

The effect of CSR dimensions on Customer's loyalty (Case study: Mellat bank's branches in Guilan province)

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Abstract: In competitive market conditions, banks must always strive to be the preferred customers, focus on the development of customer loyalty as factor in the Company's marketing strategy is to maintain existing customers, increased. Therefore, it is essential that the greatest impact on customer loyalty are appropriate criteria for determining the efficiency and theories. During recent years, the importance of corporate social responsibility increasingly so as of today are a key priority for the firm. The aim of this study the effect of social responsibility the loyalty of our customers. The purpose of applied research and to analyze the methods of descriptive data is enjoying the questionnaire. The questionnaires were distributed among three branches of Bank Mellat in Gilan province and the results were analyzed. The study sample size was 462 as customers. Non-probability sampling method is also available. To further ensure 500 questionnaires were distributed among three branches of Bank Mellat Gilan Province 480 returned questionnaires were analyzed. Data needed to measure these variables were collected using a questionnaire and the field. used for statistical analysis software Amos. Then, calculate descriptive characteristics variables and tables, distribution characteristics were evaluated and finally hypothesis testing was performed. The results showed that the relationship between social responsibility (Customer centric, green environment, ethics, philanthropy, legal responsibility) has a positive effect on customer loyalty. It is suggested that similar research projects in other organizations to examine broader aspects.

Keywords : Keywords: social responsibility, Customer centric, green environment, ethical, humanitarian, legal liability, customer loyalty

