Study: Dana Insurance Company in Gilan province)

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Corporate social responsibility and the company's ability effectes on the response of customers and specifically the reaction of customers and their awareness. So that creates a better mental utility. The main objective of this study to assess the impact of the company's social responsibility activities and customer response of Dana insurance and explain the role of moderator awareness of customers. Thus, 423 people in Guilan Dana insurance customers as sample and the non random sampling method were ed. Structural equation modeling techniques were used to test the hypotheses. According to the results showed that social responsibility activities and the capabilities of the company's insurance fof Dana company positive and significant impact on customer response. It was also found that the customer awareness of social responsibility activities and company's ability has a positive impact on the customer reaction. In fact, awareness plays the role of moderator. Therefore, Dana Company must not only increase its social responsibility and capabilities, but also must inform its customers.

Keywords : corporate social responsibility, ability, awareness, customer response, Dana Insurance.

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