

The effect of CSR on Customers behavioral loyalty with considering the mediating role of commitment and involvement (Case study: Chain stores customers in Rasht)

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Abstract The large stores and chains, which are referred to as the organized retail distribution network, play a significant role in distribution networks in many countries around the world. Therefore, the purpose of this study is to measure the effect of social responsibility in chain stores on customer consciousness by considering the role of mediator of conflict and commitment. To convert qualitative data, a 5-option Likert scale was used. The statistical population of this research is composed of customers of chain stores in Rasht, whose number is unlimited. Therefore, according to the nature of the society, Morgan table was used to determine the sample size and the minimum sample size was 384 people and 400 questionnaires were distributed. Regular random sampling method and questionnaire were used for collecting data. To test the hypothesis of the research, SPSS software was used for descriptive statistics and Amos Graphic software was used to test the hypotheses. The results showed that corporate social responsibility has a positive impact on customer engagement, and mediation involvement affects customer loyalty behavior. The results also showed that the customer involvement is effective on his commitment to the company, and the commitment in this regard plays the mediating role between conflict and the decisive behavior of the customer. Conflict and commitment beyond the mediation role also directly affect behavioral loyalty.

Keywords : **Keywords:** Corporate Responsibility, Customer Confidence, Customer Conflict, Customer Obligation.

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