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# **The effect of social responsibility activities and the ability of the company to influence the purchase behavior with the role of mediation and purchasing intention and the moderating role of knowledge of individuals (Case study: Iranian insurance clients in Guilan province)**

Zahra Godarzvand Chegini\*, Dr. Kambiz Shahroodi,

In this research, the main question of the research is whether the corporate social responsibility activities and the ability of the company to take on purchasing behavior with the role of mediation, and the role of moderating the awareness of the Iranian insurance industry, also affect the main purpose of the impact of social responsibility activities and The ability to participate in purchasing behavior with the role of mediation is to purchase and the moderating role of awareness of Iranian insurance clients in Guilan province. The statistical population consisted of customers of Iranian insurance agents in Guilan province. The main hypothesis of the research is the social insurance liability activities with the effect of modifying customer awareness on the intention to buy Iranian insurance customers. The main purpose of the impact of social responsibility activities and the ability of the company to behave with the role of mediation is to buy and the moderating role of awareness of Iranian insurance customers in Guilan province. The population consisted of Iranian insurance life insurance customers in Guilan province, which was determined by non-probabilistic sampling available proportional to the sample size using the Uniform Statistical Society of Iran. The sample size is 248. The research method is descriptive-survey and research tools including standard questionnaire. In order to investigate the validity of the research, experts have used it. Cronbach test is also used to assess the

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reliability of the research. Data analysis was done on two levels, descriptive statistics and inferential statistics. Collected data and available information using inferential statistics techniques, Structural Equation Test using PLS software has been used and the collected data have been analyzed using SPSS software. The results of the research have shown that the ability of corporate and social responsibility has a positive and significant effect on customer buying intent, as well as the social responsibility of individuals on customer awareness and the positive and significant impact of customer buying intent on behavior, as well as on the intention to buy customer with the role of awareness moderation People have had a meaningful and positive impact.

**Keywords :** Key words: social responsibility activities, company ability, buying behavior, awareness of individuals, intention to buy

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