
Investigating the Effect of Corporate Social Marketing Measures on Voluntary Customer Behaviors (Case Study: Sepidrud Club of Rasht)

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This research aims to examine the impact of corporate social marketing efforts on customer volunteering behaviors. Therefore, the effect of the ethical and social values observed by the Sepidrud Sport Cultural Club of Rasht in the decision-making process of the fans and spectators of the team has raised its concern. Due to the nature of the research, the research methodology is descriptive and the type of data collection is of survey type. A questionnaire was used to collect data and random sampling was done. To answer the questions, 420 fans and spectators of the Sepidrud Sport and Sports Club of Rasht have been ed as sample samples. The results of this research show that there is a positive and significant relationship between public credibility, social responsibility, perceived effort and environmental credibility with environmental behavior of the fans of the club. Also, there is not a positive and significant relationship between perceived adaptation and perceived influence on the environmental behavior of the fans of the club. The observance of social values by the Sepidrud Sport Cultural Club of Rasht has affected the supporters and spectators of the Sepidrud Sports Club of Rasht so that, by matching these values with the values of voluntary customer behaviors (society), they choose their brand name Clubs have encouraged.

Keywords : Keyword: Marketing, Social Responsibility, Voluntary Customer Behaviors, Ethical Values

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