

The Impact of Social Responsibility Activities of Municipality on the Reaction of the Citizens (Case Study: Gilan Province)

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Nowadays, social responsibility plays an important role in all organizations, such as municipalities. In fact, citizens' satisfaction with the urban environment and services that the municipality offers are an important factor to motivate people to participate in urban development. The main purpose of this research is to measure the impact of municipality's ability and social responsibility of the citizens of Guilan province on their response given their level of awareness. Hence, 377 citizens of Gilani were ed as statistical sample and non-probabilistic method. A questionnaire tool was used to collect data. To test the hypotheses, structural equation technique has been used. Results showed that social responsibility and capacity of the municipality have a positive and significant impact on citizens' reaction. This effect also increases with awareness.

Keywords : Social Responsibility, Municipal Capacity, Awareness, Citizen's Response

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