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# **The effect of organizational associations on consumer behaviour (Case study: public banks in Rasht)**

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**Abstract** Including consumer behavior is essential for any business purpose, loyal consumers, especially in dealing with different economic conditions. The main purpose of this article is to explain the organizational associations on consumers of financial services public banks in Rasht. So the 367 Customers of public banks in Rasht as has been sampled. The sampling is Convenient non-probability. To test the research hypotheses, structural equation and LISREL software has been used. The results of the testing indicate that consumer satisfaction is the greatest impact on their loyalty. As well as, consumer satisfaction has reinforcing role and causes the impact of social responsibility and expertise of the commercial banks increase consumer loyalty. It was also found Social responsibility has little direct impact on identity and has a greater impact on consumer satisfaction. This is also true about business expertise. .

**Keywords :** **Keywords:** Social responsibility of the bank, Commercial Banking Specialty, Consumer satisfaction, Consumer loyalty

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