

# **Investigating the Moderating Role of Knowledge in the Relationship between Social Responsibility and Company Ability with the Customers purchase Intent**

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The purpose of this study is to examine the role of moderating awareness in the relationship between social responsibility and the ability of the company with the Customers purchase Intent. The present study is a descriptive one and is applicable in terms of its purpose, also is field study In terms of collecting data. The data gathering tool in this research is a questionnaire containing 15 questions for measuring the total variables of the research. The 5-point Likert range is also used to measure the variables. Validity of the questionnaire was verified by the opinion of the professors and experts and its reliability was verified using Cronbach's alpha. The statistical population of this research is customers of the Maskan bank of Rasht city. by Cochran's formula, 392 people were studied as the final sample. In order to test the hypotheses, structural equation modeling was used. The results showed that the association of the bank's social responsibility with regard to the ability of the bank to identify the bank has a positive and significant relationship .Also, the association of social responsibility and the association of Bank's ability has a significant relationship with the Customers purchase Intent. The research also showed that customer awareness plays a moderating role in the relationship between the association of social responsibility and the ability of the organization with with the Customers purchase Intent.

**Keywords : Key Words: Purchasing Intent, Social Responsibility, Company Ability, Awareness**

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