

# **Study the impacts of Corporate Social Responsibility on the Links between Green Marketing Awareness and Consumer Purchase Intentions in tosaah sadrat bank of Gilan province**

Abbas Mousazadeh\*,

**Green marketing activities have important implications for consumer knowledge and consumers' perceptions of purchasing green products, and customers are in need of information to make informed purchases, and lack of information can prevent the use of green standards and criteria when they decide to buy them. Therefore, marketers need to do more to expose consumers to information, they need to force consumers to focus on information. Therefore, a descriptive-survey study was conducted to investigate the effect of green marketing awareness on customer buying in accordance with the role of the social responsibility of the Export Development Bank of Iran in Gilan. Sampling was done randomly. The research population is the customers of Rasht Branch of the Export Development Bank of Guilan province. The sampling was done in an impossibility available manner. 341 questionnaires were analyzed using structural equations and Smart PLS software. The results show that awareness of green utilization has an impact on consumer purchasing intention and social responsibility of the bank. But the social responsibility of the bank does not affect the customer's intention to buy, and the social responsibility of the bank does not have a mediating role on the relationship between the awareness of green marketing and customer buying intent. .**

**Keywords : Keywords: Green Marketing Awareness - Social Responsibility - Green Shopping -Green Product - Green Banking**

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