

# **Investigating the Mediating Role of Brand Image in Impacting Perception of Corporate Social Responsibility(CSR) on Corporate Reputation and Customer Loyalty in Mellat Insurance Branches in Guilan Province**

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The purpose of this study was to investigate the mediating role of brand image in impact of perception of Corporate Social Responsibility on organization's reputation and loyalty of customers in Mellat insurance branches in Guilan province. Research is an applied and descriptive survey purpose. The statistical population of this study is all clients of Mellat Bank Branches in Rasht city. Based on the Cochran formula and 301 of them, they were surveyed using cluster sampling. The data gathering tool was a questionnaire. The reliability of the questionnaire was confirmed by Cronbach's alpha and composite reliability higher than 0.7 and in the desirable interval. Validity of the questionnaire was confirmed by content validity and verbal and divergent validity. In order to analyze the data, SMART PLS3 software and semi-least squares based equation modeling were used. Research findings showed that Corporate Social Responsibility has a positive and significant effect on brand image, organizational reputation and customer loyalty. Also, the role of mediator of brand image in affirmation of the perception of corporate social responsibility was confirmed by customer loyalty and reputation of the organization. In this regard, it can be said that by strengthening and promoting the Corporate Social Responsibility, one can witness the improvement and promotion of the brand image of the brand and, consequently, the reputation of the organization and loyalty of the customers of the bank.

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**Keywords : organizational responsibility, brand image, organization's reputation, customer loyalty**

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